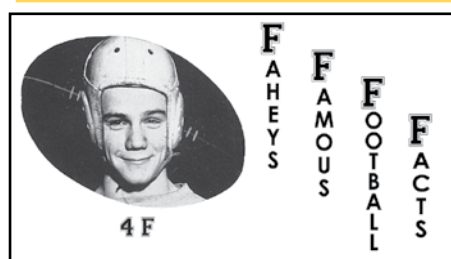


**“Last Week”** (cont. from pg. 3)

succession planning and an increased emphasis on youth.) Art went to great length about examining our “business development.” There is a renewed emphasis in Rotary regarding business networking. This change in thinking goes back to the foundation of Rotary. He also cited the Rotarian to Rotarian Business Directory as an effort in this regard. The growing importance of social media should also be considered. As all businesses, we should benchmark ourselves by our competition (visit other clubs and steal their good ideas!). We should promote our Rotary “brand” by wearing our pins, developing our Rotary “elevator speech” and sharing our weekly bulletin. Consider expanding our “franchise” by spawning new clubs. And, of course, address our resources (fund-raising) and our community involvement (RAP, the Coalition, etc.). Switching to an International perspective, DG Art suggested that we take a good look at support for the Foundation. Money contributed to the Foundation, over time, comes back to the District and the Club. Of course, one of Rotary shining successes is its efforts against polio. There are just 274 cases recorded worldwide, all in Pakistan and Nigeria. He also updated us on the \$200 million challenge (\$185 million is “in the bank”) with the District goal of \$6,000 having been met. In summary, clubs need to focus on membership retention and using the knowledge base available at the District level. Following Art’s talk, **Barry** spoke about ways of showing support for Peggy Thomas and **Dennis** reminded us about the Coalition feeding. This effort, when Dennis started, cost about \$400-\$425 per event. The cost has now risen to \$685-\$700! **Ruby** updated us on her ongoing “penny project”. **Jim Byrne** had a chance at our drawing, now grown to \$620, but it rolled once again. He graciously passed the \$10 consolation price onto the Coalition effort. Thanks, Jim!



**Welcome to New Member John Lucyk!**



Football has become the most popular sport in America. The National Football League has come a long way from its humble origins 80 years ago. In 1920, a pro franchise could be purchased for a mere \$100. Today, a franchise such as the Washington

Redskins is valued at over \$800 million.

Walter Camp has been called the "Father of American Football." Camp introduced a number of innovations. He reduced the number of players on a side from 15 to 11 and devised the down system which controls the possession of the ball. As a coach, his three undefeated teams outscored their opponents 1,621-0.

Please take a copy of "The Times" and give to a prospective member



## The Four Way Test

- First ...** Is it the *TRUTH*?
- Second ...** Is it *FAIR* to all concerned?
- Third ...** Will it build *GOOD WILL* and *BETTER FRIENDSHIPS*?
- Fourth ...** Will it be *BENEFICIAL* to all concerned?



Rotary Club of Seminole County South  
P.O. Box 160306  
Altamonte Springs, FL 32716-0306

The object of Rotary is to foster the ideal of service as a basis of worthy enterprise.

**FIRST:** The development of acquaintance as an opportunity for service;

**SECOND:** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation;

**THIRD:** The application of the ideal of service in each Rotarian's personal, business, and community life;

**FOURTH:** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

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Has made up a meeting at Seminole County South Rotary Club

Date \_\_\_\_\_

by \_\_\_\_\_



Use your smartphone to scan this image to link directly to our Seminole County South Rotary Club website

# The Times

of Seminole County South Rotary Club

Rotary District 6980 Award Winning Newsletter

Founded 1969

### TODAY'S PROGRAM

## Fellowship Week

### Welcome!

### WHO'S WHO

Greeter: **Jay Bastian**  
Invocation: **Bob Levy**  
Guests: **Dudley Bates**  
Happy Dollars: **Bill Fahey**

### THOUGHT FOR THE DAY

Give sorrow words; the grief that does not speak whispers the o'er-fraught heart and bids it break.  
-William Shakespeare

### HUMOR AND WIT



VOL. 33 NO. 9 · SEPTEMBER 2, 2011

### TODAY'S MESSAGE

**In Memoriam**  
**Justin Thomas Berger**  
8/27/87 - 8/23/2011

All Rotarians join in expressing to our friend and member, Peggy Thomas, our sincere sympathy on the loss of her son, Justin.

**May he rest in peace.**

### UPCOMING EVENTS

October 10 - Golf Outing at Rolling Hills  
Nov. 19-20 - Arts, Crafts and Wine Fest.

