



Service above self...

OWENSBORO'S ROTARY IMPETUS

...since 1915

Vol. 55, No. 5

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August 2, 2010

Programs

This Week's Program:

Madison Silvert – Economic Development Corporation

Upcoming Programs:

Aug. 11 TBA

Aug. 18 Kevin Culver – Unilever

Your President Speaks...

Dear Rotarians:

"There's nothing like staring reality in the face to make a person recognize the need for change. Change alone doesn't bring growth but you cannot have growth without change." ~ John Maxwell

We are beginning a 3-month experiment to grow membership and/or raise funds to eradicate polio. It's called "The Member Protection Plan." Why? Our club has lost over 50 members in recent years. If we don't start protecting our member numbers we will continue to slide. Please embrace this experiment with the Board and me. It is intended to be both impactful and fun. Here's how it works. Over the next 12 weeks, simply bring a prospective member or guest and you will be placed in a drawing to win a flat panel HD TV. You also get your name in again when you have a new Rotarian inducted. That's the incentive.

However, any week that none of our members bring a guest or prospective member a special Sergeant-at-Arms will swoop down on your table requesting \$1 per person. That will serve two purposes. One, it will be a very public way of saying, "Hey club, no guests today!", but it will also raise funds to help eradicate polio...once and for all.

I have hand-picked one of our Sergeant-at-Arms, **George Thacker**. George knows how to make things fun and loves Rotary. I may need one or two more Sergeants as well – let me know if you'd like to help.

Truthfully, we probably won't raise a dollar for Polio Plus because we will be having new guests and members each week. Here's evidence supporting that statement: On Wednesday, I announced the 7-day wait for **Jeremy Bradford**, of OMHS, **Wendell Smith** of Sun Bridge Health, and **Dr. Jim Klauber**, President of OCTC. With that kind of new activity I am very optimistic about our club's future. Thanks for joining me on this 12-week membership growth experiment.

High attendance Wednesday is coming up on September 8. You won't want to miss this program; **Dave Silvert** has a very well known celebrity on tap for the program. One week earlier, District Governor Woody Northup will be here. He is a great speaker and passionate about Rotary.

Thanks for your service to Rotary!

President Dean

Rotary Dates to Remember

Mark your calendar!



- **August 4:** Membership Committee meeting after regular club meeting
- **August 22:** Board retreat, WKU-O, 8 – 11:30 am
- **September 1:** District Governor's official visit
- **September 2:** District Membership and Foundation Seminars, KWC, 7-8:30 pm
- **September 25 - October 10:** Rotary at the World Equestrian Games, Lexington, KY

August...

is Membership Month on the Rotary Calendar

"Each Rotarian: Reach One, Keep One," the membership slogan approved by the RI Board of Directors, is a reminder that every Rotarian is responsible for inviting new members and keeping his or her club active and vibrant. It also stresses that retention is an essential component of a strong club and membership base.

You, the club, the district and Rotary International are all partners in membership development. Our club's ability to serve the community is directly related to the strength, size and involvement of our membership base.



**EACH ROTARIAN:
REACH ONE, KEEP ONE**

WORLD EQUESTRIAN GAMES

SEPTEMBER 25 – OCTOBER 10, 2010

ROTARY NEEDS YOU!

To learn more and to volunteer, visit
<http://www.rotary-weg.org>



Happy Birthday to... **Rodney Berry** – August 8



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2010/11
Rotary International Theme

The 4-Way Test

Of the things we think, say or do:

- *Is it the Truth?*
- *Is it fair to all concerned?*
- *Will it build good will and better friendships?*
- *Will it be beneficial to all concerned?*

Rotary Reminders

- Don't forget to make up your missed meetings at Daviess County Rotary at Moonlite at 7 am on Tuesday.
- If you have an email address and are not receiving the *Impetus* online, or you have changed your email address, please send that information to kim@mediaworksadvertising.com.

Please mail any questions, suggestions, or comments regarding the *Impetus* to:

Impetus Editor
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Owensboro, Kentucky 42301

Visit Owensboro Rotary on the Web!

www.owensbororotary.org

Meeting Information

Meeting Time:

Every Wednesday at 12:00 noon

Meeting Location:

Owensboro Country Club
400 E. Byers Avenue
Owensboro, Kentucky 42303

2010/11 Club Officers

President: Dean Ehrenheim
Vice President: David Silvert
Past President: Patty Ray
Secretary: Chris Poynter
Treasurer: Kevin Schwartz