



President – Andy Brack

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Rotary Calendar

June 30, 2009
Presidential/Board
Transition

July 7, 2009
No Meeting--
Happy 4th of July

July 14, 2009
Rudy Mancke

July 21, 2009
Chris Morgan of the
City of Charleston

July 28, 2009
State Treasurer
Converse Chellis

“Social Media: A Critical Tool for Business Today”

June 23rd, 2009:

Lyn Mettler, President of Step Ahead, Inc. treated our Club to a new world: the use of social media, such as *Facebook* and *Twitter*, as critical tools for success in today’s business world. She asked, “Why do I care what you are doing right now?” The answer, “I don’t care about what you’re doing personally...but I do care about what the social media, as a critical communications tool can do for my business success.”



Lyn Mettler

Lyn provided four reasons why social media is critical for today:

- ⊕ Customer Service:
 - ⊕ Instant, personalized contact; catch the good & the bad; clarify the rights & the wrongs.
- ⊕ Brand Management:
 - ⊕ Can’t wait “24 hours” to fix threatening situations;
 - ⊕ Dominos corrected 2 employee’s *You Tube* brand management “slam.”
- ⊕ Capturing Leads:
 - ⊕ Dell increased sales by \$3 million using *Twitter*.
- ⊕ Expand Awareness & Public Relations:
 - ⊕ Stay in front of clients & potential clients.

She also outlined the tools for our social media arsenal:

- ⊕ *Twitter* —————→ *the Oprah Affect; info from Iran*
- ⊕ *Facebook* —————→ *business pages; real-time monitoring*
- ⊕ *Blog* —————→ *position self as an expert; web site optimization*
- ⊕ *Video* —————→ *You Tube; handle things difficult to explain*
- ⊕ *Review Sites* —————→ *Yelp; IGOUGO*
- ⊕ *iPhone Applications* —————→ *Mobile connections to your entire arsenal*

Find more on www.stepaheadinc.com

Submitted by Bill Crowe, Keyway Committee

In other business. . .

Ron Green gave the invocation and led us in the *Pledge of Allegiance*. **Hilton Smith** introduced *visiting Rotarians & guests*. *Health & Happiness* was presented by **Kevin Mills**. **Peter Lucash** also introduced our guest speaker, **Lyn Mettler**, President of Step Ahead, Inc.

President's Corner



The Next Board Meeting...

...will be held on **July 14th** at 11:30am.

Please Spread the Word for Our Club Video:

Just a quick note to let you know about the Club's new video. If you missed seeing it at our meeting, you can now view online on our Website -- <http://www.charleston-rotary.org>. We hope you enjoy! We expect it will be a good tool in orienting new members -- and getting some new members too.

The Four Way Test

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOOD-WILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFI-CIAL** to all concerned?

Announcements:

Rusty Shovel Award:

President **Andy** presented the Rusty Shovel Award to **Paul Welborn** as the individual who has come the longest way "in his compartment."



Paul Welborn & President Andy

Come Join Us Next Week for...

...our Presidential & Board Transition Meeting.

Help us salute Andy and his outgoing board for all they have done for our club over the past two years and support Kyra and her board as they transition into their new leadership roles with the club.

Happy 4th of July!

Mark your calendars... The club will not meet on Tuesday, July 7th.

New Photo:

If you need a new photo for our membership roster, **Ted Fetner** will be available during the next several meetings to take your picture... Stop by the Sergeant-At-Arms table.

Congratulations to...

...to **Angel Postell** and her husband, Arnold, on the birth of their son Chase Hamlin Postell on June 15th. He weighed 7 lbs, 6oz and was 21 inches long. Mom and baby are both doing well.

Membership Roster Update:

Did you know that you can now access our membership database on-line? It is as easy as going to our club's website (www.charleston-rotary.org), click on "Member Sign-In" located in the blue box at the top left, and log in by using your e-mail address as your USER NAME and your Rotary Member number (found on the label of your Rotarian Magazine) as your PASSWORD. Once you are logged in, click on the "My Club" tab at the top to access contact information and pictures for all our members. You can also click on the "Members" tab, and then the "View My Data" is automatically displayed. Remember to change your password and any other information by using "Edit". This database is run by our District and will be an important tool for all of our members starting this Rotary year. Members will now be able to access contact information for all members and know it is current. We will be printing minimal copies of the membership roster for those that don't have access to the web, but expect members to use this database to get contact information on members or to print their own hard copy of the roster if that is what you prefer. Take a few minutes to try it out If you have any problems accessing the database, just contact **Carroll** for assistance. You will be hearing more about this new database at upcoming meetings.

**AREA CLUB
MEETING TIMES**

Summerville - Oakbrook

Wescott County Club
Monday 7:30 AM

North Charleston

Airport Radisson
Monday 12:30 PM

East Cooper Breakfast

Zeus Grill & Seafood
Restaurant
Tuesday 7:30 AM

Goose Creek

Old Goose Creek Recrea-
tion Center (Temporary)
Tuesday 1:00 PM

Charleston

Citadel Alumni House
Tuesday 12:30 PM

Mt. Pleasant

Holiday Inn
Wednesday 12:30 PM

Summerville

Sticky Fingers Restaurant
Wednesday 1:00 PM

**North Charleston
Breakfast**

Embassy Suites
Thursday 7:30 AM

Daniel Island

Daniel Island Medical
Center
900 Island Park Drive
Wednesday 7:30 AM

Moncks Corner

Western Sizzlin
Highway 52
Thursday 12:30 PM

**St. Andrews-
Charleston**

Bessinger's BBQ, Hwy. 17S
Thursday 12:30 PM

Charleston Breakfast

Harbour Club
Friday 7:30 AM

St. Johns Parish

Berkeley Electric Coop
Maybank Hwy.
Wednesday 7:30 AM

Special Recognition...

