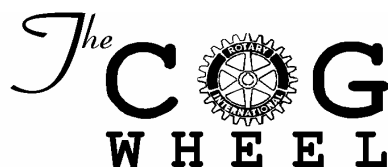


- ROTARY 4-WAY TEST**
1. Is it the TRUTH?
 2. Is it FAIR to all concerned?
 3. Will it build GOOD WILL and BETTER FRIENDSHIPS?
 4. Will it be BENEFICIAL to all concerned?



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 Visit The Rotary Club of Winchester website at www.winchesterrotary.com
 Address Rotary correspondence to P.O. Box 412, Winchester, VA 22604

Chartered 1921

June 13, 2013

Upcoming Events/Programs

June 20 Program: Cheryl Thompson-Stacy and Al Toxopeus will enlighten us on Lord Fairfax Community College and the Virginia Community College System.

June 27 Program: New Officer Installation—join us as we bid adieu to Darla and welcome in Don Louque and the new crew.

June 27 - Board Meeting

July 4 - No Meeting - Happy 4th!

July 11 - Aug. 1st: Picnic Lunches...we'll be warm & cozy in the Jim Barnet Park at our Rotary Shelter

Today's Program

Fellow Rotarian and President of the North American Chapter of the International Fellowship of Motorcycling Rotarians, Bob Shriner, will educate us on Rotary Fellowships and his own experiences.

Good Riddance to Good Rubbish

A special thanks to Chris Lewis and the entire Rummage Sale committee for the great event they hosted on June 8th. We got rid of mountains of secondhand goods and the results will be highly beneficial to our local Boys & Girls Club. Stay tuned for all the good news today!

Health Report

Libba reported continued good health for all our club members and left us with good news from yet another recent study, this one in Denmark: for strained muscles, the best antidote was not a massage, but a lighter workload. "So," she concluded, "When you've been carrying heavy loads for our rummage sale and pull a muscle, don't quit working, just switch to pricing or another lighter task." Her advice worked, to which today's rummage results announcement will attest.

Good-bye Joe

It is with deep sadness we say good-bye to Joe Allen. Joe passed away peacefully Wednesday. He joined our club in 1992. His smiling face will be missed by all. Our condolences to his family.



Last Week's Program

At the risk of repeating the great article in The Winchester Star, Ron Kaplan of Trex, Inc. shared his leadership style (and his dry humor) and how both contributed to his saving Trex from an almost certain demise. Some of the high points in Ron's Rescue:



The company had developed stellar brand recognition, but sales were suffering from poor materials, product recalls and excess inventory. (There was \$80M worth of inventory, much of it sitting in an open pasture in Paw Paw, WV.) They also had a surplus of Vice Presidents (11 in all, which Ron whittled to 1). On top of it all (or, more appropriately, in front of it all), was Ron's \$40,000 desk—which had no drawers! When he asked his secretary what he was supposed to do with his pencil at day's end, she said, "You give it to me and I give it back to you in the morning."

Ron and his leadership team met with the production staff and handed each of them a \$500 check, saying, "That's a bonus. There will be more of those if you decide to play ball with us." Those same workers are making 20% more pay today than they were in 2007 and 30% more benefits.

Market testing revealed that consumers didn't want a good value, they wanted a good product that would "make their neighbors jealous." So Trex began marketing three tiers of product—good, better, and best (known commercially as Select, Enhance, and Transcend). The differences in cost reflect longer durability and more polished looks. If you want to see Ron's own home deck, watch the Trex commercial on YouTube...

Trex has also introduced steel substructures to increase the durability of their decks and is now doing a huge amount of international business.

Ron closed his talk by describing how his inspiration came from his father, a WWII flying ace who passed away 24 days prior to the Rotary meeting. Ron and his children produced a touching video of his father's final flight aboard a B-24 bomber in honor of his 86th birthday.

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

- Clarke County - Wednesday Lunch - Episcopal Parish Hall - Noon
- Charles Town - Tuesday Lunch - Jefferson Hospital - 12:15 pm
- Frederick County - Tuesday Breakfast - Shenandoah Univ. Cafeteria - 7:30 am
- Front Royal - Friday Lunch - Houlihan's - Noon
- Hagerstown - Wednesday Lunch - Venice Inn - 12:15 pm
- Leesburg - Thursday Evening - Rivercreek Country Club - 6:30 pm
- Linden - Wednesday Breakfast, Apple House - 7:00 am

- New Market - Wednesday Lunch - The Shenville - 12:10 pm
- Purcellville - Thursday - Bethany United Methodist Church - 7:00 am
- Strasburg - Tuesday Noon - Strasburg Hotel - Noon
- Warrenton - Thursday Lunch - Fauquier Springs - 12:15 pm
- Winchester Latest - Tuesday Evening - Piccadilly Brew Pub - 6 pm
- Woodstock - Wednesday Lunch - Woodstock Moose Lodge - 12:05 pm

