

NEWSLETTER, OCTOBER 9, 2008

We had a very small group today due to Yom Kippur. Zee welcomed all of us and Rod led us in Prayerful thought.

Happy dollars: Armand was happy that the Bingo Pictures were on our web site for all to enjoy. David thanked everyone for all of the help he received on Bingo night. Shirley and Ken were both happy about Bingo and Ken was really happy because they won! Rod, Rich and Kris were happy that the Market was going to go up and they we all happy that there was actually a market! Zee was happy that an analyst said that his product is better than one by GOOGLE. Way to go Zee.

Kris Sudan was the speaker for the day but Zee asked for some floor time. Zee in charge of membership and he led a discussion about what kind of members do we want to attract to our Club and how do we get them and keep them. As membership chair Zee was asking for our input.

A lively discussion took place and I will try to cover some of the points that were made.

We actually have 57 members but at any given time we have 35-45 people show up for meetings. The group felt that 60-70 members would be an ideal size for our club. We want to be large enough to make a difference but small enough that we all know each other.

Zee felt that we should not wait for members to approach us but that we should each actively go out and get new members. Some felt that this might be hard given the current economic condition. Some felt that you can either afford it or not, and unfortunately that is just the way it is. Rotary is a group of business leaders and hopefully active business leaders in the community will be able to support the cost of joining. Each of us can ask one person that we work with to breakfast and that is how it starts. Someone brought up the point that we need to show what the benefit is to members in their 30's and 40's. Chris Maners felt it was important to talk up our community involvement.

It was also suggested that if we were not getting membership participation that perhaps we needed to look at what we do as a club and perhaps try some new things. Maybe not everyone loves to play golf or bingo so maybe we can come up with new ideas to add. Monthly socials of some sort were suggested. A trip to a Panthers game or some other type of sporting event was discussed.

It was agreed that the club needs more visibility. We need to participate in more community events like Meet Me Downtown or a West Boca event. Joint projects with other clubs were suggested as a way to get the name Rotary in view. Find something you like and chair a new event, and then ask people to volunteer.

With about 1 minute left Kris gave a VERY brief talk about the Market. What I took away form his talk:

1. Don't panic
2. You need to start investing again; the world is not coming to an end, just a few problems.
3. If you have a feeling about something act on it.
4. maintain good contact with your Financial Advisor
5. Look at your investments and look at it for the long term.
6. Don't get greedy.
7. Municipal bonds are looking attractive at this time, but be sure to look at the underlying quality.
8. When the market goes up is the time to re-evaluate your portfolio.

There was no 50/50. See you all next week and don't forget you canned good, peanut butter, hotel shampoos and soaps and pants for the Salvation Army.