

# Round and Round

Rotary Club of Wichita - Club 30

## Upcoming Programs

**January 25 - Allen Clouse, The Image Resources, Inc.**

**“Marketing To Your Brain”**



Allen Clouse is a dynamic presenter and a voracious reader consumed with understanding human nature as it relates to marketing. Join us to learn about Multisensory Branding and why it works; memory and what makes your messages stick and how to capitalize on innate human tendencies towards irrational behavior. The audience will leave the presentation with a better understanding of “why people buy”. Ultimately, this should lead to improved marketing efforts, better retail environments, improved face-to-face events and tradeshow exhibits and a more enjoyable buying experience for the consumer.

Allen is one of the owners of The Image Resources Group, Inc. and holds a BS in Business/Finance from Kansas State University. He is an entrepreneur, award winning salesperson, lifelong student, entertaining speaker and a voracious reader who lives in northwest Wichita with his wife Paula and his two children, Dalton age 14 and Elle age 11.

**February 1 - Health Insurance Roundtable**

**Jerry Slaughter, Executive Director - Kansas Medical Society**

**Ken Daniel, Midway Wholesale of Topeka**

Jerry Slaughter and Ken Daniel will explain and interpret whatever final legislation on health care might look like from the viewpoint of providers and employers/payers.



A native of Salina, Kansas, Mr. Slaughter is a graduate of the University of Kansas. In 1973 he joined the Kansas Medical Society staff and two years later became the organization’s executive director, his current position. The Kansas Medical Society is comprised of over 4,400 physicians, representing all medical specialties. He directs KMS’ legislative and advocacy efforts and has been a registered lobbyist for the organization for 37 years. Mr. Slaughter also serves on the Board of Directors and is Executive Vice President of KaMMCO, the mutual professional liability insurance company created by the Kansas Medical Society in 1989.

Ken Daniel is Founder of Midway Wholesale of Topeka, which he started in 1970. He has taken partial retirement. He is also the managing partner of Wohlgemuth & Daniel Investments, LLP. In Topeka, he has been the volunteer leader of the Jaycees, the Active 20/30 Club, the YMCA, the YMCA Foundation, the Construction Specifications Institute and the Topeka Independent Business Association. He is a board member of the Better Business Bureau and Fidelity State Bank.

Statewide, he served four years as a state Jaycee officer and three years as state chairman of the National Federation of Independent Business. He serves as an appointee on two state boards: Board Member, Kansas Center for Entrepreneurship and Board Member, Kansas Health Policy Authority



**February 8 - Gretchen Andeel - Childhood Reading**

**February 15 - Presidents Day - No Meeting**



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**367 Members**

**5 In Progress**

**The Four Way Test  
of the things we think, say or do**

Is it the TRUTH?	Is it FAIR to all concerned?
Will it build GOOD WILL & BETTER FRIENDSHIPS?	Will it be BENEFICIAL to all concerned?

**Invite a Friend or Colleague To Join Our Great Club!**

## Happy Birthday!

01/25	Loal Wilson
01/26	Jim Holt Tim Pett
01/28	Tom Davis Ben Hutton
01/30	Anita Oberwortmann Jeff Van Sickle
01/31	Ralph Foster

## Club Anniversaries

Paul Allen	26 years
Brian Davidson	2 years
Jack Focht	26 years

## Salvation Army Appreciation

On behalf of the 20,935 individuals given assistance this Christmas by the Salvation Army in Wichita, we say a big Thank You to Rotary! With the help of Rotary we were able to provide each family with a food voucher, new toys, other gifts and a turkey.

The amount raised at our Red Kettle along with the collection at the regular meeting amounted to a contribution total of \$22,291 for the Rotary Club of Wichita.

Congratulations and thank you for such an amazing effort during difficult times economically. You are helping us continue our service to people of all ages. Please extend our gratitude to the membership.

God bless you.

Douglas S. Rowland, Major  
Wichita City Commander

## Thanks!

...to Rotarian David White for chairing our Salvation Army Committee again this year and organizing Bell Ringing and our Collection Day efforts.



## From The Dugout.... Executive Director Curtis Dick

Since my last article, we have lost some valuable members. I still believe we should be a club of 400 members or more and it can be accomplished yet this year. However, it will take all of us sharing Rotary to achieve it. Rotary has adopted a new membership slogan, "Each Rotarian: Reach One, Keep One." It focuses on the need for all Rotarians to take responsibility for membership growth and emphasizes the need for both recruitment and retention efforts. Each of us comes in contact every day with people that need Rotary in their life. Invite those persons to attend a meeting with you! **Your account will be credited for guest meals charged to your account (up to 2) for a guest that becomes a member.** Feel free to share any or all of the "20 Reasons to Become a Rotarian" below with your prospective member. Have a great week and I look forward to seeing you on Monday!

## 20 Reasons to Join Rotary

1. **Friendship:** It is one of two reasons why Rotary began in 1905.
2. **Business Development:** The second original reason for Rotary's beginning is business development. Rotary consists of a cross section of every business community. Its members come from all walks of life and Rotarians help each other.
3. **Personal Growth and Development:** Membership in Rotary continues one's growth and education in human relations and personal development.
4. **Leadership Development:** Rotary is an organization of leaders and successful people.
5. **Citizenship in the Community:** Membership in a Rotary club makes one a better community citizen. The average Rotary club consists of the most active citizens of any community.
6. **Continuing Education:** Each week at Rotary there is a program designed to keep one informed about what is going on in the community, nation and world.
7. **Fun:** Rotary is fun, a lot of fun. Each meeting is fun. The club projects are fun. Social activities are fun. The service is fun.
8. **Public Speaking Skills:** Rotary develops confidence and skill in public communication and the opportunity to practice and perfect these skills.
9. **Citizenship in the World:** Every Rotarian wears a pin that says "Rotary International." Every Rotarian is welcome - even encouraged - to attend any of the 33,000 clubs in over 200 nations and geographical regions. This means instant friends in both one's own community and in the world community.
10. **Assistance When Traveling:** Because there are Rotary clubs everywhere, many a Rotarian in need of a doctor, lawyer, hotel, dentist, etc. while traveling has found Rotarian assistance.
11. **Entertainment:** Every Rotary club and district has parties, activities, conferences, conventions, assemblies and institutes that provide entertainment and Rotary education.
12. **Development of Social Skills:** Rotary is for people who like people. Every week and at various events and functions, Rotary develops one's personality, social skills and people skills.
13. **Family Programs:** Rotary provides one of the world's largest youth exchange programs, opportunities for spouse involvement and a host of other family activities.
14. **Vocational Skills:** Rotary provides the opportunity to teach youth about one's vocation.
15. **The Development of Ethics:** Rotarians practice the 4-Way Test that governs one's ethical standards. Rotarians are expected to be ethical in business and personal relationships.
16. **Cultural Awareness:** Rotary is a cross section of the world's most prominent citizens from every background, religion, country, culture, race, creed, political persuasion and language.
17. **Prestige:** Rotary is the oldest and most prestigious service club in the world. Its ranks include executives, managers and professionals who make decisions and influence policy.
18. **Nice People:** Rotarians are important people who follow the policy of "it is nice to be important but more important to be nice."
19. **The Absence of an "Official Creed":** It is an open society of men and women who simply believe in helping others. There are no secret handshakes, creeds, meetings or rituals.
20. **The Opportunity to Serve:** Rotary is a service club. Its business is serving mankind and is perhaps the best reason for becoming a Rotarian.