



## Future Editors

**December 10**

William McLees

**December 17**

Michael McMahan

**December 24**

Milton Miller

## Greeters

**December 7**

Mary Keller  
Ken Kitzman

**December 14**

Jo Khalifa  
Mike Klier

**December 21**

Kim Krohn  
Alan Kurth

## Upcoming Programs

**December 7**

Andrew Solsvig  
Minot Airport Director

**December 14**

John Kutch  
Trinity Health CEO

**December 21**

Dawn Freeman and  
the Minot High  
Change of Pace Singers

## The Public Face of a Company by Brent Mattson

If you work for a company – especially if it’s small to moderate size—you *have just been appointed spokesperson for your organization!*

Oh, I know, it probably isn’t in your job description. There’s no additional pay associated with these duties. There will be no announcement in the local newspaper.

But you’ve got the job, all the same, and the pressure on you to do it well has increased as the economy has plummeted.

Pay attention to what the media, or your friends and family, are saying about other companies and you’ll see what I mean. It isn’t just the CEO or the PR person who gets quoted today. The general public, including your customers, is not forming their impressions of how your company is doing, and whether it will survive the recession, based on official statements.

Every time the employees in your company go home at the end of the day, an army of communicators starts sharing what they know about the company, and more importantly, what they don’t, with almost anyone who will listen.

Those “spokespeople” have a direct impact on the reputation of your company and reputation is the single most valuable asset any company can have. Preserving, protecting and enhancing that reputation is critical if you hope to continue to make sales, attract new clients and employees, and influence policy-makers and the public at large.

When your employees come back to work in the morning, they also share their opinions and assumptions with one another. They create an internal communication network that has an enormous impact on morale, on loyalty to the organization and on the effort everyone puts in.

If your company’s reputation has been damaged, if public perception of your company and employee morale and productivity suffer from internal and external rumor mills that spread inaccurate information about how you are doing, it probably means that your workforce lacks one or more of the following:

- **Information.** If management doesn’t regularly share credible information with employees, they make up their own “facts.”
- **Awareness.** Many employees don’t realize the power of rumors to influence a company’s reputation and ultimately its success, especially when people are eager to hear news of how the recession is affecting businesses.
- **Skills.** Employees simply have no idea about what’s appropriate to share outside the company. They haven’t been prepared to respond to the question of how the company is performing when they find themselves in the middle of a conversation, over the fence, with the next-door-neighbor!

*Making sure that employees know what’s going on is the responsibility of management. The most important qualities for communication between managers and their employees are regularity and honesty. The leadership of the business doesn’t have to share everything, but if employees don’t hear any official news for a long time, you can be sure the rumor mill will fill in the void!*



# Secretary's Corner Om Madhok

11/30/09

**PRESENT MEMBERSHIP:** 104

**ATTENDANCE:** 60.8%

**VISITORS:** Robin Gordon, guest of Ken Kitzman; Ron Dorn, Gary Rabe, Dick Jenkins, Marv Semrau, Mark Lyman, Jason Trainer, Jacey Petersen, Paige Morningstar, and Sara King, guests of Kevin Harmon; Musicians Erik Anderson and Alex Tangesdahl, guests of the club.

**STUDENT ROTARIANS:** Dakota Larson, Kim Schiele, Sierra Murphy, Kaari Burbach, and Jerrica Luck, MHS Students

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

**NEW MEMBERS:** Tom Rafferty and Roger Winkle

**PROPOSED FOR MEMBERSHIP:** Robin Thompson Gordon  
McHenry County States Attorney  
*Proposed by Ken Kitzman*

## We Missed You!

Dan Albertson	Alan Kurth	Alison Repnow
Rick Anderson	Linda Langmaack	Alan Reynolds
Jeff Balentine	Fred Lien Jr.	Milton Rolle
Don Davison	David Looyesen	Dean Rubbelke
Blaine DesLauriers	Gerald Lumley	Claude Sem
Robert Dick	John MacMartin	Rita Sommers
Sara Dufner	Michael McMahan	M.E. Syria
Maria Effertz-Hanson	Milton Miller	Kelly Turneau
Betty Fedorchak	O.H. Mittelberg	Robert Wagoner
Daryl Hodnefield	Jim Montgomery	Tom Wentz, Jr.
Terry Hoff	Cara Olson	Terry Zeltinger
Jim Jensen	David Olson	Dusty Zimmerman
Jo Khalifa	Jim Olson	
Kim Krohn	Louis Pinkerton	

