



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
 We meet Mondays @ 12 pm
 Hilton 7373 Turfway Rd
 Box 6027 Florence KY 41022
<http://florencerotary.org>



TODAY'S SCHEDULE, OCTOBER 17TH 2016

- 11:45 Buffet Opens
- 12:15 President [Pam Goetting](#) Presiding
Team 8 Greeting, Prayer, Pledge and 4Way Test
- 12:30 Congressman [Massie](#)/Employer Support of Guard & Reserve ([Goetting](#))
- 1:00 Meeting Adjourned

FUTURE 2016 PROGRAMS SUBJECT TO CHANGE

OCTOBER	TEAM
24 Boone County Planning & Zoning - Kim Bunger & Charlie Rolfsen (Goetting /Club)	1
31 *Halloween Theme* Fall Membership Drive Recap/Recognition (Goetting)	2
NOVEMBER	TEAM
7 Boone County SPCA Animal Control Sergeant Colleen Bray (Owen)	3
14 Club Assembly / New Member Pinning Ceremony (Goetting)	4
21 *Thanksgiving Theme* Powdered Milk Drive for Go Pantry / Card-Writing Project for Veterans and/or Police (Goetting)	5
28 ARK Encounter - Mark Looy CCO and co-founder of AiG (Ziler)	6



INVITES GUESTS

Our membership drive ends 10/31 with Halloween Costume selection!

Today: [Congressman Massie](#). Employer Support of Guard & Reserve.
10/24 [Kim Bunger](#) & [Charlie Rolfsen](#) Boone County Planning & Zoning

CLUB ANNOUNCEMENTS

TODAY'S PROGRAM: ESGR Patriotic Employer Awards will be presented to:

- * [Dylan Jaymes](#): Homeland Security (TSA)
- * [Martha Chomyszak](#): US Bank (Florence)
- * [David Clark](#): CSX Transportation (Florence)

Congressman [Thomas Massie](#) is scheduled to attend the event.

AMAZON SMILE: AmazonSmile is a simple and automatic way for you to support Florence Rotary every time you shop, **at no cost to you**. Donation is 0.5% of your purchase. Go to <https://smile.amazon.com/ch/27-1752838>. ([Greg Palmer](#)).

BOONE COUNTY SPCA: Sgt. [Colleen Bray](#) from the Boone County SPCA Animal Control is scheduled to speak at the Rotary meeting on 11/7th. The SPCA is in need of many items. Consider donating an item from their Wish List boonecountyspca.org. We would then present to Sgt. [Bray](#) on the 7th. Donations can also be dropped off at [Michelle's](#) office 7135 Houston Road in Florence. [Michelle Owen](#) [859-746-5322](tel:859-746-5322).

BUFFET: President Pam is encouraging all to try the new meals being offered.

INTERACT Chick-fil-A CALENDAR: \$8 gives you \$30 free food from Chick-fil-A. 50% towards KYA Trip and mission trip next Summer.

Crane, Mike	5
Davis, Tim	5
Ryle, Greg	23
McClure, BJ	26

Charlie Kenner
KENNER DENTISTRY
 859.371.0183

John Gay
LINDEMANN
 FAMILY FUNERAL HOMES
 859.727.1250

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

Ed Monohan
MONOHAN & BLANKENSHIP
 ATTORNEYS AT LAW
 859.283.1140

Greg Palmer
PALMER CAPITAL MANAGEMENT, INC.
 859.282.1220

Jerry & Joy
 Be a gift to the world
Hodges

GARY GRIESSER
 859.586.6225

Roger Babik
MASTER PROVISIONS
 859.474.0467

Orthodontics
Dr. J. Dr. M.
 859.371.8080

Jerry Meyer
schwaab, Inc
 ESTABLISHED 1957
 Great Impressions That Last
 800.935.9877

