

Mount Clemens Rotary Club



"the spokesperson"

October 8, 2009

www.mountclemensrotary.org

Minutes by Eric Pierson



Bob Morris led us in the Pledge and **Scott Davis** gave the benediction to start our meeting on this gloomy October day.

Lunch today was spaghetti and I am proud to say I was the only one at my end of the table that did not fashion my napkin into a "kiddie bib." I also successfully completed lunch with no stains.

President Furest had a moment and a sigh of joy, praising this the best time of the year, where "if it's brown; it's down" rules the day. As a fellow hunter I couldn't agree more, but having never shot a deer, the brown, to me, applies more to beer bottles.

Rolf Schroeter announced that the Rotary International convention will take place in Montreal this year and that you should expect more details by email in the near future.



Some sad news was announced as Ted DeVantier's father had passed away in the past week. Our condolences go out to Ted and his family at this difficult time. Ted thanks Rotarians for their expressions of condolence on the loss of his dad. Ted said his father had a very nice service at Christ Lutheran Church in Warren on Oct. 2.

District Governor Judy Garver will be our guest speaker on October 29. We would like to have a strong welcome for her so everyone is encouraged to attend this meeting.

Guests

Major Lori Wright - guest of the club . . . **Ralph Burton** - guest of **Glenn Burton** . . . Janak & Urvi Mehta - Speaker (Janak) . . . Gil Orris - guest of **Kris Miele** . . . Tim Adirans - guest of Rolf Schroeter . . . Jane Selwa - guest of **Bob Selwa**

Celebrations

Birthday ~ **Carl Becker**

Wedding Anniversary ~ **Cecilia** & Larry Moloney - 48 years

Club Anniversary ~ **Julie Huttenlocher** - Although Julie was not here, she purchased a flower, in absentia, for her club anniversary

Flowers

Tom Davies sold off the remaining flowers. The first was sold to Rolf Schroeter for his guest. I missed the second one, but **Dick Pierson** bought a pink one for **Bob Leslie** for finding some additional deductions for him. **Neil Dempsey** bought one for **Dave Meldrum** for making it to the championship round of the club championship at Gowanie.

Songs

President Furest was under strict orders to bestow the honor of leading the club in song to that Rotarian to whom he felt had the best voice in the club. Probably because of his love of hunting and thrill he gets from hearing a dying animal gurgle out its last grunts, he chose **Nancy Dedenbach** to lead us. To start, Nancy chose *Somewhere over the Rainbow* as she wanted to showcase her voice. After what seemed like an eternity listening to someone choke a cat, we at least finished off with a rousing version of *All Hail to Rotary*.

BRING DONATIONS FOR FOOD BANKS
ON THE THIRD THURSDAY OF THE
MONTH

PROGRAMS

10/15 JENNIFER CALLANS
PLAYSCAPE PROJECT

10/22 TENTATIVE JOE SOWERBY
ANIMAL WELFARE

10/29 VISIT FROM OUR DISTRICT
GOVERNOR, JUDY GARVER

11/5 PHIL GROH AND THE ZION
LADIES; MARKING 60 YEARS
TOGETHER

11/12 JULIE HUTTENLOCHER, CLUB
MEETING ON OUR FINANCES, BUDGET

11/19 DR. MICHAEL DEEB: CIVIL
WAR OR WAR BETWEEN THE STATES

11/26 NO MEETING - HAVE A
THANKFUL THANKSGIVING

12/17 TENTATIVE FRASER SINGERS

DEC. 5 ROTARY CHRISTMAS PARTY



Presentation

Our speaker was introduced by **John Walendowski**. His name is Janak Mehta and he runs a web optimization business and is a specialist in social media. To endear the hearts of several, besides that of this scribe himself, the speaker started out with some potshots at lawyers and CPAs stating that he would go slow that we would understand.

The content of this presentation was that of social media and Facebook, Twitter and LinkedIn, in particular.

What is social media? It is the action of interaction online. There are several platforms which this can be accomplished in the simplest format any blog qualifies as social media.

Interesting facts on social media:

- Facebook now has 300 million users
- Twitter has 35 million users
- LinkedIn has 40 million users
- 112 million people use blogs
- YouTube has had 13 billion views



facebook
twitter
linkedin
youtube

Why does this matter?:

- 57% of all adults have a Facebook profile
- 50% check their sites every day
- Twitter is growing by 400% per year
- Facebook is now the #3 destination on the Web.
- The average Facebook user has 120 friends
- 850 million photos are uploaded into Facebook every month

The speaker termed how you get started as "rules of engagement." These rules are: 1. connect, 2. converse, 3. contribute, and 4. convert. As a Facebook regular, I will attest that this is exactly how it works. Anyone can start up a profile for free on Facebook. There is a search feature that allows you to look up anyone that you can think of. Some searches are easy, for instance you can look up any school and graduates thereof. As you find people, you request them to be your friends and more times than not, people will find you and ask you to be their friends. This is the Connect stage.

The converse stage takes a while. At first you spend a lot of time just watching people's statuses and watching the responses made by other people. As Janak put it, you start by listening and then you start to contribute. This is the third stage where you are now putting in statuses and getting your message out to your friends or associates. The final stage is convert. This has more to do with converting this exposure into revenue for your company.

