



Durham Rotary Club Bulletin

June 4, 2007

2006-2007 RI Theme

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The mission of Rotary International is to support its member clubs in fulfilling the Object of Rotary by:

- Fostering unity among member clubs;
- Strengthening and expanding Rotary around the world;
- Communicating worldwide the work of Rotary; and
- Providing a system of international administration

05/21/07 – “The Overarching Durham Brand” - Shelly Green, COO, DCVB



Creating a brand identity for a community has to be a difficult challenge. Other than “I Love NY,” or my favorite, “Virginia is for Lovers,” there aren’t a lot of other examples of “place branding” that are truly memorable. And these were created just to promote tourism. When I first heard that there was going to be an effort to create an “overarching” brand for Durham I was skeptical. With so many groups under this overarching umbrella providing input and their own ideas about where the emphasis should be, how could it result in anything but a watered down compromise?

Nevertheless, when the leader of this effort, Shelly Green, presented the results to the club last Monday, I had to conclude that the group that she led, the 16 member Public Information and Communications Council, pulled it off. Shelly’s day job is Chief Operating Officer for the Durham Convention and Visitors Bureau, one of “stakeholders” most interested in the success of this effort and the one that funded development of the campaign. Perhaps the most important caveat Shelly shared with the group was that branding is not a slogan and not a symbol; it’s a process. Whatever anyone thinks of the results up to this point, which includes the creation of the graphic symbol and the slogan, the process is just beginning. As Shelly pointed out, successful branding is the result of “integrated and consistent marketing communications.” She might have added, “over a long period of time.” This is much more important than the slogan and the graphics.

I’m not sure who reads these little summaries of the programs in the bulletin but it’s hard for me to write them without editorializing a little bit sometimes. Those members who were present for Shelly’s presentation should take a look at the materials left on the tables because they show how what has been developed can be used in many ways to promote the Durham brand and our own businesses. Everybody should take a look at WhereGreatThingsHappen.com and DurhamOverview.com, two websites that are part of this branding process. As a REALTOR, I spend a lot of money buying “click throughs” from search engines like Google to several websites we maintain to try to capture the names of people who might be moving to the area. Heading back to work from Rotary, I got a call from one of these prospects who I had sent an email that morning. He lives near Chicago and he and his family are in the car on the way to check out several communities. He wants a nice brick home with four bedrooms in a safe neighborhood with “character” and good schools and he has his laptop with him. Typical. You can bet that when I send him a few choices this afternoon that I’ll also send the link to DurhamOverview.com.
... Submitted by Jay Zenner

THE 4-WAY TEST

Of the things we think, say or do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

DRC PROGRAM CALENDAR

- 06/04 – Scholarship Awards Program
Introduction: Carolyn Titus
- 06/11 – Club Social Gathering – 5:30-7:30pm
At the Washington Duke Inn
[NO 12:30pm Meeting]
- 06-18 – Michael Lemanski
Greenfire Development
Introduction: Carl Webb
- 06/25 – Board Meeting – 11:30am
- 06/25 – TBD
- 06/30 - Rotary Fiscal Year Ends
- 07/02 – No Rotary – Holiday Observance
- 07/09 – TBD
- 07/16 - TBD
- 07/23 - TBD
- 07/30 - TBD

SERVICE SCHEDULE

| | 6/04 | 6/11 | 6/18 |
|-------------------|-----------------|------|--------------|
| Musician: | Seth Warner | ---- | Seth Warner |
| Invocation: | George Lawrence | ---- | |
| S-a-A Report: | Carver Weaver | ---- | |
| Program Write-up: | Ted Corvette | ---- | Ted Corvette |

DRC Raffle - Supports the RI Foundation Programs and Projects



Voluntary Contribution: \$1/ticket; \$5/6 tickets
Proceeds: 1/2–RI Foundation; 1/2–Winner
5/21 – Total Proceeds: \$68.00
Winner: Jerry O’Keeffe

The CART Fund – 5/21: \$45.34
(Coins for Alzheimer’s Research Trust)

~ ~ ~ ~ WELCOME ~ ~ ~ ~



We readily welcome the presence and participation of the new member inducted at the May 21, 2007 meeting – **Ms. Teri S. Canada** – Senior Project Architect, MHA Works. Classification: Architect presented by Arthur Rogers for Bill Kalkhof, sponsor.

