

ROTARY CLUB OF FLORENCE

President: Frank Schneider
 Secretary: Carrie Herrmann
 Treasurer: Ian Addington
 SGT-at-Arms: Shawn Carroll
 P. Elect: Peter Weickgenannt

Mondays 12 pm at the Hilton
 7373 Turfway Rd, Florence KY
 Box 6027 Florence KY 41022
 District 6740



TODAY'S SCHEDULE, JANUARY 27th, 2020

- 11:45 Buffet Opens (\$15 for Buffet, Coffee, Tea, & Dessert)
- 12:15 President Frank Schneider Presiding
Team 2 Greeting, Prayer, Pledge and 4Way Test
- 12:30 **OFFSITE MEETING** Hebron Library 1863 North Bend Road, Hebron, (Herman)
- 1:00 Meeting Adjourned

UPCOMING PROGRAMS

Date	Program	Presenter	T
02/3	Triple Crown Winner	Steve Cauthen (Froelicher)	4
10	William Howard Taft Historical Society	(Froelicher)	5
17	Presidents Day	No Meeting	
24	Mirsada Kadiric	(Pile)	6
03/2	Conservation Education Specialist	Susan Brown (Froelicher)	7
9	Media Today?	Rob Braun (Froelicher)	8
16	Club Assembly / New Member Pinning	Ceremony (Schneider)	9
23	History of Triple Crown	Jim Berling (Dieter)	1

PEOPLE OF ACTION

- * **1/27 OFFSITE MEETING** Hebron Library. Directions goo.gl/maps/L3Mn59t3Hkfcgs7H8. Lunch is \$15 and will be lasagna, salad, a vegetable, garlic bread, dessert, and drinks.
- * **2/1 ROTARY LEADERSHIP INSTITUTE (RLI)** Spindletop Hall, 3414 Iron Works Pike, Lexington, KY. Contact Judy (859) 494-9889 or jworth@icloud.com. Register at hoa-rli.org.
- * **2/11 TRIP TO FRANKFORT:** We will have a full day packed with meeting our Boone County legislators, attending some committee meetings and attending the opening sessions of the House and Senate. The agenda is still being developed. Lunch will be provided from a local restaurant. Please **REGISTER** by Monday, 02/03. Cost is \$20 per person & cover food and fuel expenses. Please see Ian Addington, for payment.
- * **4/20 TEACHER OF THE YEAR**
- * **4 PRESIDENTIAL INITIATIVES:**
 GROW +20; RAISE 20K DEV. 20K DIVERSITY
- * **STATISTICS:** Our Florence club now has 94 members. We are the only club across the district with double digit member growth. We are only 2 members off from bringing in 20 new members across this year. Just spectacular!!!
- * **MAR14 NKY INT. FESTIVAL N.K .CONVENTION CENTER 1 W Rivercenter Blvd, Covington, KY.** To raise \$200k we need **SPONSORS: \$50k; \$30k; \$15k; \$10k; \$7.5k; \$5k; \$1k; \$500**
 - Website: www.nkyinternationalfestival.com
 - Twitter: <https://twitter.com/NKYIntlFest>
 - Instagram: <https://www.instagram.com/nkyintfest/>
 - Facebook: <https://www.facebook.com/nkyintfest/>
- * **MEAL AD** \$100/quarter & runs weekly. **PATRON AD** is \$100/year runs every 3rd week.
- * **OUR 1ST QUARTER COMMUNITY SERVICE PARTNER:** Our first quarter CSPs are GO Pantry and New Perceptions. To volunteer with Go Pantry, email roger@masterprovisions.org or sign up at gopantry.org to help at one of their 1Q pack events: March 4/5 (Wed or Thurs) March 8 (Sun). See Shawn Carroll for volunteer opportunities at New Perceptions. Up to \$500 in donations from Rotary members this quarter will be matched and split equally between GO Pantry and New Perceptions. Donations may be made payable to Florence Rotary Foundation and given to Billy Santos or Greg Palmer.
- * **ROTARY BUSINESS CARD:** Rotary is fun! Please invite new members to join! Tell them about our great programs and how Rotary has changed you for the better.
- * **WHO ARE WE:** We are a community service organization focusing on "service above self". Guests are always welcome. More info: www.florence Rotary.org or [Facebook](https://www.facebook.com/florence Rotary.org).

