



## **Battle Creek Rotary Club RotoScoop**

### **November 21, 2022**



Sara Dunn, Owner  
SARaDoesSEO

In the spirit of the Student of Month theme, Sara Dunn, a Battle Creek native, shared her story of returning to Battle Creek after graduating from college. Sara attended Tiffin University in Ohio and completed a marketing internship at Kellogg Company where she gained experience in web design. As a result of the internship she realized she wanted to be her own boss. After college, she moved back to Battle Creek and started a wine selling business. She admits to knowing more about drinking wine than selling it and after two years she dropped the wine and started a web design business.

This business was successful, but happenstance led her to become more specialized and now her business focuses solely on helping wedding planners, photographers, venues, and other wedding professionals rank higher on Google searches. She's created a unique Wedding SEO Framework, now employs eight people across the United States and has customers from around the world.

Her main recommendations to students are as follows:

- Gain an understanding of the industry you think you want to work in through volunteer work, job shadowing, internships, or employment before making big investments in your chosen field.
- Try new things in small and low-risk ways.
- In the digital world we live in, geography is no longer as big a factor in determining your opportunities and career choices.

## Student of the Month

Geography doesn't have to limit your opportunity.

Lesson Learned



December's Student of the Month Recipients. Speaker for the meeting, Sara Dunn, provided words of wisdom on the screen behind them. From left to right, Rotary Member Rob Ridgeway, Davis Kelly from Pennfield, Tristan Jackson from BC Central, Raegan Gothard from Harper Creek, Jayden Miller from Lakeview, and Josh Andren from Calhoun Christian.

### We Still Have Room For You on the Rotary Board!

Thinking you would like to be just a little bit more involved? Become a board member and learn about the committees and tasks that might interest you. We meet monthly on Fridays at Noon about 10 out of 12 months a year. Contact Club President [edward.guzzo@gmail.com](mailto:edward.guzzo@gmail.com) or Club Secretary [rita@ritamcphail.com](mailto:rita@ritamcphail.com) if you are interested. There is no time to waste as we will vote on the Board Slate in December.

The November 28th meeting will be held at 5:01 pm at Torti Taco instead of noon. See below for details.

# TORTI TACO

WHAT: Getting together for fun, fellowship, and food\*

WHO: Rotary Club of Battle Creek, Friends and Guests

WHEN: Monday, November 28\*\* at 5:01 PM  
(Instead of our noon meeting)

WHERE: Torti Taco at 80 W Michigan in downtown BC  
Please RSVP to [Ed Guzzo](#)

## Children's Christmas Party December 5

The Pandemic disrupted the Children's Christmas Party but this year it is back to its original format for the 92nd year! Our club will host 125-second graders from three different area schools at Full Blast on Monday, December 5, 2022. After arriving about 11:30 a.m., pizza and entertainment, including a magician and a certain someone in red and white, will keep students busy. The children will also receive gift bags containing hats, gloves, and other fun items. Whether you signed up to come early to volunteer or just coming for lunch you will have a blast! No meeting at the Kool Center that day.

## Bell Ringing Challenge Accepted

Lisa Walker announced that we have filled all the bell ringing slots assigned to our club over two days, December 2 and December 18. The Kettle will also be accessible for donations during our meetings if you want to give our club a head start on its way to victory.

## New Member Approved

The Board has approved Keiara Gladney's application for membership.  
Classification: Community Engagement, Goodwill Industries  
Sponsor: Al Shifflett.

Zoom Link: We will continue to TRY to provide a Zoom link to members who choose not to meet in-person. [Join the Zoom Meeting at https://us06web.zoom.us/j/84093628842](https://us06web.zoom.us/j/84093628842) Meeting ID: 840 9362 884  
Passcode: 987127

## Upcoming Programs and Events

11 28 2022	Torti Taco Happy Hour 5:01 pm NO NOON MEETING
12 05 2022	Student Christmas Party at FULL BLAST
12 12 2022	at the Food Bank
12 19 2022	Andy Richards Success and Expansion at Duncan Aviation
12 26 2022	No Meeting. Merry Christmas!
01 02 2023	No Meeting. Happy New Year!

Contact Jill Anderson if you have any ideas: [jillandersongrants@gmail.com](mailto:jillandersongrants@gmail.com)

### Board of Directors July 2022- 2023

Ed Guzzo, *President*

Jill Anderson, *President-Elect*

Rita McPhail, *Secretary*

Kelli Scott, *Treasurer*

Teresa Allen, *Community Service Chair*

Rod Auton, *Grant Chair*

Rob Benardo, *Membership Chair*

Tom Ebeling, *Immediate-Past President*

Kathy Gallagher, *Public Image Chair*

Desie Hardin, *Director*

Ron Monte, *Director*

Vince Pavone, *Rotary Educational Fund Chair*

Erik Smith, *Rotary Foundation Chair*

Wilhelm Sturhan, *International Service Chair*

Thom Unger, *Director*

Donna Gray, *Executive Secretary*