

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.rotaryclubofwinchester.org
 Address Rotary correspondence to P.O. Box 412, Winchester, VA 22604

Chartered 1921

November 8, 2018

- November TBA - Dictionary Project
- November 22 - Thanksgiving Day (No Meeting)
- Nov. 29 - Board Meeting. Winchester Country Club, 6 pm
- Dec. TBA - Coats for Kids
- December 7 - Foundation Banquet, Blacksburg, VA
- December 7-9 - RYLA at Virginia Tech
- December 13-Christmas Social at Winchester Country Club

PROGRAM FOR TODAY

We will hear from Jill Karalis on the Flour Industry. Also, Rabbi Brown will share with us his thoughts on last week's Inter-Faith Service.



AWARDS NIGHT - Nov. 1st

Our club enjoyed a night of ribbon-festooned camaraderie shepherded by President Paul at last week's Awards Night celebration at the George Washington Hotel. Winchester Mayor David Smith made an early appearance and received the Phil Sprenkle Award before heading off to the community multi-faith service at the other end of the walking mall. Julia Connell and Chris Lewis were also feted amidst the general merriment of the evening and a huge contingent of Rotarians took home variations of the Perfect Attendance Award. Congratulations to our award winners:

- Cliff Dochterman Award - James Youngblood
- Phil Sprenkle Award - Winchester Mayor J. David Smith
- Distinguished Service Awards - Julia Connell & Jenny Baker
- Multiple Paul Harris Fellow Awards - Jean Barch & Ed White
- New Major Donor - Chris Lewis
- November Travelodge Award - Don Louque



BELL RINGERS NEEDED



It's getting to be that time again, and Don Butler is putting out the call for volunteer bell ringers. Our club will be ringing bells for the Salvation Army Red Kettle drive on December 1st. Please sign up when the clipboard comes your way.

OUR LAST PROGRAM

Emily Dupre, Regional Director at MFS Investment Management, spoke about how technology is disrupting the business landscape. She said that in a low volatility market, "everyone gets a trophy", but the next ten years will be as disruptive as the industrial revolution. Amazon, Google, Facebook and Microsoft are the top players.

Smart phones are a key disruptor. TV viewing is declining as more video is viewed online. Google and Facebook currently receive 18% of all online advertising and are on track to have 60% next year.

Video Streaming - The main strength of cable TV is live sports. Cable's contracts with the sports leagues are expiring soon. Disney owns ESPN and is working on video streaming...internet-delivered subscription programs that are seen as the future of TV.

Data mining is a growing business, five petabytes of data would cover every word ever written. Facebook has 20 petabytes. A photo of you posted on social media contains data valuable to marketers. For example, if it shows you with a golf bag or a pet, you could become a target for advertisers who want to reach golfers and/or pet owners --> due to info "mined" from that photo. In the past, those advertisers would purchase ads in popular magazines and hope you saw the ads. Now they send "targeted" ads directly to your smart phone and other connected devices.

E-gaming is becoming a "sport" and includes large events where people watch other people play video games. Twitch is the primary platform and it's owned by Amazon. Video game retailers will experience a severe decline like what Blockbuster did when Netflix arrived. Currently 20% of video game purchases are online, in the future, 100% of new video games sales will be downloads.

Amazon has chosen to remain unprofitable today as they build a kingdom of warehouses that ship directly to consumers. **Currently 50% of the U.S. population is within 20 miles of an Amazon warehouse.** Amazon's sales growth outpaces major retailers like JC Penney. **Amazon's Prime Now** will deliver groceries to your home for free, within 2 hours of online purchase and at "warehouse prices". **Amazon's Basics** "store brand" items, is undercutting brand loyalty for numerous consumer goods. Airbnb and Dollar Shave club are similarly disrupting their fields, all with the result of lower prices to consumers. Lower prices to consumers will dampen inflation and keep interest rates low.

Cloud computing is another rapidly growing field changing the way businesses operate. Amazon owns the most cloud computing capacity, and Microsoft is second.

Ms. Dupre closed with a quote from retired U.S. Army general Eric Shinseki; "if you don't like change, you will like irrelevance even less".

BUS TRIP

Linda Coffman is organizing a bus trip to see the Army Band perform their annual holiday concert in Washington, DC. See Linda for details.

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 - Warren County Community Center - Noon
- Hagerstown - Wednesday Lunch - Venice Inn - 12:15 pm
- Leesburg - Thursday Evening - Rivercreek Country Club - 6:00 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. - Wednesday Breakfast - Front Royal Golf Club - 7:00 am
- Warrenton - Thursday Lunch - Stoneridge Events Center - 12:15 pm
- Woodstock - Wednesday Lunch - Woodstock Moose Lodge - 12:05 pm

Absentees 10-25

William Aikens
Mark Andrews
Scott Arthur
Lori Bales
DeeDee Barbour
Jean Barch
Jackie Bates
Ken Blackwell
Kerri Burkhardt
Cary Claytor

Linda Coffman
Marie DiLorenzo
Bruce Downing
Dana Evans
Carolyn Fitzwater
Robert Frogale
Jenny Grooms
Sven Hlywiak
John Huddy
Patricia James
Deborah Langfitt

Chris Lewis
Neile Martin
Kent Mull
Adrian O'Connor
Debbie Parrish
Nadine Pottinga
Ron Price
Tootie Rinker
Tom Rockwood
Diane Ruckman
Jay Smith

