



# ★ **EARLY BIRD NEWS** ★

## The ROTARY CLUB of CARBONDALE-BREAKFAST

★ Pres. Citations: 1996-97, 1997-98, 1998-99, 1999-2000, 2000-01, 2003-04, 2004-05, 2005-06, 2006-07, 2008-09, 2010-11 ★  
 ★ 1996-97 Governor's Trophy ★ ★ Bulletin: 1993, 2003, 2004, 2005, 2010 ★ ★ Web Site: 2009 ★  
 ★ District Governors: **Blanche Carlton Sloan, Jack Langowski** ★ **Club #26036**

EVERY  
 ROTARIAN  
 EVERY  
 YEAR

# 15 OCTOBER 2013

Service  
 ▲ Self

◆ **T O D A Y** ◆  
**MIKE HEATH**

Good Samaritan Ministries

RI President **Ron Burton** District Governor **Mike Nowobilski**

### DATES TO KNOW

- October Theme: *Vocational Service*
- 26 Pumpkin Race, downtown Carbondale
- ongoing Poinsettia Sale
- 29 5T Social
- November Theme: *The Rotary Foundation*
- 7 Board Meeting, 11:30 a.m.
- December Theme: *Family of Rotary*
- 10 Delivery of poinsettias

**October Meetings**  
 Organizers: M Sinnott, T Mathias

- 1 Coach Cindy Stein, SIUC Basketball
- 8 Business Meeting
- 15 Mike Heath, Good Samaritan Ministries
- 22 November Davison, Illinois Masonic Children's Home
- 29 Fifth Tuesday Social - 6 pm

**ERY 2013-14 Goal: 100% participation**

### REMINDERS

Makeups:  
 Mon. Noon, Herrin Civic Center  
 Wed. 7:30 am, Carterville, Crab Orchard G.C.  
 Wed. Noon, Carbondale, Lakeland School  
 Th. 7:00 am, Anna-Jonesboro, Union County Hospital  
 Th. Noon, Marion, First Methodist Church  
 Th. 6:00 pm, Jackson-Williamson Co-Sunset, Crab Orchard G.C.  
Rotaract: 1<sup>st</sup> & 3<sup>rd</sup> Mondays, 8 pm, Thebes Rm., St. Center  
Contributions: The Rotary Foundation, 14280 Collections Center Drive, Chicago, IL 60693  
Recruitment: Ask for packets of information.  
Meeting Makeups: Mark "M" in the date block on attendance sheet and clip the makeup card to the clipboard.  
Banners: Visiting another club? Take a banner—bring one back.

### Global Public Image Initiative

Together with global strategic branding firm Siegel+Gale, Rotary International recently announced the launch of a global public image initiative "Strengthening Rotary" to amplify RI's great story, visual identity, and digital experience.

Rotary International President Ron D. Burton reported, "In 2011, we engaged Siegel+Gale to help us clearly communicate who we are and what we do for greater understanding, relevance, and impact. Rotary has had a tremendous global impact over the past 100 years, including the decades-long charge to eradicate polio. However, much of the organization's collective contributions were not being fully recognized by the public."

Through extensive research, Siegel+Gale found that Rotary has all the necessary strengths for greatness—it just needed to communicate its impact in terms that were clear and compelling to its audiences.

David Srere, co-CEO/chief strategy officer of Siegel+Gale, noted, "Rotary is a tremendously impressive global organization, and the team's challenge was to dramatize the breadth and depth of its impact. Harnessing the power of simplicity, together we cut through the volume and complexity of the organization to present a clear, credible, compelling story."

### Assignments: October 2013

<u>Greeter &amp; Introductions</u>	<u>Moment of Reflection</u>	<u>Rotary Insight (RI) / Classification Talk (CT) / Getting to Know Ourselves</u>
1 S Heyer	M Sinnott	F Betz (CT)
8 C Hinde	G Waring	J Betz (RI)
15 M Johansson	O Weidner	M Black (RI)
22 J Langowski	J Wides	D Booth (GKO)
29 R Lenzi	S Battiste	S Carsrud (RI)

Early Bird News prepared weekly (Deadline: Sunday, 4 pm).  
 Produced courtesy of Heartland Office. PDF on the club website.

