



## Future Editors

**October 22**

David Looyesen

**October 29**

Gerald Lumley

**November 2**

Jarid Lundeen

## Greeters

**October 19**

Jen Guidinger  
Jaime Haaland

**October 26**

Peter Hankla  
Wally Hankla

**November 2**

Mike Gaddie  
Kevin Harmon

## Upcoming Programs

**October 19**

Pat Smith  
Souris Valley United Way

**October 26**

Dr. JoAnn Linrud &  
Dr. Frank Mosely  
MSU-Energy, Economics  
& Finance

**November 2**

Aaron Krauter  
ND Director  
U.S. Farm Service Agency

## It's All About Trust by Fred Lien Jr.

She walks in the door like so many before her, a customer (we'll call her Sue) with a worn out ring . The ring is very special, a family heirloom, and it needs A LOT of work. The prongs are all completely worn to the point where the diamonds are about to fall out. The gold is discolored from years of wear and exposure to cleaning products, hairspray, lotion, cosmetics, etc.

Sue has a very hard time parting with the ring, as it belonged to her late grandmother after all, but she realizes that if she doesn't get it fixed she will lose the stones. She puts her trust in the jeweler, fills out the repair form, and leaves the ring to be fixed.

Upon inspection, a complete rebuilding of the ring is required. It's going to be a big job that will take several days of work. After a week and a half of waiting, Sue gets the call that her ring is ready.

The jeweler is excited - the ring looks fantastic - almost like brand new! It is always a good feeling to be able to restore something so precious to like-new condition, especially knowing that customer has put their complete trust in you.

Sue is both excited and nervous. She can't wait to get that ring back on her finger. She's felt lost without it! Sue walks in, hands in her claim ticket, and the saleswoman goes to the safe. She takes it out of the envelope and proudly presents the repaired ring to Sue.

All of a sudden Sue gets very quiet. She looks up at the saleswoman and says "This is not my ring! It doesn't look anything like the ring I brought in." The jeweler, overhearing Sue's comment, comes to the front counter to see how he can help. "Of course it doesn't..." is all he can say.

He explains again to Sue the amount of wear the ring had. Everything is rebuilt now, the diamonds are clean and sparkling, and the gold is polished to a high shine. Sue realizes after taking a closer look that it IS her ring after all! She puts the ring on her finger,

thanks the jeweler, and leaves—not just a satisfied customer but a customer for life.

Sometimes, people are cautious about leaving their jewelry. We've all heard the horror stories on TV about people getting their rings repaired only to have their diamonds switched. Occasionally, people will even ask if they can stay while their ring is repaired and watch the work being done. Of course, we cannot accommodate that as time, for one, would not permit it.

Most repairs can take six or more hours spread out over the course of days. There are also pieces of jewelry that belong to other people that need to be protected on the jeweler's bench. I occasionally have told these customers that if they can't trust me 100%, then I don't want them to leave their jewelry with me.

That's the way it is in our business. Trust means everything. Whether it is a \$100 chain or a \$40,000 diamond, trust has to be there for that customer. Trust is something that is earned through hard work and good service.

There is no better advertising than a satisfied customer, and there is nothing worse than one who feels they have been mistreated. Fortunately, being in a business that has been around for over 100 years, that trust has been handed down by word of mouth for four generations.

In this business, you're not only the jeweler, but a trusted friend. From the young couple who comes in to pick out that engagement ring to the man who wants to buy something special for his bride of 50 years, there is nothing more satisfying than being a part of those special milestones in people's lives.

We value the relationships we have built over the years, relationships that are built completely on trust.



# Secretary's Corner Om Madhok

10/15/09

**PRESENT MEMBERSHIP:** 104

**PROPOSED FOR MEMBERSHIP:** Don Bausman, USAF

Proposed by Adam Cichon

**NEW MEMBER ORIENTATION  
THURSDAY OCTOBER 22  
5:30 P.M. HOLIDAY INN**

## Minot Rotary Club Fall Community Service Project

### Personal Care Drive!

Please bring 10 items from the list below to the  
October 19<sup>th</sup> & 26<sup>th</sup> meetings.



Shampoo—Soap—Diapers—Toothpaste



Toilet Paper—Toothbrushes—Laundry Detergent\*\*



Saline—Feminine Hygiene Products

Shaving Cream—Razors—Bath Gel



**Proceeds benefit our neighbors through the Salvation Army.  
The Minot Rotary Club will also be making a monetary donation!**

Remember: By donating items to the Personal Care Drive, you are fulfilling one of your two Rotary Community Service commitments!

**The Prairie Flower** is the official publication of Rotary Club of Minot, Minot, North Dakota. It is published every Thursday. Annual membership dues for the year 2009-2010 in the Rotary Club of Minot, ND are \$588. 6/28/09 Om Madhok, Secretary.

**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

NONE



## Anniversaries

October 23

John MacMartin &  
Kim Thompson



Minot  
Rotary  
Club

Annual Rose Day

Thursday,  
October 22nd  
MarketPlace Foods  
West Entrance

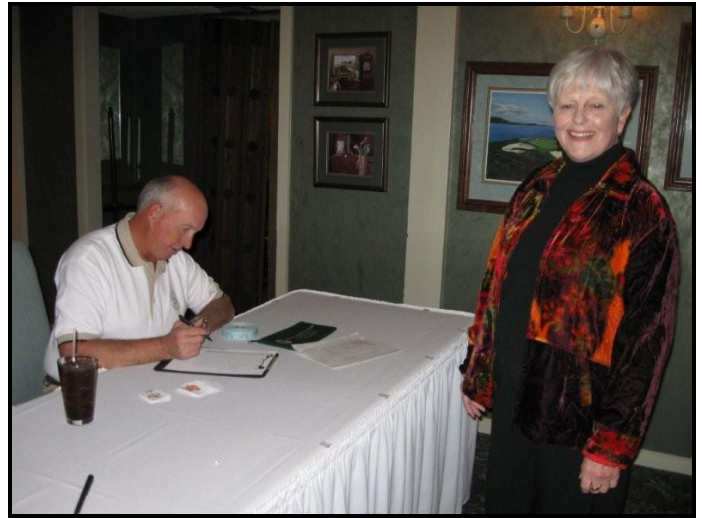
**BOARD  
MEETING  
TUESDAY**

**OCTOBER 27**

**11:30 A.M.**

**Minot Chamber  
of Commerce**

# An Evening Meeting with Dinner and Fellowship



*At right: Minot Rotary Club President Reed Argent and Fellowship Committee member Mary Keller. Great party! Above: Jeff Balentine checks in Janet Berg*



**Rotary member and vocalist Terri Aldrich with Java Jive Jazz musician Steve Veikley**



**Reed, Wally and Cookie Berning and Bill McLees.**



**John Coughlin and Bruce Walker**