



## Rotary Club of McLean eWheel

Tuesday, April 15, 2014

Club #5817

**Editor:** Robert G. Nath  
If you have any comments or questions, email the editor.

### APRIL BIRTHDAYS

04/11 – Thamir Al-Hashimi  
04/14 – Lynn Heinrichs

### Future Speakers

**Apr 15 2014**

Mr. Bob Jansen  
*Classification Talk*

**Apr 22, 2014**

Ms. Shannon Owens  
*Classification Talk*

**Apr 29, 2014**

Mr. Chris Voss  
*Art of Negotiations*

**May 06, 2014**

Mr. Paul Ward  
*Floating on the river Amazon*

### Guests

**Gene Durman** (guest of Bob Hahne)

### Visiting Rotarians

None

### Agenda - April 15, 2014

#### Noon - Meeting Call to Order

Greeter – TBA  
Song - TBA  
Pledge - TBA  
Invocation - TBA  
Happy Talk - TBA  
50/50 Raffle - TBA  
4-Way Test - TBA

#### 12:20 Begin Program

Welcome guests and visiting Rotarians - Sergeant At Arms  
Announcements  
Happy Talk

#### 12:40 pm - Speaker

#### 1:15 pm - Adjourn

### Program - April 8, 2014

**Shannon Owens** introduced speaker Pete Smith who spoke about how to market your business.

He began by telling us that, before he turned 36, he suffered a stroke in 2010 that paralyzed his right side and affected his speech. He regained both but the experience taught him that the important thing in life is to be significant, not successful. He now spends time helping others make a significant impact. He works with service professionals. They are confident providing their service but are not confident in attracting clients. That is what he helps them with. In trying to attract clients, you may be doing the wrong things, don't know what to do, or know what to do but aren't doing it successfully. Marketing doesn't get you clients but does get awareness about your services. You are the one who gets the clients. Some people you are meant to serve and others you are not. The first step is to identify your ideal clients and work only with them. Identify what characteristics make them ideal (e.g., they like to have fun). Working only with them is a sound business practice. You will do your best work with them and then they will speak well of you to others, resulting in referrals. Narrow your target market. Learn where they hang out and go there. When you show up repeatedly, they realize you are committed to them. Also, you benefit from their networks. Your ideal client is a subset of that market. Your service has to be one they need and desire and are willing to pay for. Once you understand their needs and desires, you need to identify the single biggest result you can provide that they need. The simple formula is: I help x do or get y so that z. Don't focus on an elevator speech. It takes time to build trust. Then they come to you rather than you having to convince them to hire you. Use a Keep In Touch strategy to build trust over time. Separate yourself from others by figuring out why you do what you do; only then will passion and excitement come out.

**50/50 Raffle**

Congrats to **Celia Ford** who won \$17.

**Upcoming Events**

No upcoming events

**Announcements - April 8, 2014**

- **Dale Lazar** reminded members of the upcoming district conference
- **Jan Auerbach** said that Share is looking for volunteers to deliver furniture on the fifth Saturday, which occurs four times a year. **Michael DeRose, Mike Holleran, Dominic Alexander, Paul Sawtell, and Bob Jansen** have already volunteered. If three more members volunteer, we will be able to staff two trucks and have two members in reserve. **Gene Durman** said that the shift normally runs from 8:30 to 1 or 2 PM. Please let Jan know if you can help.
- **Lois Wilson** said that ballots to prioritize service projects for funding are due to her by April 13.
- **Shannon Owens** asked members to submit their lists of potential new members.

**Happy Talk - April 8, 2014**

- **Chet Gray** is happy to return from Florida. He was also happy to miss all the cold and snowy weather here while he was away.
- **Paul Sawtell** liked the article in the Catholic Herald about Bob Jansen's work with overseas water projects. **Mike Holleran** also liked the article.
- **Lynn Heinrichs** noted that today is Bob Rosenbaum, Jr.'s and Lynn's husband Wayne's birthday. She will surprise her husband tonight in her Marilyn Monroe costume.
- **Bob Hahne** enjoyed judging the district speech contest last weekend and hopes our club will have an entrant next year.
- **Mike Holleran** reported that a mysterious harmonica player called the house to play Happy Birthday for Mike's son.
- **Bob Rosenbaum**, the mysterious harmonica player, was happy to get a chocolate bunny thank you for his harmonica playing. He also had brunch today with son Bob, Jr. to celebrate the latter's birthday.
- **John McEvilly** said that **Chet Gray's** return marks the real beginning of spring. Now he will be really happy when Chet shows a bit more leg.
- **John Rosenbaum** is happy that his father played the piano at a fundraiser John's wife's office held this past weekend. He said he is a bit sore after moving 2,000 square feet of hardwood he had delivered but knows he will get relief after visiting **Michael DeRose**.
- **Dale Lazar** spent a pleasant week in Florida last week: St. Augustine on vacation, visiting his son in Melbourne (son is completing a master's in marine biology), and teaching a course in Bonita Springs.