*Wally Berning, John Coughlin, Bob Horne, Dan Langemo, Louis Pinkerton, Gerald Stordal, Bruce Walker and Dick White.*

**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

**December 7**  
Dean Somerville  
Tom Rafferty



## Anniversaries

NONE

NO MEETING ON  
**MONDAY**  
**DECEMBER**



## Fines

**\$5.00**

Reed Argent

**\$2.00 each**

Dan Langemo

**\$1.00 each**

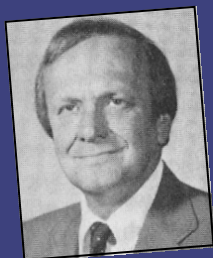
Viking Fans,

who have already put up Christmas lights, who did Christmas shopping this past weekend and MSU Alumni

**TOTAL FINES:**

**\$113.00**

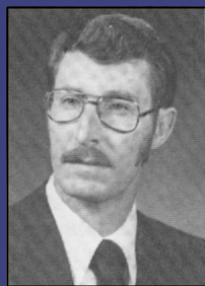
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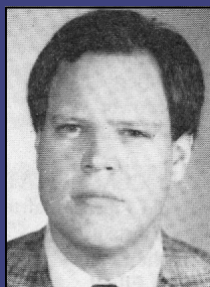
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**many**



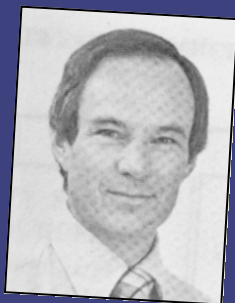
**Rotarians**



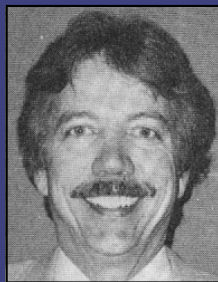
**do you**



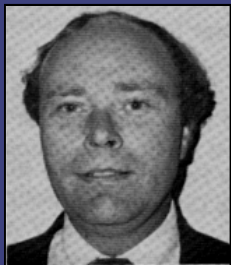
**recognize**



**???**



**Answers  
on  
page 2**



## The Public Face *Cont'd from page 1*

Simply giving employees information without helping them understand how to use it - especially in the current environment - can be a wasted effort. Employees need the "what" and the "how" together.

Use your staff meetings to update and prepare your team with key information. Anticipate the questions clients or family members might have and then develop answers that you discuss with staff.

Use your company newsletter. Provide daily updates as needed if

your company has an internal intranet site or send e-mail bulletins.

Make sure your employees know that they have a direct impact on the company's reputation and they all need to be telling a consistent and accurate story about your organization.

Make sure you - and your staff - are ready for the new job of company spokesperson in charge of reputation management!

## Guest Speaker (11-30-09)

Dr. David Fuller, President, Minot State University was our guest speaker this week. A native of Nebraska, he has been president at the university since 2004. Fuller earned his Ph.D. in English from the University of Iowa.

Noting the many changes in higher education over the years, Fuller shared a story about telling his daughter to find a quiet, special place in the college library to study and by doing so; she would succeed in her college studies. With this supposedly sound advice, she raised her eyebrows, rolled her eyes to the side and said, "Get real, Dad!"

Use of the internet these days, is just one of the many ways that higher education has changed. To keep students engaged and enhance learning opportunities, universities must have clearly defined mission and vision that focuses on the student.

Fuller emphasized that as MSU heads toward their centennial in 2013, their vision and focus must remain steadfastly on students, providing support in a caring environment, and enhancing the quality of students' learning and academic experience so they can grow as individuals, and use their abilities to contribute as citizens to the common

good in our society and to the world-at-large.

Minot State University's Vision 2013 goal is to become one of the premier, regional universities in the "great" Great Plains. Extensive study on peer institutions located in the Great Plains has led the university to identify ten institutions that demonstrate high standards in a variety of performance categories.

Minot State has met many of these performance standards and is currently looking at ways to achieve or exceed any unmet standards to attain recognition as a premier institution.

The university is doing well in building on its own notable strengths as evidenced by improved relations with first-year students, completion of classroom enhancements, providing top-notch music and theatre programs, maintaining strong athletic programs, restructuring campus housing, improving recruitment and retention programs, increasing legislative support and reaching a goal of 100% market salaries for faculty and administrative staff.