**♪ Bird Calls ♪**

Last Meeting

- ▶ **Adopt-A-Spot:** Thurs., 5 p.m., Bandana's parking lot.
- 🌸 **Poinsettias:** Ready, **G-o-o-o-o!**
- ✚ **Conference:** Blanche, Randy, Steve, Martha, Jack L., Sarah, Fred, George, Jack W., Tessie, Aur, Terry.
- ★ **Thanks** to all who contributed to **two** baskets for auction at the District Conference.
- 🎵 **October Birthdays:** PDG Jack (6), Kathy (13), Matt (17), Rich (25), John (29).
- ➡ **Programs:** October (Marcia, Terry); November (Foundation Committee).
- \* **Reminder:** When you contribute to The Rotary Foundation, please notify Foundation chair, **PE Steve**.
- 💰 **Pig!** Missed a meeting? Please make up your contribution.
- ➔ **Roster Updates?** Notify Secretary **Dan**.
- **Dues:** Jan. 1, Apr. 1, July 1, Oct.1. Treasurer **Shane**.

**Visiting Rotarians & Guests**

Evelyn Love (T Ojewuyi)

**Business Meeting**

**Minutes.** Not available.

**Treasury.** Year-to-date: Revenue \$18,671; Expenses \$9,848. Balances: \$19,935; Dues (Rcvbl) \$689. Liabilities: \$7,000. Unrestricted: \$13,623.

**Thanks.** Received from Park District, Big Brothers/Big Sisters for contributions derived from 100 Men Who Cook.

**Pumpkin Race - 26 October:** Summary from Marcia re: sponsors, MC (Greg), prizes/trophies, event operations. Signup sheets circulated for setup, cleanup, other volunteers.

**Poinsettia Sale.** Sales envelopes available. Contact organizations, businesses, churches, professional offices, etc. Product to be received: 10 December.

**Nominating Committee:** Underway - developing slate for elections of 2014-15 officers and directors: Vice president, Secretary, Treasurer, Directors (3).

**Rotary Youth Exchange:** Approved sponsorship of two RYE participants @ \$200 each for August 2014 departure. Initial planning underway for possible establishment of Interact Club at CCHS.

**YOUR NOTES** ➡

*Hog Wild Again!*

T Mathias, F Betz, J Betz,  
S Battiste, M Sinnott,  
D Becque, F Becque,  
C Hinde, C Parker,  
G Petrowich, O Weidner,  
S Carsrud, R Osborn,  
G Waring, J Wides,  
R Sarao, M Cropper,



*Yum! Yum! More, please!*

**District Conference:** Overview of club participation ... last call for items for two baskets for auction at the conference.

**Fifth Tuesday Social:** Brief discussion of plans for next social, 29 October. Family, friends, prospective members, other guests are invited.

[Next Week: For the Record](#)

**A complete round-up of club news from the 2013 District Conference ...**

2013-14	KEY CONTACTS		*Board members
President*	Randy Osborn .....	randy.o@bgc-cdale.org .....	AC 618 925-3403
President-elect* / Foundation Cmte Chair .....	Steve Battiste .....	steve@businessresourcegroup.net .....	201-7509
Vice President* / International Cmte Chair .....	Martha Cropper ...	mcropper@siu.edu .....	201-5688
Past President / Service Projects.....	Kathy Renfro .....	kato.ren618@gmail.com .....	713-0412
Secretary*	Dan Becque .....	mdbecque@gmail.com .....	529-3307
Treasurer*	Shane Carsrud ....	shane.carsrud@oldnational.com .....	457-3741
Director* / Youth Cmte Chair.....	Tessie Ojewuyi ....	theresa.ojewuyi@wellsfargoadvisors.com ....	856-332-5381
Director* / Bulletin/Programs/Admin Cmte Ch ....	Terry Mathias .....	mathiasil@aol.com .....	924-5655
Director* / Public Image Cmte Chair.....	Greg Petrowich ...	gpetrowich@gmail.com .....	303-8345
Sergeant-at-Arms .....	Craig Hinde .....	hindecraig@gmail.com .....	549-5572

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