Happy Birthday

Ferguson, JIM	6-Jan
Badillo, ROSIE	12-Jan
Hall, Brad BRAD	13-Jan
Beausir, ABBY	14-Jan
Poe, RANDY	15-Jan

Frank Schneider
Meal Sponsor

513-781-8940

Jim Ferguson
Meal Sponsor

859-907-5466

Fundraiser

Gary Stewart
Concert Emcee

John Schickel
KENTUCKY STATE
Senator

859.384.7506

Gary Griesser

859.586.6225

Jim Ferguson

859.907.5466

Greg Palmer

859.282.1220

John & Connie

Salyers

Jacob Brooks

R.C. DURR
YMCA
859.534.5700

Jerry & Joy

Be a gift to the world
Hodges

Advertise
with
us

Jerry Meyer

800.935.9877

Newsletter: Nevillewbuchanan@gmail.com
 Twitter & Facebook: [jpile@stingermediallc.com](https://www.facebook.com/jpile@stingermediallc.com)
 Articles Written By: Patrick Moynahan

Video is New Currency of Tourism Industry

Written By: Patrick Moynahan, January 10



Social media is a sales agent for the tourism industry in Northern Kentucky, and video is its currency.

That's the assessment of Eric Summe, president and CEO of meetNKY/Northern Kentucky Convention & Visitors Bureau. Cell phones, mobile apps and digital tools have shifted the search for vacation destinations from glossy photos and advertisement guides to video action and social media chatter, he said.

"If you get on social media and people start talking about their experiences and where to go, that has a higher rate of credibility than an ad," Summe observed at a recent meeting of the Rotary Club of Florence.

"People don't look at pictures anymore," he added. "They want to see someone in action."

Social media is one of the emerging trends that influence how tourism organizations like meetNKY market a city or region, Summe explained to the Rotarians. Data analytics that identify what the industry calls "destination strength" and "community alignment" also are shaping strategies for attracting visitors, meetings and conventions to Boone, Campbell and Kenton counties.

People looking for a unique, authentic travel experience visit 13 websites on average, according to Summe. They make decisions on a destination by cross-checking hotel ratings and deals using mobile apps such as Trip Advisor and Expedia, and they examine videos of the action at attractions and entertainment venues.

"What that means is ... how do you tell your story?" Summe said. "What do you have to offer?"

Data analytics is one way tourist organizations determine how to tell their stories.

Technology can provide data on where people are going, how long they are staying and where else they might like to go.

Data analysis also can assess a region's destination strength - the quality of accommodations, attractions and entertainment, convention and meeting facilities, events, sports and recreation, air access, etc.

"We are strong in all those categories," Summe said.

In addition, tourism organizations increasingly are looking at the impact of economic development, job growth and community support - i.e., community alignment. They are working with local communities and economic development officers on infrastructure and other improvements that enhance the entertainment and recreational environment as well as workforce opportunities.

Communities a building places to visit as well as places to work. The generation of young people moving into the workforce today "wants to know what they can do" outside of work, according to Summe.

"They want the experiential part of a place before they'll move there to take a job," he said.

Boone, Campbell and Kenton counties accounted for \$1.88 billion of the state's \$11.24 billion economic impact from tourism in 2018, Summe said. Boone County alone enjoyed \$1.3 billion in economic impact.

Summe noted that Northern Kentucky is the second largest tourist destination in the state. The three counties meetNKY serves boast 83 properties with 7,000 hotel rooms of hotel inventory, more than 60% of which are in Boone County.

Increasing destination strength and community alignment are top priorities for meetNKY.

"We want people to come sooner and stay longer," Summe said.