Durham Rotary Club Cocktail Reception – June 11, 2007

Please join the club officers and directors for a cocktail reception, Monday June 11 from 5:30-7:30pm at the Washington Duke Inn. The Durham Rotarian of the Year will be named and the 2007 Durham Rotary Community Service Award will be presented. This will be a special opportunity to include the ‘Rotary Partners’ (spouse/significant other) and an opportunity to converse with members in a less hurried setting. Costs: \$15/person. **Outgoing District Governor Tim & Cathy Mannix have confirmed their attendance as well as Assistant District Governor, Kathy McMahan.** Please let us know if you and a guest will attend so arrangements and space can be finalized. Make checks payable to Durham Rotary Club and remit before the reception, if possible.

[June 11, there will be NO regular meeting at 12:30 – The Civic Center/Marriott will host the 24-hour Project Graduation on that date.]

2007 Rotary International Convention - Salt Lake City



President-elect, Toby Barfield will head to the mountains of Salt Lake City for the 98th annual RI Convention, slated for 17-20 June 2007. There, he'll join family, friends, and fellow Rotarians from around the world at Rotary's largest annual get-together. This year's convention is fun, informative, and affordable, with new features such as the World Peace Symposium.

From . . . Rotary Recreational and Vocation Fellowship Task Force

Please note the importance we are putting on the promotion of Fellowships Month. Bob and I would like each of you to begin now developing plans and programs which are tailored to your geography, language, custom, culture, demographics, etc.

These programs can begin now with emphasis on Fellowships arranging for booths at San Antonio. While promoting attendance at the Fellowship Celebration Banquet and Ball, the District Governors Elect as well as current District Governors could put special emphasis on fellowship as part of their changeover or installation ceremonies. This could be a wonderful opportunity to get to know more Rotarians in their Districts by opening the ceremonies to all Rotarians and their families.

Members of the Music and Ballroom Dancing Fellowship could help plan the program and perhaps perform. The New Fellowship, Comedians and Story Tellers, plus the Magic Fellowship could be a source for entertainment. There is nothing wrong with a fly-in by the Flying Fellowship, a leisurely evening on the water courtesy of the Yachting Fellowship, a friendly golf outing by the Golfing Rotarians; or a wine tasting by the Wine Appreciation group in conjunction with the Gourmet Fellowship.

The idea is to try to find ways for the Fellowships members in the districts to participate either as a club program during the month or in one of the activities near and dear to the hearts of all District Governors. Most like to see and be seen. Fellowships Month is just the time to do it, and with no effort on the part of the District Governor other than to recognize all the Fellowships during the month of June.

Please start talking to your Zone Coordinators now to get their ideas about what can be done. Bob and I would like to receive from you, no later than the end of March, some kind of summary of your area's plans and projects.

We will, then, share these ideas with the rest of the world, and we will figure out some way for President Frank and our Chief Task Force

Taskmaster, Cliff Dochterman to recognize the "Best Ideas for Fellowships Month

June" when we assemble in San Antonio. We might decorate the Fellowships general booth with your ideas, or make your group celebrities for a night at the Celebration Banquet and Ball.

Bob Stuart, Chairman and Ray Taylor, Vice-Chairman.

Fellowship Task Force

Contact Information: Ray Taylor, Rotary Recreational and Vocational Fellowships Task Force Vice-Chair Email: raytaylor@mindspring.com

Rotary Friendship Exchange

Rotary Friendship Exchange is Rotary's international exchange program for Rotarians and their families. Friendship Exchange provides participants the opportunity to experience other cultures by staying in the homes of Rotarians in other countries. The program aims to advance international understanding and peace through personal contact across borders while developing interclub relationships for fellowship and service projects.



There are three types of Friendship Exchanges:

Visitor Program -- Individual Rotarians, who may be accompanied by family members, spend a few days in the home of a Rotarian in another country.

