



Is it the Truth? Is it Fair to all Concerned? Will it Build Goodwill and Better Friendships? Will it be Beneficial to all Concerned?

## Future Editors

**October 8**

Dave Lehner

**October 15**

Fred Lein Jr.

**October 22**

David Looyesen

## Greeters

**October 5**

Dan Feist  
Joel Feist

**October 12**

Jen Guidinger  
Jaime Haaland

## Upcoming Programs

**October 5**

**Congressman  
Earl Pomeroy**

Washington DC Update

**October 12**

**No Regular Meeting**

**October 15**

Evening Meeting  
and Fellowship

## Six Questions to Ask Before Starting a Business

by Linda Langmaack

Throughout America, in rural towns and giant cities, companies come and go with clockwork frequency. That specialty store with the ragged sign and lousy service? It's been replaced by a funky restaurant that serves great linguini. Yesterday's bicycle shop is today's bakery. It's no wonder. Creating a company that can survive even a few years is not an easy feat.

If you recently lost your job or have always dreamed about being your own boss, you may be contemplating a new business venture. Before launching a small business, increase your chances of success by answering a few simple questions.

- **Is there a market for my product or service?** Test your target demographic. This can be as simple as putting together focus groups who will provide honest feedback. You might also attend trade shows to network with others in similar markets. Consider reviewing census figures for your area. For example, are you planning to sell baby clothes when most people in your target area are empty nesters?
- **How much money will I need?** You'll want to review sales revenue and expense forecasts for the first year of planned operations. By the way, don't count on friends, relatives, or bankers to bail you out if cash flow doesn't meet expectations. A basic rule is that the company should have enough cash to survive – without tapping loans, credit cards, or lines of credit – for at least a year. For many people, that means starting the business while keeping their day job.
- **Do I have a business plan?** A detailed business plan will help you

think through all aspects of your company's start-up phase. It defines what you're selling.

It lays out marketing strategies, start-up capital requirements, overhead expenses, expected cash flow, and plans for business growth. It should include a summary of your experience in that product or service.



- **Are my books in order?** Whether you keep your own records or hire someone else to perform this important task, you should know whether your business is profitable on a monthly basis. That means tracking all expenses, including payroll costs and inventory. A sales-only focus has doomed many small businesses to failure.
- **How should the business be structured?** Sole proprietors are liable for the business debts, taxes, and legal costs of their companies. You might want to consider setting up your business as a corporation or limited liability company. Analyze this important decision at the outset so that you understand your options.
- **Should I set up a Website?** Whether or not you plan to use the Internet for sales, you can't ignore the potential value of an online presence. It might create a higher degree of visibility for your small business and enable you to advertise your mail selling points to the general public. A website also gives the opportunity to promote your activities or offer special incentives.

# Secretary's Corner Om Madhok

9/28/09

**PRESENT MEMBERSHIP:** 104

**ATTENDANCE:** 79.8%

(including make-ups for International Committee meeting on 9- 28 and Joint Service Club lunch on 9- 29)

**STUDENT ROTARIANS:** Three Minot High School students

**FOREIGN EXCHANGE STUDENT:** Baatyrzahn Sultanov from Krygzstan

**GUESTS:** Don Bausman, g/o of Adam Cichon; Dick Crisera, g/o Wally Berning; Rosella Wilkerson, g/o of Rich Campbell.

## *We Missed You!*

D. Albertson ♦ T. Aldrich ♦ J. Balentine ♦ W. Berning ♦ L. Clute ♦  
D. Davison ♦ D. Ellingson ♦ B. Fedrochak ♦ J. Feist ♦ W. Hankla ♦  
K. Harmon ♦ K. Hegle ♦ D. Hodnefield ♦ T. Hoff ♦ C. Jennings ♦ J. Jensen ♦  
S. Johnson ♦ M. Keller ♦ M. Klier ♦ A. Kurth ♦ D. Langemo ♦  
L. Langmaack ♦ D. Lehner ♦ F. Lien, Jr. ♦ D. Looyesen ♦ G. Lumley ♦  
Jarid Lundeen ♦ Jay Lundeen ♦ B. Mattson ♦ M. McMahan ♦ W. Magaster ♦  
O.H. Mittelberg ♦ T. Myre ♦ J. Olson ♦ D. Panchot ♦ L. Pinkerton ♦  
C. Reiten ♦ A. Repnow ♦ D. Rubbelke ♦ L. Schafer ♦ D. Sommerville ♦  
R. Sommers ♦ G. Stordal ♦ K. Turneau ♦ M. Watne ♦ T. Wentz Jr. ♦  
D. Zimmerman.

## Committee Comments by Mike Berg & Rob Dick

The Program Committee has received numerous emails and contacts about our attempt to book programs that take time to get together on dates. It is our hope that this approach will encourage better programs and better interest to our Minot Rotary Club members. We have had several conflicts in dates but have resolved them with some emails and cooperation from our committee members.

We will be working on classification talks next, and our President has allotted five minutes for each Classification Talk.

We would like to have one each month to work these into the program of the day. We have made a suggested list of things to talk about and will be contacting new members before we schedule them as the year goes by. Information to include in your Classification Talk is: your education, family members, job history, hobbies, where born and raised, and something we may not know about you.

If you have any suggestions for the Program Committee send us an email. Mike Berg: [mike@minot.com](mailto:mike@minot.com) or Rob Dick [Robert.Dick@raymondjames.com](mailto:Robert.Dick@raymondjames.com).

