

President: [Pam Goetting](#)
 Secretary: [Shona Schulkers](#)
 Treasurer: [Peter Weickgenannt](#)
 SGT-at-Arms: [Shawn Carroll](#)
 Pres. Elect: [Jacob A Brooks](#)



Rotary Club of Florence
District 6740
 Hilton on 7373 Turfway Rd
 Box 6027 Florence KY 41022

TODAY'S SCHEDULE, May 23rd 2016

- 11:45 Buffet Opens
- 12:15 President [Pam Goetting](#) Presiding
Team #7 Greeting, Prayer, Pledge and 4Way Test
- 12:30 **Program:** Club Fundraiser Raffle Drawing (Ferguson)
- 1:00 Meeting Adjourned

FUTURE 2016 PROGRAMS SUBJECT TO CHANGE

	May	June
30	Memorial Day - No Meeting	
6	Beverly Hills Supper Club Fire History - Bob Webster (Crane)	Team 8
13	Heritage Hall of Fame	Team 1
20	Cinci. St. Car Project /Special Interest Topics - Laure Quinlivan (Fuess) / Germany Youth Exchange Summary - Student Phillip Koehler (McClure)	Team 2
27	Kentucky's 224th Birthday / State History - Historical Society State History Executive Director Kent Whitworth (Inbound/Goetting)	Team 3

CLUB ANNOUNCEMENTS

THE YOUTH EXCHANGE PROGRAM—is actively looking for Host Families in the Ryle and Cooper High Schools. Contact [Paida Matibiri](#) or [BJ McClure](#) with leads.

COLLECTING FULL BOXES OF CEREAL—Month of May for Go Pantry ([Gary Wilmhoff](#)).

KROGER REWARDS SIGNUP: Re-enroll today. Click to your local Kroger Store and use "[The Florence Rotary Foundation, Inc.](#)" number 83779. Won't effect Reward points.

INTERACTORS HELPING HANDS AVAILABLE — still accepting donations for the trip to the Dominican Republic. Contact Barbara Rahn (blrahn@twc.com)

⇒ **MAY 23 IS HERE —INSIDE AUCTION:** [Brad Shipe](#) says— Goal is for each member to donate something towards this exciting club fundraiser. Please bring these items in. [Larry Burcham](#) is our Auctioneer. Invite guests.

⇒ **MAY 28—JUNE 6, 2016 EARLY REGISTRATION FOR RI 2017 CONVENTION:** For only \$265.00!!! www.riconvention.org

⇒ **JUNE 4— NEW PERCEPTION:** Annual Spring Fishing Outing. This year at Camp Ernst Road Burlington, KY 41005. Consider donating a door prize. [Flyer here.](#)

⇒ **JUNE 9-16—INTERACT TRIP TO DOMINICAN**

⇒ **JUNE 25—CLAY SHOOT:** [Click to sign up.](#) 12 noon - 6 p.m. Shoot: the Curtis Gates Lloyd Wildlife Management Area Shooting Range @ [330 Gardnersville Rd, Crittenden, KY](#); Dinner following at [Greg Palmer's Farm](#) on 15200 Porter Rd, Verona, KY. Cost is \$100 per shooter / Sponsorship available for \$500 (includes 2 shooters)

AD BUTTONS: Promote your business while supporting this club — \$100 per year.

EZ ATTENDANCE MAKEUP: Log into DACdb by [clicking here.](#)

GOURMET COFFEE ORDERS: John Salyers, Jsalyers6740@gmail.com. [COFFEE ORDER FORM](#)

TO PROPOSE A PROGRAM—Contact [Zach Ziler](#) ([Freedom Pro Baseball](#) 859-594-4487). We are seeking programs that are magnetic, newsworthy, make the world little smaller, and are interactive.

RULE OF 85: Let [Pam](#) know if your "age" + "number of years" of Rotary membership is 85.

MEET OUR MEMBERS: Go to <http://www.dacdb.com/> & select "LOG Into DACdb". Then choose "My Club". <http://www.directory-online.com/Rotary/Club/index.cfm>



Carroll, SHAWN	4
Slocum, MACK	18
Brooks, JACOB	19
McClure, SUSAN	22
Rusk, WILLARD	29

Pam Goetting
 Florence Rotary
PRESIDENT
 859.334.4206

Billy Santos
BB&T
 859-372-5175

ADDIA WUCHNER
 SERVING
 THE GOOD PEOPLE OF
 BOONE COUNTY AND THE
 COMMONWEALTH OF
 KENTUCKY
 859-802-9590

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Senator
 859-384-7506

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 859-746-5322

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SHELTER
 INSURANCE
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Jim Ferguson

 859.907.5466

catering
 859-594-4600

Angela Wong Miller

 859.331.3000

Patrick Raverty

 859.743.1134

Fundraiser
Gary Stewart
Concert Emcee

Bill D'Andrea

 859-240-7692

Don Volland

 859.653.5616

Daniel A. Hunt
 ATTORNEY

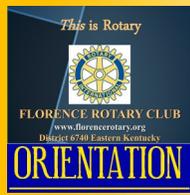
 859-426-1300

Brad Shipe

 MAKING SENSE OF INVESTING
 859.282.7040

AD BUTTONS \$100 YEARLY DONATION

End Polio
Now
Update



FLORENCE
KENTUCKY
ROTARY CLUB
Membership
Proposal
Form



CONNECT WITH
ROTARY ON
Facebook

Pile Rules on Social Media

by PAT MOYNAHAN on MAY 16, 2016



Internet marketing guru, Julia Pile, of Stinger Media.

How do small business owners figure out how best to use traditional media, social media and internet tools to promote their company or products?

"The center of all your information should be your website," said Julia Pile, founder of Stinger Media.

"All (social media) postings should link back to your website."

Pile offered advice on how to use social media to brand a business at a Florence Rotary Club meeting on Monday, May 2. The key to success, she said, is to determine where the business' customers are, where the competitors are and what social media platforms reach which audi-

ences best.

The website should serve as the centerpiece for the company's online business presence, according to Pile, who started Stinger Media four years ago to help individuals, small businesses and service professionals harness the power of social media. A website "doesn't have to cost thousands," she said, and enables the business to provide key information in an established location.

For example, the website always should include a call to action and contact information. The business owner also should update the site frequently with the latest news, upcoming events, promotions and awards and recognition.

Pile recommended supplementing the website through a variety of social media and outlined the strengths of each. Among the most popular are the following:

LinkedIn – a business-oriented networking service, which is ideal for personal and company profiles.

"Your profile isn't just your resume," Pile said. "People want to know who you are, what makes you tick ... what's your per-

sonality."

Facebook – a social networking service useful in making business connections and building relationships.

Periscope – a live video streaming application (app) that enables others to watch a meeting, event or promotion.

Twitter – a social networking service that enables people to send and read short messages. Twitter is a valuable for sharing information and starting conversations, including conversations with reporters and sources in traditional media.

Traditional media – radio, television, and newspapers – are still a good source for company news, employee news, community involvement and awards, Pile said.

She advised the Rotarians to follow an 80/20 Rule when using social media: 80 percent content and participation, and 20 percent self-promotion.

"Be yourself," she said. "Let your personality and passions shine through."

SEND ROTARY NEWSLETTER INFO TO:

NevillewBuchanan@gmail.com



Members Pinned; Paul Harris Fellow's Awarded; Red Tickets Auctions