

PRESIDING
Pres. Gary Bryant

NATIONAL PLEDGE
Louise Senneff

INVOCATION
Robert Garland

FOUR-WAY TEST
Julia East

MUSIC
Lalai Hamric

NEXT WEEKS
PROGRAM
"Crime Prevention"
~ Brian MacNeel

TO THINK UPON:
"The motive power of Rotary is friendship. This is true today; the same statement could have been made in equal truth yesterday and let us hope that it may be truthfully made throughout all times."
~ Paul Harris, 1921

This Week's Program: **WHITE BADGE TRANSITION TALKS** *Presented by Gay Thompson*

"White Badge Talks" — one of the steps that our newest members take as they learn about the "nuts and bolts" of the Downtown Rotary Club and introduce themselves to all of the members. With almost 200 members, it's not as simple as walking around the room for the first month of membership and shaking hands. This is also the opportunity for our veteran members to find something that they have in common with the "newbies" — seek them out and introduce yourself!

Making all of our members feel welcome is an important job for every club member. You may remember how daunting it was to walk in to a meeting with a club our size and you knew your sponsor and maybe two or three other members. Welcome our newcomers this week, and get a chance to learn about our veteran members as they give a talk or two.



The future of our club and Rotary International is in our hands; growing our club not only spreads the gift of Rotary but grows our base for community service.

YOU ARE THE MISSING PIECE.



ROTARY.ORG



PRESIDENTS LETTER: August 18th, 2009



Dear Fellow Rotarian,

I'd like to start this week's newsletter with a great big Thank You and ATTA-GIRL to **Sandy Stillwell** for very generously agreeing to have the Sunshine Seafood Café be a \$1,000 sponsor for our Italian Fest. Thank you so much Sandy. It takes Rotarians donating and serving in all different ways to make our Club great.



Sandy has also offered to provide a 10% discount to any Rotary Club Member who dines at the Sunshine Seafood Café and Lounge in Fort Myers (corner of Winkler & Gladiolus). Just tell them that you are a Rotary Club of Fort Myers Member and sign the servers portion of the check so Sandy will know you've been there. No coupons to clip! Sandy is closing for vacation from September 1-16, but anytime before or after those dates, please drop in for a great meal at Sandy's place. I know that several of our Rotarians dine there regularly and it's a super place. I ate there myself this past week and it was great!

August is Membership Month and I'd like to say Thank You to three new member sponsors who stepped up to the plate this week with three new member proposals. ATTA-BOY to **Bob Smoot, Paul Musler, and Perry Roberts** for those proposals. Now we will have enough proposed new members to have our first Information Committee Meeting of this year. That's good!

ATTA-BOY's also go out to **Alan Miller** for printing and covering the cost of our labels for Dictionary Day. Thank you Alan, that's awesome! ATTA-BOY's also to our Club Members **Bill Barrett** and **Steve Hawks**, who are the District 6960 level Dictionary Day Committee Chairs, for all the hard work they do at the District level. And one more ATTA-BOY to **John McGee**, our Treasurer for helping process and maintain the District's Dictionary Day funds. That's extra work and "Service Above Self" for John to step up and help District 6960. Thank you Guys!

A very special thank you to Past President's **Steve Pontius, John Noland, and Marty Redovan** for their recent counsel and advice. Those guys work awfully hard and

usually behind the scenes. They provide a great service to our Club and they deserve a pat on the back.

ATTA-BOY's to **Paul Kling** and his entire Technology Committee. We have not had one single technology failure at any meeting so far this year. That's super and thanks to John and John and Bob and everybody who helps out with our presentations. (Hope I didn't just jinx us!).

Thanks to everyone for doing make-ups and for getting those recorded. We have had several of those listed in the YAK and we'll keep listing them. Make-ups when we miss meetings are good things. Our attendance percentage for the Month of July was up to approximately 55%. That's better and we are headed in the right direction. Our goal for the year is 60%. We've got just a couple of more weeks to go if any first time Paul Harris Fellows would like to take advantage of the Club's 50/50 matching offer before August 31.

Please feel free to invite your spouses and family members to Rotary. If you are a new member sponsor, please be sure to invite a new member's spouse or family members to one of our regular meetings and functions. ATTA-BOY to **Scott White** and ATTA-GIRL to **Kathy Sturgis** for having their sons attend Rotary with them this summer. It has been great to have them with us, and it will be real nice to have the youthful assistance at our Red Sox parking next spring.

Thanks so much to all the Members who have paid their dues, we appreciate it! If you have not paid your July-December dues yet, they are overdue! Please do so as soon as possible. If you haven't yet paid, the Club is having to carry you at this point. Thanks for all your continued support! It is appreciated.

