

February 12, 2008

Paul Sawtell & David Coyle

## Today's Meeting

### Robert Deigh "Improving Your Public Image"

**Robert Deigh** is a communications professional with more than 25 years of experience in public relations and journalism. He helps organizations -- from startups to Fortune 500 companies -- increase their visibility and build their brands by creating strong and positive relationships with the press and other audiences. Also, he trains executives to face the news media. Before starting his own PR firm, RDC Communication/PR, **Deigh** was communications director of two divisions of America Online and the PBS television network where he was also its chief national media spokesperson. An award-winning writer and television producer/director, **Deigh** spent more than a dozen years in print and broadcast journalism. Before joining PBS, he was an associate editor of U.S. News & World Report magazine. He is the author of "How Come No One Knows About Us?" a public relations guide for all businesses that want to increase their visibility (W Business Books, available May 2008).

[www.rdccommunication.com](http://www.rdccommunication.com)

## Visiting Rotarians

**Elizabeth Lodal**, former member

**Bill Fabian**, District Executive with  
Boy Scouts of America-National Capital Area Council  
guest of Scott Mills

## Last Meeting

The club met for lunch at the McLean Community Center and simply enjoyed fellowship.



## Prominent Rotarian Harland Sanders

**Harland Sanders** was born in 1890 in southern Indiana. The "colonel" was given to him in 1935 as an honorary title by the governor of Kentucky in recognition of his accomplishments, and ever afterward everyone called him "The Colonel".



More than a billion of the Colonel's "finger lickin' good" chicken dinners are served annually in more than 80 countries and territories around the world. Colonel Harland Sanders was one person who truly lived the Rotary motto "***He profits most who serves best***".

## Upcoming Speakers

• Feb 19 2008  
Youth Service Awards

## Happy Talk

**Ed Shahin** was happy to FINALLY receive his desired seats to the Nationals in their new stadium. Ed's seats are so good he will be wearing a catcher's mask throughout the game for safety. **Bob Koenig** was happy to be able to invite **Ed Shahin** to meet **Stan Kastan**, owner of the Nationals. **Bud Harper** was our MYSTERY ROTARIAN, he was once drafted by the New York Giants. To tell you how long ago that was, the ball was square. **Bob Rosenbaum** was happy to win big in a Super Bowl pool. The IRS will be happy to send a little man in a black suit and a large briefcase to **Bob's** house to interview him regarding his good luck. **Scott Monett** was happy to to learn to only trust either Rotarians or Boy scouts, better yet both. **Scott** has always trusted Girl Scouts. **Matt Wallace** was happy that the McLean Chamber of Commerce has just completed a overwhelmingly successful 2008 Winter Gala! **Bishop Bob Driver** was happy to invite everyone to the Church, VALENTINES' DAY FUN RAISER Big Band Dance on Feb.15 7:30 pm. **Scott Mills** (and the club) were happy that our own **Lori Sheppard** pitched in at the last minute to create a wonderful lunch, it appears we were stood-up by the Marshall Academy culinary arts class. Maybe the dogs did really eat their homework?