



# ROTARY CLUB OF APPLETON GUSTO

Service Above Self

## August 22<sup>nd</sup>, 2017 Upcoming Programs

August 29<sup>th</sup>, 2017  
**RIVERVIEW GARDENS**  
President's Report  
**Thought of the Day:** Robb Waugus

## September 5th, 2017 NO MEETING

### Officers 2017-2018

#### **President**

Gary Hermsen

#### **President-Elect**

Chad Hershner

#### **Past President**

Jennifer Stephany

#### **Secretary**

Nancy Leipzig

#### **Treasurer**

Tony Gonzalez

#### **Directors**

Mary Downs  
Jenni Eickelberg  
Andrew Dane  
Amy Flanders  
Chris Mings  
Ron Altenburg  
Gail Enke  
Barb Merry

#### **Sergeant-At-Arms**

Dan Flannery

#### **Rotarian of the Year**

#### **Admin. Assistant**

Meghan Warner  
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#### **Membership – 139**

Downtown Gusto  
Meghan Warner, Editor  
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## PRESIDENT'S MEETING – GARY HERMSEN

President Gary Hermsen opened the meeting with introducing our 2017-2018 Rotary Board members: Past President, Jennifer Stephany, President-Elect, Chad Hershner, Secretary, Nancy Leipzig, Treasurer, Tony Gonzalez and board members, Mary Downs, Jenni Eickelberg, Andrew Dane, Amy Flanders, Chris Mings, Ron Altenburg, Gail Enke and Barb Merry. President Gary discussed where our club is at with our strategic plan.

**Goal A** – Informative and Relevant Programming: Ongoing efforts, 3+1 allowed for the ability to be more selective, more offers than time available

**Goal B** – Local Community Service Projects: SAS committee has coordinated service projects ranging from helping out here at Riverview Gardens, clean up at the Girl Scout camp in Kaukauna, Houdini 10K, Homeless Connections, Restore, Salvation Army bell ringing, and Octoberfest

**Goal C** – Member Recruitment and Retention: Networking programs

**Goal D** – Increasing Visibility: Wrote/received \$2500 Public Image district grant in collaboration with other clubs: Neenah, Menasha, Appleton Breakfast, Appleton West, Fox Cities Morning. Funds used for: **a.** Faces of Rotary video campaign. 1-2 reps from each club. Total of 10. Videos will continue to be used. Our reps were Sonia Barham and Jake Woodford **b.** Hired BConnected for a 3-month social media campaign including social media advertising, promoting the videos, and boosting the open house **c.** Rotary open house for potential new members to learn more about Rotary **d.** Faces of Rotary insert in the Post-Crescent Sunday edition **e.** Purchased ad time on WHBY 1. Our own Mary Schmidt recorded one version of the ad **2.** Jennifer Stephany was on Fresh Take with Josh Dukelow to promote Rotary membership and the Rotary open house which was on May 31.

**Goal E** – Linkage with District 6220 and Rotary International: We are the only club in the District to take advantage of grant money available that is being used for water project in Bangladesh

**Membership...**Why did you join Rotary? There was a conversation at the last board meeting – Is it building relationships? How is that done? By committee involvement, service projects, working side by side? Researchers have often debated the maximum amount of items we can store in our conscious mind, in what's called our working memory, and a new study puts the limit at three or four. President Gary has talked about a number of things and there are many different aspects of Rotary. We are doing some great things. This year, he wants to focus on 4 things: Here are the 4 things that he thinks are critical to our club's success.

- 1. Committee Involvement**
- 2. Community Service**
- 3. Appleton Rotary Foundation**
- 4. Membership**

This is not to say that we forget about everything else, but if we focus on these things, we will become more engaged members and more engaged members are happier and tell their friends and colleagues about their experience.

Here is a link, which is on our website called: What is Rotary.  
<https://youtu.be/6vVyG0TJBWM>

Now, take a moment to think about how you are going to make a difference this year. Thank you, President Gary Hermsen

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### **ANNOUNCEMENTS**

- Thank you to those who signed up for the Homeless Connection volunteer hours on Monday, September 4<sup>th</sup>. All spots have been filled at this time.

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### **MEETING ON TUESDAY, AUGUST 29<sup>th</sup>- BETHANY LERCH- HOW ROTARY CHANGES THE WORLD**

"How Rotary Changes the World", Bethany Lerch, a UW-Oshkosh alumnus, a Rotary Ambassadorial Scholar, and USA Today Columnist will share her personal journey through Afghanistan and the Middle East bringing about change and making a difference. Bethany was a featured speaker at the recent Midwest PETS conference in Itasca, Illinois.

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### **GUESTS THIS WEEK**

**Visiting Guests today were** David Johnson with Frank Rippl and Eeshani Buddi with Sri Buddi

**There Were No Visiting Rotarians this week**

**Make ups this week were** Deborah Wetter and Chris Mings with Appleton Breakfast

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