Our Club is extremely pleased to recognize **Christine Humphries, Ray Jones, and Gail Blair** for their outstanding contributions to **The Rotary Club of Charleston, Wilmot J. Fraser Elementary School, & Ansonborough House Partnership.**

Formed in 2007 to help connect elementary students with other generations, this consortium has been a true success story and a testament to all involved.

Their belief that sharing stories and wisdom transmits timeless social values, builds goodwill, and encourages commitment to education. The partners began arranging interview sessions between students from Fraser Elementary and the residents of Ansonborough House. Students practiced interviewing by questioning residents about their childhoods and sharpened their writing talents by describing their experiences.

The Rotary Club of Charleston is proud to present an anthology documenting student narratives from the **Fraser Elementary and Ansonborough House Student-Senior Narrative Project.** Please enjoy the entire anthology at: www.charleston-rotary.org

"RCCF" Grant Opportunity:

The Rotary Club of Charleston Fund (RCCF) is accepting requests for grants. Interested organizations are required to submit a Letter of Inquiry and a complete grant application form prior to July 1. The application form and other details regarding the process can be found on our club's website.



Wellness Tip of the Week:

When it comes to fitness levels and conditioning, one thinks of cross-country skiing, collegiate wrestling, and triathletes as some of the fittest athletes on the planet...

<http://toyourhealth.rotarywellness.info>

Birthdays

July 4 – Al Steinberg
July 5 – Foster Gaillard
July 6 – Jerry Sifford

**Attendance Score
Box**

June 23, 2009
100

Members Absent:

Anderson, A., Anderson, I., Atkins, Baldwin, Berlin, Bryan, Christian, Clymer, Coker, Condon, Colleen, Dallis, Dewey, DiLiegro, Dukes, Dukes, Dulles, Echols, Elsasser, England, Fellabom, Fishburne, Gaillard, Gasperson, Geffert, Gilbert, Gill, Gilliard, Ginn, Grau, Green, D., Greene, L., Greene, G., Grimaldi, Ham, Hawkins, Hood, Humphries, Jackson, Jervy, Johnson, A., Johnson, J., Jones, Kerri-gan, Knowlton, Kramer, Krawcheck, Laurens, Lawrence, Leibowitz, Livingston, Lyles, Mandell, McGinley, Miller, Mitchell, Morris, Morris, Morse, Moss, Oulla, Outlaw, Peters, Postell, Proctor, Ravenel, Ravenel, Rosa, Savage, Scott, Seguer, Siegel, Smith, L., Smith, P., Sommer-Kresse, Sullivan, Thomas, R., Ustin, Vaughan, von Werssowetz, Wertimer, Wiles, Wilson, Witte, Wombwell, Zucker

Out of Town Make-ups:

George Stevens – Sea Island, Beaufort, SC

Rotary Club of Charleston
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Charleston, SC 29413-1029

Keyway deadline: 5 p.m. Tuesdays
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**Remember the 4-Way Test
in all you do.**

WE'RE ON THE WEB:

WWW.CHARLESTON-ROTARY.ORG

District Governor #7770: S. Anne Walker

Rotary International President: Dong Kurn Lee

2008-2009 Officers & Committee Chairs

Andy Brack, President
Kyra Morris, President-Elect
Tom Brown, Treasurer
Sylvia Barnes-Gailliard, Secretary
Jermaine Husser, Past President
Herb McGuire, Sergeant-At-Arms
Andy Anderson, Administration
Robin Freer, Membership
Amy Riley, Public Relations
Tom Sweeny, Education
Don Oswald, Service
Andy Brack, Finance
John Bleecker, International
Carroll Schweers, Executive Secretary

Andy Anderson, Administration
David McCormack, Fellowship
Kurt Seguer, Health and Happiness
Jay Hart, Visiting Rotarians/Guests
Bob Baldwin, Invocation
Ricky Bailey, Emblem
Herb McGuire, Sgt. At Arms
Lisa Thomas, By-laws

Robin Freer, Membership
Elizabeth Prout, Membership Retention
Chris Moss, Rotary Information
Johnny Jordan, College of Knowledge
Jermaine Husser, Membership Development
Kenny Krawcheck, Classifications
Amy Jenkins Nominating
Angel Postel, Special Events/Social

Amy Riley, Public Relations
Jennet Alterman, Program
Bill Crowe, Keyway
Darby Siegel, PR/Magazine
Richard von Werssowetz, Roster
Fred Sales, Historian, Club Photographer

Tom Sweeny, Education
Joan Ustin, Excellence in Education
Jay Hart, Scholarship
Kathy Jones, Readers
Ray Jones, Students & Seniors
Tom Sweeny, Sea Student Program
Stephanie Wilson, Job Fair
Tripp Wiles, Mosquito Fleet Chairperson

Don Oswald, Service
Erin England, Salvation Army
Mary Peters, Senior Aging
Cooper Coker, Environment
Jennifer Audi, Wellness
Andy Brack, Vocational Service

Andy Brack, Finance
Tom Brown, Budget
Dan Butts, Capital Creation
Sue Sommer-Kresse, RCCF
Bill Crowe, Long-range Planning
Cooper Coker, Rotary Wheels

John Bleecker, International
Kyra Morris, Rotary Foundation
Stovall Witte, Ambassadorial Scholarships
Robin Freer, Group Study Exchange
Frederick Dulles, International Grants
John Tecklenburg, International Project Committee, Chair