

# *The Farmville Rotarian*

*January/February 2008 Double Feature  
A Monthly Newsletter Serving the Farmville Rotary Club  
[www.rotary.farmville.net](http://www.rotary.farmville.net)*

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Welcome to the New Year!

We begin this year with a double feature newsletter and a new trial approach. The newsletter will include a “hot topic” in business with a Rotary slant: providing you, the business people and community leaders, in fellowship through Farmville Rotary, to evaluate these trends with our ‘service above self’ approach and to subject them to our four way test. These may create dialog and community resource building within our fellowship.

## **Business Hot Topic**

Luck, in business and in life, can be defined as the ability to recognize and pursue opportunity. In times of economic unrest, (terms presently being utilized in news sources span from recession, downturn, upheaval, slowing, to simply changes), there can be an increase in interest in owning one’s own business. If a meaningful, outstanding service is provided, and the consumer establishes that they would not want to do without the service, then a market need is established. This is true even in times where consumers are evaluating their spending.

To continue to be successful, it may benefit us to keep abreast of market trends and evaluate how our businesses may be adapted or affected. The following are some predicted trends( from surveying internet news sites) in growing markets/business approaches:

Blogs( short for web logs): Blogs are an on-line method of providing daily or frequent news and updates about your business. It is usually interactive as there is a place for readers to provide comments or feedback. In 2005, the Harris poll found that 10% of business plans included the use of blogs and 16% planned to add a blog in their 2-3 year plan. Blogs can be a great way to update customers on the business, act as an advertising tool, create customer loyalty, and solicit feedback from customers and even the field between small businesses and those with larger budgets. There are a growing number of people accessing the internet and websites and blogs can provide you access to a wider audience. I have calls in to Moonstar and Kinex to see if they have supporting services and will update you as local resources are identified.

Growing youth market with identified areas of strong interest in internet markets, auto related services, fitness, and green living.

Green approaches to all aspects of life. According to the New York Times, although the USA did not sign the Kyoto accord, 74% of American adults believe in the theory of global warming and 73% approve of the Kyoto agreements for countries to limit carbon monoxide and green house gas emissions. Green approaches include energy savings, energy saving products, natural resource preservation, recycling, green travel, green technology and alternative renovation and building products and strategies. Even small changes such as using recycled paper in stationary, offering online bill services and recycling business waste may create a loyalty in your consumers as well as benefiting the environment.

Quality of life which includes health, wellness, community building, the inclusion of purpose and a meaningful life. This is a broad category that is of interest across the age spans.

If we decide to research and pursue any of the identified trends, the ways we adapt them to our business would come under the review of the four way test, of course.

Of the things we think, say or do

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOODWILL and BETTER FRIENDSHIPS?

Will it be BENEFICIAL to all concerned?

### **News from Rotary.org: January is Public Awareness Month for Rotary**

“Public relations efforts help increase membership recruitment, according to about 70 percent of Rotary clubs that responded to a recent RI survey. About half the respondents said that PR also helps with retention, and 87 percent credited their club’s public relations work with raising community awareness of Rotary.

According to survey results, 80 percent of the responding clubs include PR in their annual planning, and 77 percent launch PR efforts to coincide with specific events or projects. Of the responding clubs, 57 percent have a Web site, most of which provide club information directed to the general public. Almost all respondents reported obtaining newspaper coverage, but less than 50 percent had secured coverage on television, radio, Internet, or billboards.”

### **Rotary Make-Up Meetings Now Available Online**

Rotary is running an E-Club Pilot Project that includes seven English speaking clubs. This is an option that members seeking to make up a missed meeting can consider, along with attending a board meeting, other area meeting or participating in community service projects. The addresses can be found on the Rotary.org website under membership.

## **January/February Rotary Programs**

January 3	Jeff Smith	Sue Copsetta-Diet
January 10	Wendell Barbour	
January 17	Neil Humphreys	
January 24	Cannon Watson	
January 31	Club Forum	
February 7	Bill Frank	
February 14	Ramesh Rao	
February 21	Banquet No Lunch Meeting	
February 28	Jon Marken	

## **Minutes, Rotary Club of Farmville Board Meeting, 1-10-08**

Members in attendance: Joe Wilkerson, Jim Neale, Randy Reed, Wendell Barbour, Mable Shanaberger, Sam Shields, Kerby Moore, Que Wilhelmi, Frank Lacey, Robyn Allen, Mabelle Eppes, Jeff Smith.

- Review Minutes – Wendell Barbour
  - Motion made and seconded to accept the minutes from the last meeting as read.
- Treasurer’s Report: Jim Neale
  - Net balance of all accounts is \$15,374.00.
- Approval of \$1000 annual scholarship – Motioned & seconded/Approved.
- Fundraisers:
  - Heart of Virginia Festival- Randy Reed. Pizza is back in. Kerby to check on Rotary Tent. Scheduled for May 3, 2008.
  - Brunswick Stew – Mabelle Eppes. Need Volunteers. Scheduled for February 16, 2008.
  - Radio Day – David Toone not present. Need Results.
  - Cook-off – Jeff Smith. Scheduled for January 10, 2008.
  - Garage Sale – Robyn Allen. Need Volunteers and items. Scheduled for June 7, 2008.
- Reports on different areas:
  - Membership – Frank Lacey.
    - Can each member of the board bring in at least one new member before 02/15/2008?
    - Send each member an attendance report.
  - International Services – Que Wilhelmi. Need 2 people for Rotary Philippines trip.

- Club Service – Mable Shanaberger. Thank you to everyone for setup and break down of meeting room.
- Foundation – Randy Reed. Nothing new.
- Community Service – Mabelle Eppes. Nothing new.
- Old business
  - Newsletter – Katie Deaton. Not present.
  - Rotaract Club – Randy Reed. New club at Hampden Sydney. Will start again in January.
  - Awards – Jeff Smith.
  - 70<sup>th</sup> anniversary of Club – April 15, 2008. Need a committee formed for this event.
  - Annual Banquet – February 21, 2008. Need a committee formed for this event
- New business
  - New Member – Bob Jefferson. Approved by the Board.
- What else?
- Adjourn – 8:30am.



### **Jan/Feb Rotary Birthdays**

**Have a year full of dreams meeting opportunities**

- 1/11<sup>th</sup> Jeff Smith
- 1/12<sup>th</sup> Frank Lacey
- 1/26<sup>th</sup> Shashi Ayer
- ...and Anniversaries**
- 1/10<sup>th</sup> Dan and Cathy Dwyer
- 1/17<sup>th</sup> Susie and Wade Hampton
- 1/18<sup>th</sup> Paul and Pat Hicks

### **February Birthdays...**

- 2/6<sup>th</sup> Joe Zehner
- 2/7<sup>th</sup> Que Wilhelmi
- 2/11<sup>th</sup> David Toone
- 2/21<sup>st</sup> Katie Deaton
- 2/24<sup>th</sup> Jim Parker

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