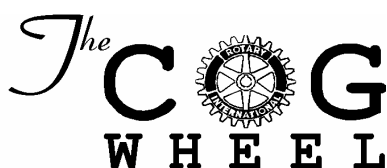


- ROTARY 4-WAY TEST**
1. Is it the TRUTH?
  2. Is it FAIR to all concerned?
  3. Will it build GOOD WILL and BETTER FRIENDSHIPS?
  4. Will it be BENEFICIAL to all concerned?



Published weekly by the ROTARY CLUB of WINCHESTER, VIRGINIA  
 Visit The Rotary Club of Winchester website at [www.winchesterrotary.com](http://www.winchesterrotary.com)  
 Address Rotary correspondence to P.O. Box 412, Winchester, VA 22604

Chartered 1921

January 24, 2013

**Mark Your Calendar**

- TONIGHT - Board Meeting at GW Hotel, 6 PM
- Feb. 28 - Board Meeting at GW Hotel, 6 PM
- March 2 - Hands Against Hunger
- March 15-17 - District Conference at The Homestead
- March 23 - Kaleidoscope
- March 28 - Board Meeting at GW Hotel, 6 PM
- May 2 - Apple Blossom Queen's Dinner (no meeting)
- May 9 - Little Theater Night

**Today's Program**

This week we will host **Adrian Taylor with Yount, Hyde and Barbour** who will be discussing "The Fiscal Cliff - Problem Solved, or not? Post Cliff planning." Join your favorite do-gooders as we all go over that cliff together.

**Back to an old Tradition**

The New York Bus Trip is being planned, and the following dates are being floated:

- September 6-8
- October 4-6
- November 15-17



**40 warm bodies are needed to make this trip work.** The approximate cost will be \$1300 for couples, and \$1000 for singles. That's a great deal when you consider this includes two nights at the newly renovated park Central hotel, 2 tickets to the theater, travel and refreshments on the bus, and excellent camaraderie. If you are interested, contact Conrad with your preference of date, and to get more information. Start spreading the news!

**Last Week's Program**

Alan Wurtzel, former CEO of Circuit City and author of "**Good to Great to Gone**" shared the inside story of the rise and fall of Circuit City with us last week. Wurtzel retired in 1987 while the company was in its glory years. In 2009, the company was bankrupt and liquidated. What caused this dramatic fall? According to Wurtzel the leadership of Circuit City stopped applying the company's organizational strategy which was: understand the external environment, utilize your internal capabilities and understand & care for the customer.



Wurtzel's book is patterned after Jim Collin's book, *Good to Great*. It is a 60 year study of the business strategy that made the company so successful and what led to its failure. He attributed the success to "habits of the mind" - exercising curiosity, tenacity, honesty and care. In its heyday the company had 600 stores and 100,000 employees. In the end, the CEO and leadership team stopped being curious, thought they knew all the answers, and lost their humbleness thus underestimating the popularity of their new competition: Walmart, Best Buy, etc. Certainly a life lesson from which we can all learn.



**Hip Hip Hoo Ray**

And Three Cheers to the **Arts and Crafts Festival** Committee headed up by Bill Hotel and Kit Molden for a most successful 2012 festival. Bill announced that this is the only fundraiser we do where the proceeds are not already designated. The Committee turned over **\$28,000** to the club to fund special needs throughout our community!

**Way to go!!!!!!!!!!!!!!!!!!!!!!**



The Homestead, Hot Springs, VA

**District Conference**.....is just weeks away, March 15 thru March 17 at The Homestead. Go to: [www.rotarydistrict7570conference2013.org](http://www.rotarydistrict7570conference2013.org) for all the details! "First Time" attendees still have time to save and enjoy a winter vacation too! The club will pick up the tab for your first nights stay and your conference registration fee. This offer is limited to the first eight first-timers that sign up. Please see Don Louque III, Dan Martin, Tootie Rinker or Dave Smith if you would like to attend under this first-timers offer.

**Need to make-up an absence? Check out these area club meetings:**

- |  |   |
|--|---|
| Clarke County - Wednesday Lunch - Episcopal Parish Hall - Noon             | New Market - Wednesday Lunch -The Shenvalle - 12:10 pm              |
| Charles Town - Tuesday Lunch - Jefferson Hospital - 12:15 pm               | Purcellville - Thursday - Bethany United Methodist Church - 7:00 am |
| Frederick County - Tuesday Breakfast -Shenandoah Univ. Cafeteria - 7:30 am | Strasburg - Tuesday Noon - Strasburg Hotel - Noon                   |
| Front Royal - Friday Lunch - Houlihan's - Noon                             | Warrenton - Thursday Lunch - Fauquier Springs - 12:15 pm            |
| Hagerstown - Wednesday Lunch - Venice Inn - 12:15 pm                       | Winchester Latest - Tuesday Evening - Piccadilly Brew Pub - 6 pm    |
| Leesburg - Thursday Evening - Rivercreek Country Club - 6:30 pm            | Woodstock - Wednesday Lunch - Woodstock Moose Lodge - 12:05 pm      |
| Linden - Wednesday Breakfast, Apple House - 7:00 am                        |   |

**Absentees: 1/17/2012**

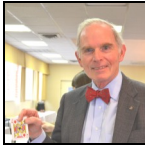
Cal Allen	Phillips Griffin, II	Bob Mitchell
Jackie Bates	Michelle Harris	Kurt Nyberg
David Chandler	Brooke Herndon	Ron Price
Randy Collins	Wade Johnson	Wilborn Roberson
John Copenhaver	Don Karolyi	Bernie Schwartzman
Diana Crites	Rick Leonard	Irv Shendow
Marie DiLorenzo	Teri Lloyd	Jeannie Shiley
Rob Frogale	Paul Magness	Terry Sinclair
Phil Griffin	Alan McKay	Trish Stiles
	John Midolo	Cheryl Thompson-Stacy