Absentees: 5/30/2013

William Aikens
Jean Barch
Jackie Bates
Andrew Beck
Glenn Burdick
Paul Burkholder
John Copenhaver
Diana Crites
Dana Evans
Sharon Farinholt
Rob Frogale
Wilson Gilbert
Phil Glaze

Sharen Gromling
Jenny Grooms
Bob Hall
Marc Jaccard
Dennis Kellison
Dick Kent
John Lamanna
Deborah Langfitt
Darla McCrary
Alan McKay
Dennis McLoughlin
Bob Mitchell
Kurt Nyberg
Ron Price

Trish Ridgeway
Sherry Riley
Diane Ruckman
Jeannie Shiley
Jay Smith
Karey Starnes
Michael Stepniak
Don Stewart
David Sweeney
Martin Tabaka
Patty Taylor
John Tyson
Ajay Virmani
Wes Williams

Absentees: SHRIMP FEED

William Aikens
Calvin Allen
Scott Arthur
Erik Beatley
Andrew Beck
Doug Bement
Cary Brubaker
Bill Buettin
Glenn Burdick
Kerri Burkhart
Paul Burkholder
Don Butler
Gary Chrisman
Franny Crawford
Greg Crawford
Anthony Crosen
Marie DiLorenzo
Jesse Dingle
Jeff Dodd
Dana Evans
Sharon Farinholt

Phil Glaze, Jr.
Phillip Griffin, II
Jenny Grooms
Bob Hall
Michelle Harris
Dick Helm
Brooke Herndon
Bill Hottel
Alex Iden
Wade Johnson
Doug Joyner
Dennis Kellison
Dwight Kemp
Dick Helm
Victoria Kidd
Deborah Langfitt
Alan McKay
John Midolo
Bob Mitchell
Kurt Nyberg
Libba Pendleton
Ron Price

Ken Rice
Sherry Riley
Wilborn Roberson
Tim Roberts
Roy Schwarz
Irv Shendow
Jeannie Shiley
Terry Sinclair
Stephen Slaughter
Dave Smith
Jay Smith
David Sovine
Michael Stepniak
David Sweeney
Richard Talbott
Cheryl Stacy-Thompson
Ajay Virmani
Ed White
Stuart Williams
Wes Williams
Jim Youngblood

Make-ups* (Date & Function Attended)

Jean Barch – 5/28 – Rummage Sale Prep
Kerri Burkhart – 5/18 – Rummage Sale Prep
Julia Connell – 5/18 – Rummage Sale Prep
Diana Crites – 5/16 – International Affair Set-up
Anthony Crosen – 4/25 – Board Mtg.
Marie DiLorenzo – 5/15 – Rummage Sale Prep
Marc Jaccard – 5/28 – Scholarship Committee Mtg.
Teri Lloyd – 5/28 – Winchester's Latest
Darla McCrary – 5/16 – International Affair Set-up
Harry Ridgeway – 5/21 – Rotary Club
Tim Roberts – 5/22 – Frederick County
Steve Slaughter – 5/17 – International Affair
Karey Starnes – 3/15 – District Conference
Cheryl Thompson-Stacy – 5/21 – Strasburg
Cary Brubaker – 5/23 – Scholarship Mtg.
Kerri Burkhart – 5/29 – Rummage Sale Prep
Don Butler – 5/17 – International Affair
Bernard Schwartzman – 6/6 – Shrimp Feed Prep
Patty Taylor – 5/29 – Rummage Sale Prep
Jim Youngblood – 5/18 – Rummage Sale Prep

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 un-

Don Stewart – 5/21 – Frederick Co.
Roy Schwarz – 4/9 – Frederick County
Irv Shendow – 6/4 – Frederick County
Dave Smith – 5/24 – Front Royal
John Tyson – 5/23 – Board Mtg.
Bill Hottel – 6/6 – Shrimp Feed Prep

A Final Word of Welcome

Mary Braun, the new director of the Children's Discovery Museum, got her final nod as a new Rotarian (though her desk duty is far from over). If you haven't already done so, bid her a hearty welcome!



Visitors and Guests - May 30th

Joe Knechtel, visiting from Frederick Co. Rotary
Masut Yabuz, guest of Don Butler
Ana Ribeiro, guest of Conrad Koneczny
Dand Frew, guest of Don Louque
Bryson Smith, guest of his Dad, Dave
Ben Weber, guest of Dick Helm
Sally Voth from the Winchester Star

Drawing

Victoria Kidd won \$14 but came up short of the \$300+ jackpot when she drew the seven of hearts. Today's jackpot is up to \$436! Buy early and buy often!



Foundation Minute

Conrad described how Rotary outdid even the American Red Cross in supplying blood to international areas that needed it, even when other agencies couldn't.

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)

President
President-Elect
Secretary
Treasurer

Darla McCrary
Don Louque III
Dan Martin
Tootie Rinker

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: Don Karolyi

Reporter: Dave Smith