

Future Editors

January 14
Jim Montgomery

January 21
O.H. Mittelberg

January 28
Cara Olson

Greeters

January 11
Dave Lehner
Fred Lien Jr.

January 18
David Looyesen
Gerald Lumley

January 25
Jarid Lundeen
Jay Lundeen

Upcoming Programs

January 11
ND Roughrider
Honor Flight
Mel Heere

January 18
Jeremy Woeste
Basin Minot Wind Project

Be Proud, Rotarian!

by Teal Myre



There are so many things to be proud of as a Rotarian. It's easy to forget during our weekly buffet and gossip hour that we are a part of something really BIG!

If you . . . are a member

- You are part of the oldest service club in the world – the WORLD! That's 1.2 million folks that have your back!
- You sang well, or you sang poorly, next to old friends and people you never thought you would see sing and dance in public. Some call it fellowship, some call it bonding. I call it public humiliation!
- You live by a 4-Way Test, that if followed by others would cure most of the world's ills.
- Provided kids in our area a glimpse into Rotary, and the opportunity to promote goodwill and understanding.

If you . . . pay a fine now and then

- You are making it possible for the most excellent of area students to follow their dreams and discover themselves at college.
- You are, in your good humor, congratulating a farm kid for their prize cow, cheering on the Beavers, and paying for the delivery of this memorable report (good thing postage is cheap!)

If you . . . participated

- You ensured that moms, dads and kids in Minot will have clean hair and fresh breath tomorrow. Sounds small, but what a weight to lift from their shoulders.
- You reached out to members old and new. You learned that your comrades in Rotary are genuinely good people. They have opened their hearts, opened their

homes, opened their wallets, honoring the Rotary mission in all aspects of their lives.

- You sold a rose or two. And when you delivered them you brightened the day of everyone who passed by.

If you . . . attended the District 5580 Conference

- You shared the vision of Rotary with hundreds of others. Isn't it fun to see what other clubs are doing, and even better to see them copy our ideas?
- You drank a beer with a friend, became a "Dancing Queen," and quacked like a duck.
- You better ditch this year's hard work and double your fun in Winnipeg!

If you . . . give to the Foundation

- You let those crazy fun Taiwanese folks come to the Midwest to learn about our special culture. You also sent some of us back just to make it even!
- You have made it possible for a child to walk to school, free from the paralysis and humiliation of those left to be vaccinated for polio. As long as polio threatens even one child anywhere in the world, children everywhere remain at risk. The stakes are that high.
- You are paying more than just lip service to "World Peace."

**Rotary is a major force for good
in our world today – Be Proud!**

Secretary's Corner Om Madhok

1/4/10

PRESENT MEMBERSHIP: 104

ATTENDANCE:

PRESENT AT PREVIOUS MEETING: Tim Valley

VISITORS: Randy Burchhard, guest of Teal Myre and Andre Knudsen, guest of Wes Magaster.

We Missed You!

| | | |
|----------------------|-----------------|------------------|
| Dan Albertson | James Jensen | Doug Panchot |
| Kit Baker | Ken Kitzman | Louis Pinkerton |
| Wallace Berning | Ann Krause | Tom Rafferty |
| Richard Campbell | Fred Lien Jr. | Chester Reiten |
| John Coughlin | David Looyen | Alison Reknow |
| Donald Davison | Gerald Lumley | Milt Rolle |
| Robert Dick | Jarid Lundeen | Dean Rubelke |
| Sara Dufner | Jay Lundeen | Larry Schafer |
| Maria Effertz-Hanson | John MacMartin | Rita Sommers |
| David Ellingson | Om Madhok | Steve Tonneson |
| Betty Fedorchak | Michael McMahon | Kelly Turneau |
| Joel Feist | Jim Montgomery | Robert Wagoner |
| Ken Hegle | David Olson | Thomas Wentz Jr. |
| Terry Hoff | James Olson | Roger Winkle |

Birthdays

January 11
Peter Hankla



Anniversaries

January 12
Jo & Mo Khalifa

Monday's coffee was
Pony Expresso

Made to fit any
brewing method.

*Courtesy of
Jo Khalifa*



You will need a passport.

If you are interested in attending,
please email Dusty—
dzimmerman@odney.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.

Fines

\$2.00 each

Those who did not exchange Christmas gifts, Bill McLees, Those who do not have a New Year's Resolution.

\$1.00 each

Those who had to pay someone to shovel them out, Those who at one time belonged to a sorority or fraternity, Jeff Balentine's table, Poker players, Viking fans, Those whose teams did not make the playoffs

TOTAL FINES:

\$222.00

Guest Speaker (1-4-2010)

Social Media

Shannon Pearson, ND State Fair and member of the Sunrise Rotary Club was our guest speaker this week. She helped us to understand the different types of social media available to us: Blogs, YouTube/Flickr, MySpace, Twitter, and Facebook.

Social media is an instrument of communication. It not only allows for information to be shared, but it allows the reader to communicate also. Is social media right for you? The pros include: reaching target audiences that traditional marketing cannot; creates customer interaction; humanizes an event and generates brand loyalty; and is cost-effective when compared to traditional media marketing.

The cons are it demands commitment, anything you publish is open to the public, social media is viral and takes time, and without the ability to control reader comments, you are open to potential scrutiny.

To blog or not to blog?

A blog's general style should match the style of the content that is being promoted. The key to blog smart is to do so in a way that's in line with the style of your entertainment.

Twitter

Twitter lets you write and read message of up to 140 characters including all punctuation and spaces. It helps you stay connected with your customers and allows information to be shared in real-time.



MySpace vs. Facebook

MySpace is used by 51% males and 49% female of which 58% are between the ages of 18-34; 22% are ages 35-49 and only 14% between the ages of 13-17.

Facebook has 54% females and 46% males using this social media. 46% are between the ages of 18-35, 20% each for age groups 13-17 and 35-49.

Facebook has more than 300 million active users and the average user has 130 friends on the site. Those users between the ages of 35-54 are growing the fastest and those 55+ had a 194% growth rate. Facebook Fan Pages has more than 10 million users.

Promoting social media is easy with e-newsletters, e-mail signature and Fan Box/Twitter Box.

Ask your yourself: Are we building a better relationship with our customers? Are we participating in conversations where we or our customers didn't have a voice? And are we creating a dialogue, not a monologue?

Shannon suggested these parting tips:

- Google your service. What's missing?
- Do Twitter, do Facebook Try advertising with the free \$100
- Check it every day or more
- Keep the content real with a uniform message
- Encourage feedback
- Consider blogging
- Utilize Google analytics

Program Chairmen

JANUARY

Dick Olson

FEBRUARY

Kim Krohn

MARCH

Alan Estvold

APRIL

Gerald Lumley

MAY

Buzz Syria

JUNE

Bruce Walker

New Member Orientation

**WEDNESDAY
FEBRUARY 3
12 NOON
HOLIDAY INN**