**Visitors and Guests Last Week**

Cindy Hunter & Bob Claytor from Woodstock Rotary  
 Brad Snowden, Reeman Royston & Dale Coumes  
 from Clarke County Rotary  
 Rob Hoxton from Shepardstown Rotary  
 Ana Roisiora guest of Conrad Koneczny  
 Chris Linington guest of Jaime Karalis  
 Jonathan Snowden guest of Tim Roberts  
 Heather Tweedie & Jonathan Watson guests of Keri Burkhart  
 Karey Sternze guest of Dan Martin  
 Dudley Rinker guest of his wife Tootie  
 Mary Brown guest of Phil Glaize

**Last Week's Drawing**

Congratulations to Tom Byrd who won a whopping \$22, but missed out on the jackpot! This week's jackpot will be over \$60.00. **DID YOU BUY A TICKET???**



**Welcome New Members**

President Darla introduced for the second time new member Jesse Dingle, and for the third and final time Michael Smith. Please take a minute to introduce yourself to these great new additions to our club.

**Rotary Hands Against Hunger**

**DID YOU BRING BACK YOUR CAN?** This year our Rotary Club and its Interact Clubs are teaming up in a different way to support the annual Hands Against Hunger project. The all day event will be held on Saturday, March 2<sup>nd</sup> at Handley High School. The Area I Rotarians will be working the event from 8:30 a.m. to 12 noon and the Interactors will be working from 12 noon to 3:30 p.m. Secretary Dan Martin challenged us to fill up those Interact decorated donation cans and collect money during January. He needs all cans returned no later than next week!



**Make-ups\* (Date & Function Attended)**

Kevin Callanan - 1/14 - International Affair Mtg.  
 Terry Coffman - 12/19 - Fuquay-Varina, NC  
 Hunter Gaunt - 9/22 - Apple Harvest  
 Dick Helm - 1/14 - International Affair Mtg.  
 Jaime Karalis - 1/3 & 1/10 - Ashburn  
 Dick Kent - 1/14 - International Affair Mtg.  
 Paul Magness - 1/14 - International Affair Mtg.  
 Court Pifer - 1/15 - Winchester's Latest  
 Harry Ridgeway - 1/9 - Clarke County?  
 Karen Schultz - 1/14 - International Affair Mtg.  
 Irv Shendow - 1/15 - Frederick County

**Turning in a Make-up?**

Please make sure to complete all information, including your name, the event or club attended, date attended and date making-up on all make-cards and slips submitted. Make-ups can also be submitted online at [winchesterr Rotary.com](http://winchesterr Rotary.com) un-

**Next Board Meeting - TONIGHT**  
 George Washington Hotel  
 6 PM (*Attitude Adjustment 5:30 PM*)  
 All are invited to attend board meetings,  
*and it counts as a make-up!*

**Libba's Health Report**

Libba updated us on a number of members that we need to keep in our thoughts and prayers. Wade Johnson is doing better following a fall at the Post Office. He hopes to return in a couple weeks. Jean Barch is on week 4 of 6 of the bed rest required from her recent hip surgery. Dick Kent is doing so well from his back surgery that he surprised us all by being at our meeting. Welcome back Dick!



And now for another edition of *Lessons from Libba*: it's called the **French paradox** - the epidemiological observation that French people appear to have relatively low incidence of coronary heart disease, despite having a diet relatively rich in saturated fats. In fact, French women have the longest life span in all of Europe. Some researchers believe that the reason is that the French drink red wine on a daily basis and eat various moldy cheeses - both of which are supposed to improve your cardiovascular health. As if we needed another excuse to drink red wine and eat cheese .....

**Paul Harris Match - deadline NEXT WEEK!**

**Reminder: Time is running out to take advantage of the Paul Harris Fellow 50/50 match.** If you wish to receive or honor someone else with a PH Fellow, the club will match \$500 to your \$500 **through January 31**. Please see Gary Chrisman or email him at [gwc@avop.com](mailto:gwc@avop.com).

<b>President</b>	<b>Darla McCrary</b>
<b>President-Elect</b>	<b>Don Louque III</b>
<b>Secretary</b>	<b>Dan Martin</b>
<b>Treasurer</b>	<b>Tootie Rinker</b>

**BOARD OF DIRECTORS**  
 Scott Arthur, Erik Beatley, Kerri Burkhart, Gary Chrisman,  
 Anthony Crosen, Rob Frogale, Dick Kent, Chris Lewis,  
 Adrian O'Connor, Gene Schultz, Tricia Stiles, John Tyson

**IMMEDIATE PAST PRESIDENT - Marc Jaccard**

**Cog Wheel Staff:** Bill Buettin, Jenny Brockwell, Paul Burkholder, Sharen Gromling,  
 Chuck Gyauch, Don Karolyi, Victoria Kidd, Tom Maccubbin, Chuck Peterson, Sue Rich,  
 Sherry Riley, Gene Schultz, Dave Smith, Wes Williams

Photographer: Jenny Brockwell      Reporter: Sharen Gromling

**EVENT MAKE-UP SLIP**  
**The Rotary Club of Winchester**

**Print** Your Name: \_\_\_\_\_

Event Attended: \_\_\_\_\_

Date of Event: \_\_\_\_\_  
 Committee, Board, Community Event

Date of Missed Meeting: \_\_\_\_\_

**(Turn in at Sergeant at Arms Desk)**