

AREA CLUBS FOR MAKE-UPS

MONDAY	Largo , Noon at Alfonso's Restaurant
TUESDAY	Holiday , Noon at IHOP New Port Richey
WEDNESDAY	Countryside , 6:00 pm at the Dunedin Brewery Dunedin North , 7:30 am at the Dunedin Country Club Palm Harbor , 12:15 at Positano Ristorante Italiano
THURSDAY	Clearwater , 12:15 at the Belleair Country Club Clearwater Beach , 12:15 at the Holiday Inn Oldsmar/East Lake , 12:15 at Alberto's Italian Grille Tarpon Springs , at the Tarpon Springs Yacht Club
FRIDAY	Belleair , 12:00 at the Belleair Country Club Safety Harbor , 7:30 am at the Safety Harbor spa
ANYTIME	Clearwater East , 12:00 at Cove Cay Country Club The E-club , www.rotaryclub34.org

CALENDAR

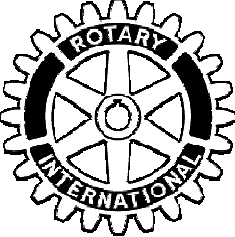
June 14 – Dunedin Rotary Triathlon at Honeymoon Island 7 AM
June 21-24 – 2009 Rotary International Convention, Birmingham, England
June 30 – Installation Dinner at the Dunedin Country Club, 6 PM

Make the new Rotary year a great one for
“Making Dreams Real”




Our District website address is www.rotary6950.org,
Our Club website address is: <http://dunedinrotaryclub.com>
Past newsletters: <http://dunedinrotaryclub.com/dunedin-rotary-club-newsletters.htm>

THE ROTARY CLUB OF DUNEDIN



GULF BREEZE



Service Above Self

TODAY

JUNE 2, 2009

INVOCATION: Melissa McCormick
JOKE: Ray Kingsbury
SPEAKER: Ann Kennedy
“Rotary Foundation”

NEXT WEEK

JUNE 9, 2009

INVOCATION: Fred Gunn
JOKE: Earl Tapley
MODERATOR: Carole Owenby
“Long Range Club Planning and our New Board”

Guests



GSE team from District 3780, Quezon City, Philippines: **Portia Cadag, Margaret Clavecilla, Lenna Desuasido, Divine Grace Donna Robertson**- Ontario

Happy Bucks

Diane Nelson happy to be off to Hawaii;
President Jonathan happy about his day at Clearwater beach with the GSE team.

50-50 Drawing

Pat Rawlings drew the 4 of diamonds and won \$4 from a pot of \$49.

Announcements

The Rotary Foundation; Ray urged us all to participate in EREY (Every Rotarian Every Year). Checks should be written to The Rotary Foundation and given to the treasurer as the club will match whatever is given. This contribution will count toward Paul Harris recognition of \$1000. Rotarians can also pay by credit card and this should be done by June 2, 2009.



Trophy for Largest amount per capita giving in the district in 2008. We earned this LARGE trophy when Rotary Club of Dunedin donated \$328 per capita last year. Our goal this year is 100% participation. We must do this quickly (by June 2) to gain recognition this year. Donations of \$50 or more will be matched with a ticket for each \$50 increment. The winner in the drawing will have their PH status upgraded. Ray urged us to please “Get something in the Kitty.”

Election of 2009-10 Board: Slate approved to elect **Jim Haley-** President Elect Designee; **Bev Fisher, Pat Bauer, Kristin Howard-** Directors 2009-2011. Motion made by Carole Owenby, seconded by Susan Latavala.

Triathlon: **Sarah McCallum** is still looking for volunteers. Please see Sarah or Julie Linn if you can't be there on June 14. Other opportunities are available for those who are eager to support this very important fund-raising event.

Community Service: Adopt-a-Street. Meet Saturday at the Hale Center at 6 a.m. for clean up on Douglas Ave.

Clearwater Free Clinic: Jonathan read a letter thanking us for our support of this free health service offered to those who cannot afford health care. Our club helped when the CFC installed an information center with TV and tapes and donated money for the purchase of diabetics' ID bracelets.

Last Week's Program – Richter 10.2 Media Group



Robert Cornish manages social media for marketing, advertizing, and PR, focusing on use of Face Book, Linked-In, My Space, Twitter. He emphasized the importance of realizing that the traditional methods for promoting your business are becoming less effective. As traditional methods are contracting many companies are moving their advertizing dollars to social media. There are 200 million people on Face Book now. One can gain access to a CEO directly through a company's

web site. Nowadays your website is a fancy brochure- social media enable you to establish business relationships. People are more likely to do business with people they know, for example with Dr. Credit (aka Jeff Rhodes). You think of him when you buy a car because you know him. Some print magazines are shifting to online to keep their advertizing clients in front of the public. Robert gave the example of the mayor of Toronto- Because the mayor uses Face Book he feels like he really knows him. Robert also said that his company focuses on public relations- building relationships by using social media to create benefits for their clients. Twitter, a micro blog with 140 characters, is an on-going log of information very much like a newspaper headline. One can route a twitter status update to a targeted audience, ensuring information is reaching the right people. 55% of traffic to the Richter 10.2 website is through their blog- the new newspaper. An example would be to use Face Book to encourage Rotarians to participate in EREY and to keep members engaged in Rotary. Richter builds campaigns using the new media tools with 28 employees in 4 offices and hasn't been affected by the recession. The new social media that enable you to target your audience may be the answer if you are experiencing a decline in effectiveness of traditional tools. Make connections by online introduction of your product.

Sign up for the June 30 Dinner at the Dunedin Country Club. Cost is \$25 minus the usual lunch fee. This official meeting begins with cocktails at 6 and dinner at 7. This will be Carole's installation dinner.

Please remember Bill Berger with emails and cards.