Chip Regenbogen
Forcht Bank
 A new battle in banking.
 859.689.1350

Jesse Shipp
Nationwide
 On Your Side
 859.525.7997

Tracie Johnson
STATE FARM INSURANCE
 859.240.3305

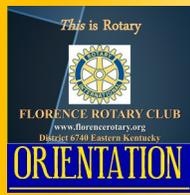
Mike Bailey
Bailey's Car Wash
 A clean car is a happy car
 859.534.5999

John & Connie
ENDPOLIONOW
Salyers

Bob Boswell
STATE FARM INSURANCE
 859.525.1460

AD BUTTONS \$100 YEARLY DONATION

End Polio
Now
Update



ORIENTATION: Are you new to Rotary or Florence Rotary? Have you been a Florence Rotarian and never had an Orientation session? Are you a Florence Rotarian and would just like a refresher about Rotary? Then mark your calendars for 11:00 a.m. on 11/7/2016 in the Boardroom at the Hilton for our latest Orientation Session and come join us prior to our regular meeting. Please email mike.crane@kyfb.com as soon as you can if you plan to attend.

RAFFEL: The drawing for the Florence Rotary Foundation Raffle has been changed to Monday, **November 14**. This will allow more time to sell tickets – please see [Jim Ferguson](#) to pick up your tickets or turn in your payment. This is an important fundraiser for our club, and your support is appreciated!

STEINFORD TOY FOUNDATION— Can you or your organization participate in the Toy Drive this year? Each year, many different companies hold a toy drive through the months of November and December. Steinfeld will supply you with flyers, boxes, and any other necessary items to kick off your toy drive. They will also pick up the toys after the drive is complete. This is great way to build team work and give back to your community at the same time! Our Rotary contact is [Pat Raverty \(Construction, 859-372-6633\)](#).

OCT 28 District Foundation Dinner Celebrating the Rotary International Foundation Centennial. To be held at Malone's Banquet 3373 Tates Creek Road, Lexington

Send Newsletter Info to:
Nevillew Buchanan@gmail.com
Send Twitter & Facebook Info to:
Jpile@Stingermediallc.com

EVERYTHING BUT THE HOUSE *Story by Pat Moynahan*

How can you attract half a million potential buyers to your estate auction?

Move it online ... everything except the house, that is.

That's the premise behind a Cincinnati-based business named (you guessed it!) Everything But The House (EBTH) that has turned traditional estate sales into a virtual auction with the reach and convenience of the internet. The company's online auction site reaches as many as 500,000 bidders and 2 million watchers, said co-founder Jacquie Denny.

"My vision is about creating value for the family," Denny told members of Florence Rotary Club at a luncheon meeting on Monday, Oct. 3. "I didn't get into this to make money. I got into this to provide value to the client and customer."

Denny and Brian Graves, an auctioneer with experience in refurbishing and reselling antiques, started Everything But The House in 2008 and it has developed into one of the fastest growing businesses in Cincinnati, according to Denny. The company's revenue has grown by double digits every year and now is licensed in 27 states, she said.

Everything But The House works directly with the family to dispose of everything but the house and property. After family members select things they want to keep, EBTH catalogs all remaining items, estimates their market value, posts digital photographs and conducts an online auction for seven days.

"It all typically takes about 30 days – start to finish," Denny said.

All items start at \$1 and bidding is sometimes fierce. For example, a World Series ring went from \$20,000 to \$89,000 in the last few minutes of the last day of a sale, according to Denny.

"The marketing value is what really rocks in this business," she said.

The online auctions typically generate returns five to seven times higher than the national estate sales average, according to Denny. Automobiles sell as much as 20 percent higher than Kelley Blue Book estimates, "but I'm not sure why," she said.

The most popular items are vintage clothing, artwork, jewelry and sports memorabilia. Dinette sets, china and heavy wooden furniture don't sell as well because the market is glutted with Baby Boomers who

are downsizing and selling off some of their furniture and housewares, according to Denny.

EBTH operates a distribution center in Blue Ash. The company ships direct to the buyer and charges only the actual cost of shipping.