Jennifer Stanford
Bob Stieg
Steve Straight
David Sweeney
Shane Wagoner
Ben Weber
Ed White
Stuart Williams
Jim Youngblood

Absentees 11-01

William Aikens
Mark Andrews
Jackie Bates
Erik Beatley
Paul Burkholder
Tom W. Byrd
Anthony Crosen
Bruce Downing
Dana Evans
Carolyn Fitzwater
Melissa Fortner
Robert Frogale
Wilson Gilbert
Jenny Grooms
Robert Hall

Dick Helm
Malinda Henkel
Brian Hester
Sven Hlywiak
John Huddy
Alex Iden
Richard Irvin
Patricia James
Douglas Joyner
Dwight Kemp
Steven Kent
Pat Kofalt
Deborah Langfitt
John Lewis
Todd Lilley

Neile Martin
Chris Merchant
Bob Mitchell
Kit Molden
Kent Mull
Chuck Peterson
Nadine Pottinga
Ron Price
Ken Rice
Jonathan Reimer
Susan Rich
Earl Riddick
Mary Riley
Laurie Ann Roby
Tom Rockwood
Diane Ruckman

Jeannie Shiley
Jay Smith
Jimmy Stafford
Jennifer Stanford
David Sweeney
Martin Tabaka
Michelle Thomas
Diana Thorne
Lupe Vea
Ajay Virmani
Shane Wagoner
Ben Weber
William Whirley
Michael Williams
Jim Youngblood
Ryan Zelaski

Visitors & Guests Last Meeting

Phil & Bonnie Anderson, guests of Paul & Darla
Cindy Hunter visiting from Woodstock Rotary
Ben Rothernel, club guest

Puerto Rico Mission Trip...is still simmering

President Paul informed the club that communication between our club and the representatives in Puerto Rico is very challenging so final details have not been completed. The hope is to send interested volunteers down the first week of November but there is a chance that the date will need to be pushed back. Currently we are planning clean-up & painting assistance.

**RARE BOURBON TASTING...**

If you love fine bourbon and delicious food, then check out this event at **Café Del Sol** on November 17th. It's a bourbon pairing along with five course meal. Your \$150 tax deductible ticket includes open bar. Hurry, because this is limited to 20 seats. Proceeds to benefit Alzheimer's research. See Dave or President Paul to sign up.

**KALEIDOSCOPE**

It's just five months away, in March 23rd, 2019. Jenny Baker said the committee is seeking suggestions for beneficiaries.

**NEWEST MEMBER**

President Paul introduced our newest member, Jonathan Reimer, for the second time. Welcome Jonathan!

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)

Scott Arthur - 9/20 - Service Award Com. Meeting
DeeDee Barbour - 10/25 - Board Meeting
Jean Barch - 10/18 - Bingo Committee Meeting
David Sovine - 10/16 - Frederick County Rotary
Patty Taylor - 10/23 - Frederick County Rotary
Jeffrey Barbour - 10/25 - Board Meeting
Cary Claytor - 10/24,28 - Area One Meeting
Anthony Crosen - 10/26 - Kaleidoscope Meeting
Pat Kofalt - 8/20 - Apple Harvest Com. Meeting
Kit Molden - 10/22 - Golf Tournament
David Sovine - 10/30 - Frederick County Rotary
Martin Tabaka - 8/23 - Golf Committee Meeting

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.

NEXT BOARD MEETING

Nov. 29th - 6 pm
The meeting will be held at
Winchester Country Club
All are welcome

OUR LAST DRAWING

Bernie Schwartzman won \$18 when he drew the three of Clubs. Today's jackpot starts at \$161, and it's growing. Quick, buy your ticket before the bell rings!

GOLF TOURNAMENT

Don Louque thanked the sponsors, players and everyone who helped make this year's event a success. Proceeds will benefit The Laurel Center.

HEALTH REPORT

Dick Helm was welcomed back after being out for some surgery.

HEALTH TIP

Libba told us about a rare polio-like disease, Acute **Flaccid Myelitis**, which affects one child per million. Symptoms include sudden muscle weakness in the limbs. The average age of those stricken is four years old. Since the outbreak was identified in 2014, there have been 362 cases across the U.S. The best prevention is to wash hands, stay up to date on vaccinations, and avoid mosquito bites.

INTERACT

Leaders of the James Wood High School Interact club were presented with a \$500 check from our club to help support them in a variety of activities they conduct at school and in the community.

ELECTIONS!

Below is our slate of Board Members for next year. We will be voting for 4 on December 6th.

Mary Braun
Marie Di Lorenzo
Jean Barch
David Kelly

Mike Richardson
Linda Coffman
David Kent
Dana Evans



Our President will be Cary Claytor, President Elect: Dick Kent, Secretary: John Elrick and Treasurer: Jaime Karalis.

President
President-Elect
Secretary
Treasurer

Paul Magness
Cary Claytor
Dick Kent
John Elrick

BOARD OF DIRECTORS

2018-2021 Jeff Barbour, Nancy Davis, Dick Helm, Tricia Simpson
2017-2020 Paul Frank, John Lamanna, Libba Pendleton, Dave Smith
2016-2019 Jenny Baker, Jamie Karalis, Kent Mull, Jonathan Snowden

IMMEDIATE PAST PRESIDENT - Julia Connell

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

Photos: Don Karolyi

Reporter: Chuck Peterson