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**John Kenney** of Grangemouth Central, Scotland— President, Rotary Int'l  
**Ajoy Chatterjee** of Thunder Bay, Ontario, Canada—Governor District 5580

The Rotary Club of Minot meets 12:00 to 1:10 p.m. every Monday at the Grand International of Minot.

**Board of Directors:** Reed Argent, President; Teal Myre, President-Elect; Ron Merritt, Vice-President; Om Madhok, Secretary; Dave Lehner, Treasurer; William McLees, Past President.

**Directors:** 2009-Jen Guidinger and Dusty Zimmerman; 2010 –Robert Dick and Brent Mattson; 2011—Mike Berg, Ron Merritt and Tom Will

**Standing Members:** Peter Hankla, Exchange Students, Ken Kitzman, Scholarship Fund; John MacMartin, and Rotary Foundation.

## Birthdays

**October 5**

Sara Dufner

**October 9**

Buzz Syria

**October 10**

Ron Merritt

**October 11**

Richard White

Darrell Olson

Blaine DesLauriers



## Anniversaries

NONE

## Tailgate Party Makeups

S. Burger, L. Langmaack,  
R. Argent, T. Vallely,  
M.Keller, O. Madhok,  
B. DesLauriers, J. Balentine,  
J. Montgomery, T. Will,  
S. Askvig, W. McLees,  
Jay & Jarid Lundeen,  
D. Langemo, J. Guidinger,  
D. Olson, R. Streyle,  
P. Hankla, D. Rubbelke,  
M. Rolle

## Fines

**\$2.00 each:** Who did not attend MSU Football Party

Who did not know the Answers to Stacy Askvig's Grandson Trivia Quiz

**\$1.00 each:** Who did not wear Rotary pin or Logowear

**TOTAL FINES: \$125.00**



## Don't Forget Rotary Roses!

Minot Rotary Club  
Annual Rose Day

Thursday,  
October 22nd  
MarketPlace Foods  
West Entrance

**Roscoe needs a tentative  
count for roses!**

Please let him know on  
**Monday, October 5th** by  
calling 839-0046, 351-0064  
or [rstreyel@ucbnd.com](mailto:rstreyel@ucbnd.com)  
or tell him in person.

**DEADLINE  
TO PLACE ORDERS:  
OCTOBER 12th!**

Your help is needed on  
October 21st setting up  
roses in vases.

Help is also needed on  
October 22nd to help  
distribute pre-ordered roses  
to customers picking them  
up and to sell any  
additional roses to  
customers that day.

As a club, we will only be  
delivering business orders.  
We need people to sign up to  
help deliver orders on  
Thursday, October 22nd.

**Rotary Roses  
Work Signup Sheets  
will be circulating on  
Monday, October 5th.**

**Please help this project  
run smoothly, give a  
couple hours of your time.**

*Only 2 hour shifts!*

## Music Program

Dr. Erik Anderson and three Minot State University students presented an interesting melody called "Creeping Death" or if you prefer, "Sunshine and Bunnies."

The quartet included Dr. Erik Anderson, Maggie Byers and Caitlin Benson—cello and Mark Cuneo—bass.



To read more about Dr. Erik Anderson and find out where to watch a video of one of his performance, pick up a free copy of Patron, the magazine for fine living at select locations.

Our own very talented pianist, Arnola Leverson played a wonderful selection for us before the meeting began. She plays the same music she teaches to her students.

## Guest Speaker (9-28-09)

MSU student, Amy Lisner is continuing her work on compiling the history of Downtown Minot. It was a very interesting program on several blocks of businesses beginning in the 1900s using a slide show—now and then.

If you have information you would like to share with her, please contact Rich Campbell.



## Classification Talks

Sara Dufner has lived in Minot for six years with her husband, John, and their two children, John Jr. and Mackenzie. She was born and raised in Little Falls, MN—population 6,543.

Sara has always enjoyed playing basketball beginning in high school. It's no doubt that being 6'4" she would play professionally in Europe, but we think it's more talent!

She has a Masters Degree in Business and coached women's basketball with MSU Coach Sheila Green-Gerding.

Sara is keeps busy with the bookkeeping of the family business—Dufner Construction. Sara has launched her own business, Dufner Frames, as an online business: [www.dufnerframes.com](http://www.dufnerframes.com). She makes custom scrapbooked wood frames.

Sara is the also involved with the Young Professionals Network and is the Person of the Month for October.

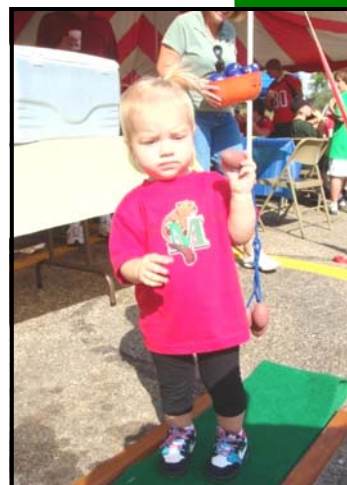
Sara and John joined the Minot Rotary Club as a couple, but were not the first. That honor goes to Dr. Richard Crisera and his wife Ethel. Both were members of Rotary. Sara's mother, Maryann Blade, is still very much involved in Rotary in Minneapolis.

Welcome Sara and John!





President Reed Argent with Tailgating Party organizers, Mary Keller and Tim Vallely.



# T A I L G A T I N G

