



2020-21 Rotary Theme "Rotary Opens Opportunities"

Holger Knaack, President Rotary International • Steve Heiser, Rotary District Governor • District 6690
Corey Hamilton, President Zanesville Daybreak

Thursday June 10, 2021 Daybreak Rotary meeting
6:45-7:15 Coffee and Conversation

THE GREETERS:

MJ Shackelford, Heather Shepherd and Mary Hildebrand
7:15 – Pledge of Allegiance

INVOCATION:

Chris Steele gave an inspiring invocation

GUESTS:

Max Factor, Anna Harraige and John VanGilder



ANNOUNCEMENTS:

Corey reminded us that the Rotary International Convention is virtual this year. It is June 12th – 16th. Registration is \$65 and can be done at Rotary.org

Corey announced that the Leadership Transition will take place June 24th.

Mary Jane's installation as District Governor will take place June 24th.

There will be a Changing of the Guard Social event Thursday July 15th.

Corey also announced that there will be a yard clean-up day in Columbus at Reaching the Nation Saturday June 19th.

Missy Best announced the Abbot Home's Media Sale fundraiser June 10th

Becky Clawson announced Safety Town will be feeding 133 children this year (a record high). She also announced that the Carr Center is looking for volunteers to do yard work at the Carr Center.

Caribeth announced that the Miracle League needs volunteer pitchers, catchers, coaches and an announcer for Sunday games.



SARGE

Tony was present, but had no fines

HAPPY BUCKET:

Chad passed the Happy Bucket and asked for donations for the staff at the Country Club.

PROGRAM

Francine Swiger announced our guest, Stoey Stout, Vice President Marketing & Development Zandex Health Care Corp. Stoey presented "5 Ways to Jumpstart any Business" (especially yours).



BIO

Stoey is beginning a new career as a business coach. Stoey earned a Bachelor's degree in German and French from Brigham Young University. He earned another degree in Arabic from the US Military Institute. He earned an MBA from Brigham Young and the Marriott School of Management. He has moved 32 times in his life, but he loves Zanesville! He served in Operation Desert Storm, which kicked off a career in the Middle East. He plays the dumbek (a style of Arabic drum) and the Native American flute. He is an artist and makes bird houses from gourds. He is member of the Zanesville Art Community. In past years, he has helped Mary Jane with the Andy and Elmer project. He will be joining the Rotary, because he believes in the Rotary's motto.

5 Ways to Jump Start Any Business

- Leads x Opportunities
- Conversion Rates =
- Customers x
- # of Transactions x
- Average \$\$ Sales =
- Revenues x
- Margin =
- Profits

Stoey began with a quote from Warren Buffet: "It is not necessary



to do extraordinary things to get extraordinary results." He also quoted Pearson, the father of Statistics: "When performance is measured, performance improves."



Stoey walked the group through this formula, highlighting how focusing on increasing the numbers of the 5 terms mentioned above will lead to greater profits. His handout specified different ideas to increase those numbers. For example: increase lead generation by using billboards, coupons, trade shows or festivals; increase the number of transactions through newsletters, email sales, and knowing your customers' names.

Stoey also stressed building a thriving business is important to the growth and success of the community. Building thriving businesses provides for local employment, increases the local tax base and provides services to residents. He urged us all to buy local when possible.



1/2 AND 1/2 :

Mike Bryan won \$12

To close, President Corey shared an inspirational quote and Rotarians recited the 4-Way Test.

Corey closed the meeting with the 4 Way test and a quote from Gary Bryan Blair.



Zanesville Daybreak Rotary

We're Back! "Rotary's Y-City Derby"
Wine, Beer & Bourbon Tasting and Auction
Saturday September 4, 2021

Zanesville Country Club 1300 Country Club Drive

Wine, Beer & Bourbon Tasting and Silent Auction begins at 5:00 pm
Great Selection of Your Favorite Bourbons as well as Wines and Beers from
Local Wineries and Breweries

Fun NEW Derby Racing & Betting Games!
Place your bets to Win, Place or Show!

Community Volunteer Award Presentation and
Buffet Dinner begin at 7:00 pm

Live Auction & Golden Ticket Drawing begin at 8:00 pm

Reservations: \$60 per person
Reserve Tables for eight \$550 Indoors, \$700 Outdoors
*Corporate Table Sponsorship \$900

*Includes Table for eight, Full page Program Ad, Corporate Advertising

Contact: Eva Sieber, etsieber@columbus.rr.com, 740-607-4014



GREETERS

Please arrive by 7:00 a.m.

June 17..... Heather Shepherd & Eva Sieber
 June 24..... Martha Smith & Laine Snyder
 July 1 Chris Steele & Shala Steinman
 July 8..... Janet Stewart & Grant Stubbins
 July 15..... Susan Stubbins & Francine Swiger
 July 22..... Mary Swope & Russ Taylor

INVOCATION

June 17..... Gary Hamilton
 June 24..... Pete Hamilton
 July 1 Larisa Harper
 July 8..... Fritz Heiby
 July 15..... Herb Hicks
 July 22..... Mary Hildebrand

UPCOMING PROGRAMS

June 17.....Katie Mainini, Executive Director, Big Brothers Big Sisters
 June 24.... President Corey Hamilton and President Elect Dylan Parry:
 Changing of the Guard
 July 1 Dylan Parry: International Convention and his year
 July 8..... Chief of Police Tony Coury
 and Educator Phil Snyder of the JVS: A Special Simulation
 July 15..... Justice Pat DeWine, Ohio Supreme Court
 July 22 Ethan Clawson: Litter Prevention Interactive Presentation
 July 29..... Sherry Pattison, CFO Ridge Corp

UPDATED Zoom Link:

<https://us02web.zoom.us/j/7646069964?pwd=d0lHR0J4dkVYWf0yQ2dEL01aMGFEQT09>

Meeting ID: 764 606 9964 Passcode: 4T4u1X

Dial by your location

+1 301 715 8592 US (Washington D.C)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 9128 US (San Jose)

Meeting ID: 764 606 9964 Passcode: 578180

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NEIGHBORING CLUBS FOR MAKE-UP

Byesville

Stop Nine Senior Center
Tuesday 7:30 a.m.

Cambridge

Cambridge Country Club
Wednesday 12 noon

Coshocton

Coshocton Village Inn & Suites
Tuesday 12 noon

Granville

Granville Inn
Monday 12 noon

Lancaster

The Lodge in Lancaster
Monday 12 noon

Malta/McConnelsville

Chelos Pizzeria
Tuesday 12 noon

Marietta

Hotel Lafayette
Thursday 12 noon

Marietta-Morning

Marietta Country Club
Friday 7:00 a.m.

Newark

Double Tree by Hilton
Tuesday 12:00 noon

Newark-Heath

Mound Builder's Country Club
Thursday 7:00 a.m.

Reynoldsburg/Pickerington

Wesley Ridge Retirement Center
Tuesday 12 noon

Zanesville

Bryan's Place
Tuesday 12 noon

OFFICERS

President Corey Hamilton
 President-Elect Dylan Parry
 President Nominee..... Keely Warden
 Secretaries Martha Smith and
 Shala Steinman
 Treasurer Brad Lynch
 Sergeant-at-Arms Tony Coury

BOARD OF DIRECTORS

Doug Baker
 Jamey Baker
 Kelley Daspit
 Jeff Moore
 Grant Stubbins

For more information, visit:
<http://zanesvilledaybreak.org/>