Team Program -- Rotarian couples, typically four to six, visit several communities in a host district for up to one month.

Uni-vocational -- Host and guest Rotarians of the same occupation observe how their job is done in other countries.

From District 7710 Digest. . . Peace Fellow Host Counselors Needed

Are you looking for a way to serve Rotary? A way in which your whole family can participate? A way to realize just how international Rotary really is? If so, you should consider becoming a host counselor for one of the incoming Rotary World Peace Fellows who will be attending either Duke or UNC-CH for the next two years.

Serve Rotary and learn about a culture other than your own. Become truly international and share yourself and your culture with an incoming Rotary World Peace Fellow. If you are interested, please contact PDG Carol Allen, Host Area Coordinator for the Duke - UNC Rotary Center, at caallen@nc.rr.com, or by phone at 919-552-7124. Carol will begin assigning host counselors in the next several weeks.

★ Birthdays – Month of June

| | | |
|-------------------|--------------------|-----------------------|
| 03 Douglas Zinn | 11 Jane Kestenbaum | 20 Abel Ekpunobi |
| 05 Harding Hughes | 11 Charlie Poppe | 21 Brantley DeLoatche |
| 06 Charlie Steel | 12 Sam Nichols | 24 John Knight |
| 07 Don Stanger | 13 Dave Shaw | 24 Melissa Mills |

SERGEANT-AT-ARMS REPORT - 5/21

Speaker: Shelly Green

Jonathan Freeze with speaker

Guests of Members:

Barbara DeBerry Arthur Rogers
Ben Blankenship Troy Livingston
Jim Crumpton Bob Yowell
Nick Errato (SW Durham) Bryan Huffinan

May 21 - Attendance Report

| | |
|-----------------------------------|--------|
| Total Members | 208 |
| Active Number used for attendance | 184 |
| Members Present | 86 |
| Attendance | 46.74% |
| Month of May | 51.83% |

Proposed Members – Pending Induction

Kristine A. Browne, Practice Manager
 Durham Obstetrics & Gynecology,
 Duke University Health System
 Classification: Healthcare Management
 Sponsor: Bob Yowell

Pamela Pam' Higdon, SPHR, President Owner
 Express Personnel Services
 Classification: Staffing Services
 Sponsor: Keith Burns

RI & DISTRICT LEADERSHIP

RI President: W.B. (Bill) Boyd
District 7710 Governor: Tim Mannix
ADG-Area 7: Karen E. McMahan

2006-2007 DRC OFFICERS

President: Susan Ross
 Susan.ross@dev.duke.edu
 681-0465 (office)

President-elect: Toby Barfield
 BarfieldT@usa.redcross.org
 489-6541 (office)

Secretary: Newman Aguiar
 newman@nc.rr.com
 201-1868 (office)

Assistant Secretary: Douglas Zinn
 Kathy@marydukebiddelfoundation.org
 493-5591 (office)

Treasurer: Kurt Preble
 KPreble@VerityInvest.com
 490-6717 (office)

Sergeant-at-Arms: Troy Livingston
 Troy.livingston@ncmls.org
 220-5429 X328 (office)

BOARD OF DIRECTORS

Past-President: Dean Hamric 6/07
 Sam Miglarese 6/07 Tom Krakauer 6/08
 Arthur Rogers, III 6/07 Jerry O'Keeffe 6/08
 Philip Hutchings, III 6/07 Carolyn Titus 6/08
 Shelly Weitz 6/09
 Marilyn Walls 6/09
 Connie Campanaro 6/09

Bernadette Jones, Executive Secretary
BJonesDurRotary@nc.rr.com
Phone/Fax: 493-2227



Club Website Masters:
 Newman Aguiar, Club Secretary & Website Designer
 Melissa Mills, Assistant – Weekly Update

Rotary – Humanity In Motion

Rotary International: 1.2 million Rotarians
 32,000 Clubs; 200 Countries
 District 7710: 1858 Rotarian - 42 Clubs
 Durham Rotary Club: 208 Rotarians