Gary -



IMPORTANT ROTARY DATES:

18 AUG	Tues	1:00p	Special Board Meeting	Around the Bell
18 AUG	Tues	5:30p	Italian Fest Committee	Alliance Offices
20 AUG	Thur	7:00a	Board Meeting	Waterman Broadcasting
22 AUG	Sat	7:30a	Rotary Foundation Committee -	Charlotte Cultural Center
25 AUG	Tues	11:30a	Information Meeting	Yacht Club
10 SEP	Thur	5:30p	Club After-Work Happy Hour -	Bennett's Fresh Roast Cafe
12 SEP	Sat	9:00a	Dictionary Labeling Day	School Dist. Admin Center
02 OCT	Fri		Dictionary Day	Various Lee Cty Schools
04 OCT	Sun	11:00a	Club Italian Fest -	Alliance of the Arts



From Rotary Int'l News

It is a story so familiar to most Rotarians that it has evolved beyond lore and become assimilated into the genetic code of the organization. In 1932, Herbert J. Taylor, the newly appointed president of a nearly bankrupt Chicago cookware company, believing his employees were in need of an “ethical yardstick,” wrote four questions on a small, white piece of paper:

Is it the **TRUTH**? Is it **FAIR** to all concerned? Will it build **GOODWILL** and **BETTER FRIENDSHIPS**? Will it be **BENEFICIAL** to all concerned?

When Taylor penned what came to be known as The Four-Way Test, the country was in the grip of the Great Depression, and there was widespread distrust of banks and corporations after the stock market crash three years earlier. At the Club Aluminum Products Company, a new and expensive type of cookware was being sold with rapidly declining success by door-to-door salesmen using high-pressure tactics. Although Taylor instituted additional measures, such as establishing distribution channels through retail stores and offering free trials and affordable payment plans, he came to believe that applying his test to Club’s advertising and sales methods was the key factor that led to the company’s remarkable return to profitability.

MEETING MAKE-UPS

- Patricia Bell @ Sunrise
- Robert Garland 2) @ SFM & Sunrise – 100%
- John Jack 2 @ Brevard, N.C.
- Wayne Miller @ Sunrise
- Marty Redovan @ Trust Fund Mtg. – 100%
- Mike Scott @ NFM
- Bob Smoot @ Membership Comm. Mtg. – 100%

Keep Those Make-Ups Coming!

Happy Birthday

- Bob Smoot & Dave Springer 18th*
- Pat Barnes & Joe Burgess 21st*
- Hatt Rogers 22nd*
- Bob Zeigler 24th*



IMAGES OF ROTARY



VIVE LE ROTARY

Let all good Ro-tar-i-ans stand up and sing;
 Vive Le Rotary!
 With service and love let this song loudly ring;
 Vive Le Rotary!
 Chorus:
 Vive Le, Vive Le Rotary,
 Vive Le, Vive Le Rotary!
 Truth is our right, Love is our might,
 Vive Le Rotary!

A friend with a smile is the person we need;
 Vive Le Rotary!
 Who truly believes in our Rotary Creed;
 Vive Le Rotary!
 ~ Repeat Chorus ~
 Be quick to give service, we must not be shy;
 Vive Le Rotary!
 Let's join all our voices and give a great cry;
 Vive Le Rotary!
 ~ Repeat Chorus ~

ROTARY CLUB OF FORT MYERS, INC.

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Rotary International: John Kenny (Scotland)
 www.Rotary.org

Rotary Dist. 6960: Dist. Governor Vince Cautero (Rotary of Naples)
 www.Rotary6960.org

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 Patricia Bell
 John McGowan
 John McGee

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President-Elect
 Past President / VP
 Secretary
 Treasurer

DIRECTORS 08-10

Bill de Deugd
 Jeff Mudgett
 Bob Sheehan

DIRECTORS 09-11

Joni Logan
 David Shaw
 Mark Stichter

YAK:

EDITOR: David Yates

Email us at YAK@RotaryFortMyers.org

Club Photographs Compliments of Paul Kling
 Copying Compliments of Cynthia & Dan Detrick

ROTARY CLUBS IN LEE COUNTY

MONDAY

- Fort Myers South / 12:00PM /
 Crowne Plaza at Bell Tower

TUESDAY

- Fort Myers / 12:00PM / Royal Palm Yacht Club
 - Estero / 12:00PM / Elks Club on Coconut Road

WEDNESDAY

- Fort Myers East / 7:30AM / Verandah C.C.
 - Fort Myers Sunrise / 7:30AM /

Hilton Garden Inn
 - Bonita Springs / 7:30AM /
 Spring Run Clubhouse

- Cape Coral / 8:00AM / La Venezia
 - Cape Coral N. / 6:30PM / Cosmopolitan Grill

THURSDAY

- Lehigh Acres / 7:30AM / Westminster C.C.
 - North Fort Myers / 8:00AM / Del Tura C.C.
 - Bonita Springs / 12:00PM / Spanish Wells C.C.

FRIDAY

- Sanibel-Captiva / 7:30AM / Beachview
 - Cape Coral Gold Coast / 12:00PM /
 Gulf Coast Village

MISSED IT? MAKE IT UP!

LINKS TO ONLINE MAKE-UPS

www.RotaryFortMyers.org
www.RotaryEclub34.org