



The Big Wheel

Club 2520, District 6150
January 30, 2023
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Rotary Club of Jonesboro
P.O. Box 654
Jonesboro, AR 72403
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This Week's Program -- January 31, 2023

How Black River Technical College is Transforming Lives

Our speaker this week is Dr. Brad Baine. Baine is the Vice President of Academic Affairs for Black River Technical College. His program will focus on Black River Technical College and how the school is offering students more choices in how education is available to them.

Founded as Black River Vocational Technical School in 1971, the school is a public, two-year college with an open admissions policy and committed to meeting the technical, academic, professional, cultural, and personal enrichment needs of the citizens of Northeast Arkansas and Southeast Missouri. The college was renamed Black River Technical College in 1991 and is governed by a board of trustees. BRTC has an annual enrollment of approximately 2500 students.



Save the Date

February 10 -- Have-A-Heart Wish-A-Thon

President Will Branch sent out an email with the link for signing up for the Have-A-Heart Wish-A-Thon. Be sure to choose the "Jonesboro-Caraway Road & Highland Intersection." When you arrive that day, go to the camper that will be set up in Mattress King's parking lot and the volunteers will take it from there.

What's your table topper today?

The trusted way

Adopted by Rotary 80 years ago, The Four-Way Test remains an unsurpassed guide to making sound ethical decisions.

By Patrick Galvin

I took over as president of my family's furniture company in 1996, a newly minted MBA with dreams of streamlining our operations and expanding the business through strategic moves. Instead, I spent the better part of my days mediating disputes between employees, cajoling vendors into making good on their promises, and deescalating tensions between salespeople and dissatisfied customers. I remember frequently asking myself, "What's the right thing to do?"

In 2002, I left to start my own company. The first year was tough, and revenue was lower than I expected. For that reason, I was thrilled when the founders of a well-funded startup called me. They were interested in having my company market a naturopathic pill that they had developed to cure a wide range of maladies. When I asked to see the data, however, I felt chagrined to learn that there was no credible scientific evidence to back up the



Club Leaders



Will Branch
President



Erika Krennerich Chudy
President-Elect



Dana L. Kennedy
Secretary



Nancy Elphingstone
Treasurer
Club Service Chair



Jennifer Hannah
President-Nominee
Vocational Service Chair



Ruth A. Hawkins
Rotary Foundation
Chair



Adam Robert Sartin
Assistant Governor

Events

January 31st
Jonesboro Club Meeting
January 31- Dr. Brad Baine

February 7th
Jonesboro Club Meeting
February 7, 2023 Elena
Cancellotti

February 14th

Birthdays



Misty Bridger
January 31st



Joe Turney
February 6th



Robert L. Warner Jr.
February 12th



Mark Alan Morrow
February 12th



Gary Clark
February 19th



Jeremy Todd Watson
February 24th

product's health benefits.

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Good News -- January 24, 2023

Chad Harbison carried the mic for Good News.

Jeremy Colton, who works at Professional Credit Management, said he was looking for data entry employees.

Vanessa Adams welcomed her guest, Terell Bowie, who is the Craighead County Library's PR person.

Wes Eddington announced that next Sunday was the United Cerebral Telethon and to see him if anyone wanted to donate.

Nancy Elphingstone is getting ready to send out Rotary bills for January - June. If anyone is not getting the newsletter or other Rotary emails, please see her.

Aaron Lubin, a member of the Little Rock Rotary Club 99, introduced his guest, Alex Toufin, and said that Alex would make a fine member of our club.

Last Week's Program -- January 24, 2023



The End of Newspapers?

When Roy Ockert spoke to our Rotary club last week, he parked in his old parking space next door at the former site of the *Jonesboro Sun*. When he started his career in journalism, he had to type his stories on an old typewriter. Newspapers were an important part of the community back then. Many people predicted television would be the end of newspapers, but that didn't happen. Newspapers were family owned. They carried local stories and ads from local businesses. Then chain stores arrived and bypassed advertising in the newspapers by printing their own circulars. Newspapers continued to thrive. They sponsored little league teams and community events.

Advances in technology have finally all but eliminated newspapers. Big businesses bought out the locally owned newspapers. They offered incentives for the owners to sell. Nowadays, newspapers are delivered by the post office or online. Someday they will be offered only online. Some

newspapers, like the *Gazette*, give subscribers an iPad to read the paper. It takes some getting used to. Ockert said he has gotten accustomed to the format. Other newspapers have a website.

If newspapers don't survive, who will carry the local news?

Ockert ended by making the statement that democracy depended on informed citizens.

Report Card -- January 24, 2023

Total Active Members - 100
Active members - 51
Active-Service - 23
Active-Partner - 5
Active-Modern - 3
Active-LOA - 1
"Active Rule of 85" members - 17
Honorary members - 6

Total Attendance - 41
Active Members - 35
Friends of Rotary - 0
Honorary members - 0
Proposed - 2
Guests - 4 [Read More](#)