

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

Chartered 1921

November 19, 2015

Mark Your Calendars....

TONIGHT - Board Meeting at GW Hotel, 6 pm
NEXT WEEK - Thanksgiving...NO MEETING
 December 10 - 6 PM, Club PR Meeting, Our Health Building
 December 17 - Club Elections
 December 17 - Evans Home Christmas Party
 December 17 - Board Meeting at GW Hotel, 6 pm
 December 24 - Christmas Eve - No Noon Meeting
 December 31 - New Years Eve - No Noon Meeting
 March 18-20 - District Conference

Have a program or speaker suggestion? Let Scott know.

Today's Program

A very timely program by our own Paul Magness. His presentation is **ISIS: An Overview of the Islamic State**. We want to allow plenty of time for Paul's talk so we will start our business portion of the program today at 12:20.

Awards Night Kudos

Last week President Tootie recognized Chairman Bernie Schwartzman and his committee for another successful Awards banquet at the George Washington Hotel.

Comings & Goings Welcome New Members!

Kelly Elizabeth Wolfe	Nadine Pottinga
Sven Hlywick	Shane Wagoner
Kent Mull	David Kent
Carl A. Esterhay	Ryan Zelaski
Donna Berger	Bobby Amos

As we welcome our many new club members, we remember those Rotarian friends who have moved from our area, retired or resigned since last Fall...*we wish them all well.*

Bernie Demski	Doug Bement
Thom Ruffin	Richard Reifsnyder
Michael Stepniak	Cal Allen
Joseph Shtulman	Stuart Pierson
Kevin McKannan	Jesse Dingle
Jud Breslin	Brooke Herndon
Tim Roberts	Michael Malone
Cheryl Thompson-Stacy	Felicia Hart



Happy Thanksgiving!

Our Last Program - Club PR



Members of the club's public relations and web site committees, Don Louque III, Dick Helm and John Elrick, spoke to the club about the importance of PR to the club's mission, the current state of the club's website and ideas to improve it.

Speaking in place of PR committee chair Victoria Kidd, who is currently taking a leave of absence, Don Louque outlined the various methods of public relations that the committee uses and the results that they achieve. *"Our job as Rotarians gets easier the better people know us."* By effectively using public relations, which typically have no cost, the club is better able to secure donations, gain new members, sell tickets to events and encourage participation in club activities. The PR committee uses traditional media (newspaper, radio, magazines) to get the public to talk about Rotary. Don also described effective forms of advertising used by the committee to publicize club events and accomplishments like the **Report to our Neighbors** newspaper insert, flyers and lunch invite cards. He pointed out that even driving a car with a Rotary license plate or wearing your Rotary pin can be effective means of public relations.



Dick Helm gave the club a guided tour of the current website and pointed out various useful features including the program calendar, a menu of the club's committees and committee members and even the archive containing past issues of **The Cogwheel** (in full color on the website). The website committee members believe that the website under its current design is useful to members but they question whether or not it gives the public all of the information that it needs. Helm pointed out that the club's Facebook page has served that role and will continue to until a website redesign takes place.



Club PR Meeting - Thursday, December 10th

The PR committee will be holding a website brainstorming session open to all club members in The Eagles Boardroom at Our Health at 6:00 pm. Refreshments will be provided.

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

Clarke County - Wednesday Lunch - Berryville Presbyterian Church - Noon
 Charles Town - Tuesday Lunch - Jefferson Hospital - 12:15 pm
 Frederick County - Tuesday Breakfast - Westminster Canterbury - 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

New Market - Wednesday Lunch - The Shenvalle - 12:10 pm
 Purcellville - Thursday - Bethany United Methodist Church - 7:00 am
 Strasburg - Tuesday Noon - Strasburg Moose Lodge - Noon
 Warren Co. (was Linden) - Wednesday Breakfast, Mom's Country Kitchen - 7:00 am
 Warrenton - Thursday Lunch - Stoneridge Events Center - 12:15 pm
 Woodstock - Wednesday Lunch - Woodstock Moose Lodge - 12:05 pm

Absentees: 11-12-2015

William Aikens
Robert Amos
Jenny Baker
Jeff Barbour
Jean Barch
Jackie Bates
Kerri Burkhart
Paul Burkholder
Kevin Callanan
David Chandler
Cary Claytor
Julia Connell
John Copenhaver
Paul Frank
Phil Glaize

Phil Griffin
Alex Iden
Marc Jaccard
Conrad Koneczny
John Lamanna
Deborah Langfitt
Tom Maccubbin
Dan Martin
Darla McCrary
Adrian O'Connor
Libba Pendleton
Mary Riley
Kip Rutherford
Sue Scarborough
Gene Schultz

Karen Schultz
Roy Schwarz
Rob Shriner
Jay Smith
Steve Straight
Michelle Thomas
Diana K. Thorne
Shane Wagoner
Ben Weber
Stuart Williams
Dick Wiltshire
Kelly Wolfe
Jim Youngblood
Ryan Zelaski

Absentees: Awards**Night 11/5/2015**

William Aikens
Jeff Barbour
Jackie Bates
Ralph Bayfield
Andrew Beck
Kerri Burkhart
Tom W. Byrd
Kevin Callanan
Cary Claytor
John Copenhaver
Frances Crawford
Anthony Crosen
Bobby Edwards
John Elrick
Rob Frogale

