



ROTARY VOTARY

The Rotary Club of West Chester

Dong Kurn Lee, International President 2008-2009

Make Dreams Real Bulletin #17 www.WestChesterRotary.us October 30, 2008

This Week's Program: October 30, 2008

Speaker: Dee Giardina
WCU, Exec Director of Facility,
Design, and Construction
Arranged by Dave Biffen

Next Week's Program: November 6, 2008

Speakers: Bill Hess and Steve Quigley
Rotary Foundation/Veterans Day
Arranged by Dave Biffen

MINUTES by Victoria Dow

President Steve rang the meeting into being at 12:25; **Carol Hansen** gave the invocation, an old favorite she learned in high school: "we pass this way only once..."

We had only two guests: Marie Thibault, who is considering joining our club, guest of **Dave Rayburn**; and Laura Baker, visiting with husband **Geoff**. There were no visiting Rotarians.

Announcements followed. **Rich Kaufman** gave us a head's up that Brian's Run is fast approaching on December 7. It's a good cause, as witnessed by **Dan Cosgrove** who last year saw a little girl in a wheelchair holding up a big "Thank You!" sign as he ran past.

Adrienne Masak-Rozier is looking for a new host family for Anri, our exchange student from Japan. Anri is at Henderson and is allergic to cats and dogs. Adrienne would like to find a host family with kids!

Bruce Beadle reminded everyone that the deadline for Community Philanthropic Grants is approaching on November 15. Please help identify worthy causes in the community and send in an application.

Terri McGrath thanked the crew who helped collect 62 bags of canned goods last week. The collection was a little lower than in past years. To further help the Salvation Army Terri has set November 20 as an in-club food collection day. Please bring non-perishables, diapers, etc to the meeting on Thursday, November 20; Terri will deliver the items to the Salvation Army that day.

A card was sent around for **Ed Malet** whose mother passed away. Also, Pres Steve reported that **Rick Dunlap** is doing well after an injury.

Finally, Pres Steve mentioned that the Nominations Committee will be collecting names for club officer positions shortly. Their work is being overseen by **Bob Rogers**, Election Tsar (or Цар, if you prefer...)

Happy Dollars proliferated despite Pres Steve's attempt to keep them down – lots of happy people! **Geoff Baker** was proud of his wife Laura's great fundraising effort in the recent 3-day breast cancer walk. She and her team were 6th in funds raised in the Philadelphia area, bringing in over \$62,000. Over all, \$8.1 million were raised in the area. He also thanked club members who had contributed to the effort, especially in providing transportation for Laura's team. **Pat Barron** reported on attending the British Officers' Club Trafalgar Day celebration with a certain not-quite retired British naval officer who is a club member. **Becky Cacace** was happy to have celebrated her and her husband's eighth wedding anniversary. **Patti Jefferies** announced that Whirlaway, for the third year in a row, was rated the #1 travel agency in the county.

The 50-50 was won by **Jim Lees**.

SPEAKERS REVIEW by Faith Woodward

Dave Biffen introduced our speaker, Ed Callahan, Jr, the President of Coherent Sales Technology.

His interesting presentation on Social Media and Social Networking was based primarily on LinkedIn, one example of a social media tool that can be used for business purposes.

As a consultant, Ed teaches others on how to best use tools such as LinkedIn. Whereas traditional methods of marketing include print media, TV, radio, Internet advertising, business to business, and Business to Consumer. Social networking is multi-directional. Of 17,000 people in 29 countries surveyed, 57% belonged to a social network.

Social networking can be used for businesses to engage in conversation with target audiences, to create brand awareness, and to reach more customers thereby increasing revenue and profitability.

LinkedIn, in an industry that is only 5 years old, has many advantages. It never reveals any communication information and if anyone receives five "I don't know" responses, he or she is dropped from membership. One can use LinkedIn to find great employees, to check references, and to tap into the "wisdom of crowds."

Ed walked us through an advanced search, showing how one finds links to others who have information we want. A person is then chosen who will introduce you to the one with the information or contact you wish to make. It is wise to give only an e-mail address and possibly a phone number.

Through his power point presentation, Ed also showed us how to set up an account by filling out a profile and then building your network. The larger the number of first degree contacts, the more connections you'll develop.

Ed was asked if being a member of a social network will result in being inundated with e-mails. He responded that Linedln can be turned off if one needs a break.

His final advice included seven ways to energize Linedln: Update your network periodically through the year, update your "status widget" regularly, view your "network update page" regularly, join groups, send private messages, ask and answer questions, and make virtual introductions.

Please see the clubs website for a link to this presentation. Ed can be reached through coherentsalesconsulting.com. Please join his blog!

THANK YOU

Copies of the Votary are provided at our meeting by **Steve Karp** of Karp Chiropractic

EXCHANGE STUDENT

Anri (pronounced Anli) Izui at Henderson HS
Hosts: Mark and Ellen Morun
416 Chrislena Lane West Chester 19380
610-344-0205

BRIAN'S RUN

The 31st Annual Brian's Run will be held on December 7th at the West Chester University. Our Rotary Club has been involved from the beginning. We assist with the set up on Saturday before the races and distribute food and beverage to the runner the day of the races. The club needs your support to help this worthy local event. In the next several weeks, **Rich Kaufmann** will talk more about the event and how you can Give Service Above Self.

SAVE THE DATE

Nov 6 Holiday meeting after Rotary
Nov. 15 Habitat Workday
Nov 15 Foundation Grants due
Nov 20 Non-perishables collected at Country Club for Salvation Army
Dec. 7 Brian's Run
Dec. 11 Blood Drive

Check out the Rotary Calendar of events at <http://www.westchesterrotary.us/clubcalendar.htm>

Add events: calendar@westchesterrotary.us

THE ROTARY CLUB BOARD of DIRECTORS

President, Steve Karp; President-Elect, Dave Rayburn; Vice-President, Bill Ronayne; Past President, Gary Hess; Secretary, Patricia Kotsay; Treasurer, Rob Feenan; Sergeant At Arms, Katie Decker; Directors-at-Large: Rich Kauffman, Adrienne Masak-Rozier, Terry McGrath, John Messersmith, Bob Rogers, Bill Ronayne, Mark Sammarone

Joel Chesney, District Governor
Samantha Kranyak-Ramsey, Ass't District Governor
Robert Poole, III, M.D., P. D.G.
1980-1981

HOW TO GET IN TOUCH

Votary Committee: Faith Woodward, Publisher. 610-918-3432
fwood@bf.kendal.org Bruce Beadle, Vice-Chair and Web site maintenance.
Committee Members: Pat Barron, Matt Bradley, Sue Casso, Victoria Dow, Elizabeth Guman, Charlie Lyddane, Fran Luft, Paula Ott, Cathy Palmquist, Joe Polito, and Mark Sammarone (Web site)