In order to produce revenue, you typically need to make a fan page. This is hard to explain if you have never used Facebook, but it is basically a profile for a business, where users sign up as fans to get further information. This is where LinkedIn has advantages over Facebook as it is more geared to business than the latter.

The speaker concluded on how this could be helpful to the club in getting its message out and for promoting new members. He also showed us some examples online of other Rotary clubs.

On a personal note, I have convinced several of my friends to get on Facebook after being convinced to do the same by other friends over a year ago. I have enjoyed reconnecting with many people whom I may have never heard from again, otherwise, and have even made friends with people with whom I have never met, but have found have a lot in common with me. I find it to be a nice diversion from the day-to-day grind of the real world and would recommend that everyone put together a Facebook profile.



The winner of the 50/50 was not me.

Announcements

- **Bob Randolph** let everyone know that he finally won the grand prize at the annual Art Center raffle and generously donated \$100 to the club. Thank you Bob.
- The board meeting on October 12 will be hosted by yours truly at my father's (**Dick Pierson**) house in New Baltimore.
- **Don Miller** announced that on the 10th the Ray Airport will be giving free rides to any kids between the ages of eight to 17 who are interested in becoming pilots.

Recognition by Glenn Burton

Glenn got busy immediately hitting up any UM or MSU alumni who made bets, and won, for \$4.99 each. For another \$4.99 Glenn got **Sarah Lee-Ellena** for an advertisement of her funeral home. A double \$4.99 for **Tom Davies** and **Ron Reed** respectively for missing the presentation on Baker College last week by **Don Torline** and because they are on the board of the same.

\$4.99 to **Ken Kish** for missing last week's meeting to attend the Tigers game. Needing to get the last word on this fine, Ken added that he also won \$160 at the casino.

\$4.99 to **Bob Selwa** as his wife Jane was with him, but was not listed on guest list. Bob easily conceded as he added that he was also at the game with Ken. \$4.99 (are you seeing a pattern yet? this guy is ruthless) also went to **Mike O'Connor** for wearing a red shirt to conceal any spaghetti stains. **Kris Miele** also got hit with \$4.99 for a picture of her in front of the Ovation for a Mount Clemens Regional Health Care fundraiser. In the best interest of the club's financial well being she also ratted out that **Terri LeClair** was right next to her in the photo. You guessed it, \$4.99 is what she was charged.



He next went after my father (**Dick Pierson**) for his cruise through northern Scotland, Denmark and finally to Iceland. Sound like a great trip? Except for the part where Denmark was crossed off the list to best avoid a coming storm. Needless to say the storm hit the ship with 100 mph winds and 30-foot waves turning a one-day trip to Iceland into a three-day, queasy excursion where the return flight was missed. We are just fortunate you made it back dad and thanks for the \$4.99.

A final \$4.99 was levied upon songbird, **Nancy Dedenbach**, for eating before the prayer. I have a feeling \$4.99, the former maximum will be the standard this month.

<p>Jeffrey Furest <i>President</i></p> <p>Sarah Lee-Ellena <i>First Vice President/President-Elect</i></p> <p>Eric Pierson <i>Second Vice President/ President Nominee</i></p> <p>Julie Huttenlocher <i>Treasurer</i></p> <p>Penny Schulwitz <i>Secretary</i></p> <p>Nancy Dedenbach <i>Immediate Past President</i></p>	<p>BOARD OF DIRECTORS</p> <p>Rolf Schroeter & John Walendowski <i>one year</i></p> <p>Jessica Cheshire & Kristine Miele <i>two years</i></p> <p>COMMITTEE CHAIRS</p> <p>Birthdays & Flowers ~ Lynn Davidson</p> <p>Boat Outing ~ Valerie Miller</p> <p>Bulletin ~ Eric Pierson</p> <p>Community Projects ~ Eric Pierson</p> <p>Fund-Raising ~ Sarah Lee-Ellena</p> <p>House ~ Jessica Cheshire</p> <p>House Committee Assistants ~ John Hart, Don Torline, Ray Hofner, Cecilia Moloney, Bob Randolph</p>	 <p>COMMITTEE CHAIRS</p> <p>Music ~ Bob Selwa</p> <p>Membership ~ John Walendowski</p> <p>Public Relations ~ Nancy Dedenbach</p> <p>Recognition ~ Julie Huttenlocher</p> <p>RI Foundation Development ~ Jeff Furest & Bob Baker</p> <p>RI Liaison ~ Rolf Schroeter</p> <p>Speakers Program Kristine Miele & Sarah Lee-Ellena</p> <p>Wheelchair Project ~ Larry Neal</p>	<p>Mount Clemens Rotary Club 2992 of Rotary District 6380 of Rotary International</p> <p>Meets 12:15 p.m. Thursday at Zion United Church of Christ</p> <p>Serving the community since 1920 (586)468-2000 schfam94@yahoo.com</p> <p>View your newsletter online at www.mountclemensrotary.org</p> <p>District 6380 newsletter is posted at www.rotary6380.org</p> <p>Announcements & bulletin submissions lindamay@ameritech.net (586) 791-8116 phone/fax</p>
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