### Next Week's Program

**Guatemala**  
**Bill, Carole & Shannon**

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web site:  
www.ssrotary.com

Our club meets every Friday at 7:30 a.m. - Rolling Hills Country Club

## THIS WEEK'S BIRTHDAYS

**Al Assar - 9/5**  
**Janet Kearney - 9/5**



## HAPPY DOLLARS



Our happy dollars were unusually short last week, however **Jack Eiel** collected as many as he could. He starting things off with \$5, including “the saddest dollar ever” for **Peggy Thomas**, for our speaker and for his three children in the way of Irene. **Stuart** had one for Precious Darling #2, recalling his children meeting Peggy’s. He was also really looking forward to the start of college football. **Clark** had \$2 for Sheila, and the celebration of her life last week, and for Peggy in her time of tragedy. **Jim Moriarty** added another for Peggy Thomas. Art Brown was happy to be with us and recognized Peggy Thomas’ loss. **Dede** was happy that the school system was off to a good start, with the numbers growing. She also contributed a sad dollar for Peggy. **Bill Fahey** made sure everyone new the correct pronunciation for Jim Moriarty’s name. **Dennis** added one for **Bill Stack** (he got to the meeting early to lend a hand setting up but forgot to lend a hand!) and for his trip to the Adirondacks with his son, telling a great story about his son’s discovery that his boots weren’t “waterproof.” **Ruby** remarked how difficult it is for a mother to lose a child. She also had one for our District Governor and expressed her pride in our Club, despite the fact that we haven’t found a husband for her yet. **Barry** had one for Peggy Thomas and explained the pink nail polish on his fingers (the result of some babysitting). **Kent** had a sympathetic dollar for Peggy Thomas and was happy to have Art visiting the Club. **Stuart** expressed respect and admiration for Dede Schaffner, remarking on her talk at a recent Tiger Bay Club meeting. He also thanked Clark for a great speech at Sheila’s funeral. **Ed Knight** added another sympathy dollar for Peggy.

## You’re a Grand Old Flag

You’re a grand old flag,  
You’re a high flying flag  
And forever in peace may you wave  
You’re the emblem of  
The land I love.  
The home of the free and the brave.  
Ev’ry heart beats true  
for the Red, White and Blue,  
Where there’s never a boast or brag.  
Should auld acquaintance be forgot,  
Keep your eye on the grand old flag.



## LAST WEEK'S MEETING

Last week, our meeting started with a rather sick sound coming from our bell. But, it was followed by **Dudley Bates’** great invocation, particularly focused on the tragedy suffered by **Peggy Thomas** as well as the difficulties facing the East Coast from Irene. **Charlie Berg** welcomed our guests, including an Interact member from Lyman H.S. **Paul Crouch** introduced our ADG, **Jim Moriarty**, and told us a little about his Rotary and personal history. Jim has served in many Rotary capacities, was a member of the U.S. Air Force, has had a great career in higher education administration and has been married 40 years. Jim introduced our speaker, District Governor Art Brown. From Jim, we learned that Art has quite a history in Rotary and otherwise. Joining Rotary in 1994, Art has had perfect attendance. He served as President of the Dr. Phillips club and has been on their Board for 10 years. He was an ADG for four years. His career hallmarks include 24 years in the U.S. Army and 21 years as a Disney employee. Outside Rotary, Art is active in his church and umpires soccer and lacrosse. Educationally, he is a graduate of the U.S. Military Academy and Ohio State. He also has been married for 49 years to his high school sweetheart, Karen, who was also in attendance. Before Art began his formal speech, however, he assisted us in welcoming our newest member, **John Lucyk**. Welcome to the Club, John! Once into his speech, Art gave a great talk about Rotary from a club, District and International perspective. Art discussed the Rotary theme for ’11-’12, Reach Within to Embrace Humanity. More information regarding the theme is available at Rotary.org. In the coming year, Rotary will continue to work on projects it has adopted, such as clean water projects and Polio Plus. We learned that the Presidential Citation will be determined differently this year, with a focus on Foundation participation (an average contribution of \$100 per member) and membership (net +1 and an 85% retention rate, with an emphasis on women and younger people as members). The five avenues of service (Club Service, Vocational Service, Community Service, International Service, and the newly minted New Generations) will be recognized by a new award, the Change Maker Award. This award will also recognize membership growth. Speaking of membership, Art spoke about the introduction of women into Rotary, with our District boasting a 25% female membership percentage (vs. 15% worldwide). The big thrust of his talk was to encourage us to think of our Club as a small business. This thinking prompted a series of questions. Who are our clients? (Our membership.) What is our product? What are our activities? How is our customer service? Are we monitoring our Club’s statistics? (We have 17 members with over 25 years service in our Club!) What are our goals? (Here, Art emphasized the importance of RLI and how, following RLI attendance, members are much, much more likely to stay in the club) How do we recognize our members? How do we fellowship? (Art described a series of upcoming District level activities including a social gathering on November 12th and the District Conference, followed by a District cruise in February.) How is our employee development? (Including (“Last Week” cont. on pg. 4)

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