Jenny Grooms
Robert Hall
Sven Hlywiak
John Huddy
Alex Iden
Doug Joyner
Stephanie Landes
Don Louque
Neil Martin
Alan McKay
Bob Mitchell
Kit Molden
Maria Montgomery
Guss Morrison
Kurt Nyberg
Chuck Peterson
Ron Price

Ken Rice
Sue Rich
Earl Riddick
Tom Rockwood
Jeannie Shiley
Rob Shriner
David Smith
Jay Smith
David Sovine
David Sweeney
Patty Taylor
Michelle Thomas
Ajay Virmani
Shane Wagoner
Ed White
Stuart Williams
Jim Youngblood
Ryan Zelaski.

Visitors & Guests Last Meeting

Linda Coffman, guest of Dick Kent
Darlene Kent, guest of her husband Dick

Paul Harris Matching Points

Gary Chrisman announced that at the October meeting the Board of Directors approved the 50/50 matching program for Paul Harris fellows. If you desire to become a Paul Harris fellow the club will match your donation to the foundation with points up to \$500. That applies to all donations made before December 31st. If you are unsure of how many points you need to become a Paul Harris fellow or multiple Paul Harris fellow check with Gary.

Kaleidoscope

Irv Shendow is seeking a place to host the reception for our May 2016, **Little Theatre Night**. If your home can accommodate approximately 100 people, and there are outdoor capabilities, please see Irv. It will be a catered event, so all you need to provide is the venue.

Thank You Received

Paul Magness reported that our club received a letter from Special Olympics, thanking us for presenting them with a \$1000 check in July.

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)

Make-ups* (Date & Function Attended)

Jenny Baker – 9/20 – SVAH Event
Jean Barch – 9/19 – SVAH Event
Ralph Bayfield – 11/10 – Frederick County
Paul Burkholder – 9/20 – SVAH Event
Tom W. Byrd – 10/29 – Board Mtg.
Cary Claytor – 9/19 – SVAH Event
Julia Connell – 9/24 – Board Mtg.
John Elrick – 10/29 – Web Committee Mtg.
Paul Frank – 9/17 – SVAH Event
Bob Hall – 10/29 – Jamaica Rotary
Marc Jaccard – 9/20 – SVAH Event
Dan Martin – 10/1 – Shrimp Feed Prep
Darla McCrary – 9/17 – SVAH Event
Guss Morrison – 11/10 – Dictionary Project
Ron Price – 10/19 – Golf Tournament
Gene Schultz – 9/29 – SVAH Mtg.
Roy Schwarz – 10/6 – Frederick County
Bob Shriner – 11/5 – Motorcycling Rotarians,
Murphy, NC
Bob Shriner – 11/6 – Motorcycling Rotarians,
Tellico Plains, TN
Dave Smith – 10/11 – Dictionary Project
Bob Stieg – 10/14 – Clarke County
Dick Wiltshire – 11/4 – Kaleidoscope Mtg.
Kelly Wolfe – 10/8 – Golf Committee Mtg.

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 winchesterrotary.com under Member Login.

Board Meeting
TONIGHT
GW Hotel

Attitude Adjustment

5:30 pm

Meeting 6 pm

All are welcome, and it counts as a make-up!

DID YOU KNOW....

There are app's available to help you find a Club meeting when traveling. You can link to them all from the Rotary Web site at:

www.rotary.org/myrotary/en/manage/tools-templates/mobile-apps

Health Update

Bob Edwards, subbing for Libba, proclaimed the Club at large to be in good health. Tootie reported that Oz Abbey remains in Illinois with his wife as she continues her treatments. She is improving and they are hoping to return to Winchester in mid-December.

Last Drawing

Jenny Baker (standing in for Irv Shendow) won \$23 in the weekly drawing but left \$320 in the pot for today when she pulled the king of diamonds instead of the desired ace of spades. Who says diamonds are a girl's best friend?

**Rubbermaid Sale**

Nadine Pottinga reports the United Way Rubbermaid Product Sale will be held on Saturday, November 28th from 8 am-Noon, at the Belk parking lot, Apple Blossom Mall. This month's sale benefits **The Boys and Girls Club of Northern Shenandoah Valley**.

Be what you wish others to become

President
President-Elect
Secretary
Treasurer

Tootie Rinker
Scott Arthur
Julia Connell
Paul Magness

BOARD OF DIRECTORS

2013-16: Jamie Karalis, Winston Lutz, Kurt Nyberg, Roy Schwarz
2014-17: Dee Dee Barbour, Conrad Koneczny, Karey Starnes
2015-18: Jean Barch, Tom Byrd, Ed White

IMMEDIATE PAST PRESIDENT - Dan Martin

Cog Wheel Staff: Jenny Baker, Mary Braun, Paul Burkholder,
Tom W. Byrd, Sharen Gromling, Don Karolyi, Victoria Kidd, Tom Maccubbin,
Chuck Peterson, Sue Rich, Gene Schultz, Dave Smith, Steve Straight

Photos: Don Karolyi

Reporter: Tom Byrd