



**Editor Scott Kunitz**  
If you have any comments or questions, please contact the editor.

### Upcoming Programs

Jun 01, 2012  
Scholarships  
The June 1 meeting is being held at the Fairmont Miramar Hotel, 101 Wilshire Blvd, Santa Monica, CA

Jun 15, 2012  
Craft Talks

Jun 29, 2012  
Dark - getting ready for Dethroning

[View entire list...](#)

### Upcoming Events

**Rotary's First Tuesday Happy Hour**  
Michael's Restaurant  
Jun 05, 2012 05:30 PM

**Third Thursday Breakfast**  
Jun 21, 2012 07:30 AM - 09:00 AM

**Dethroning**  
Jun 29, 2012

### Club Banners



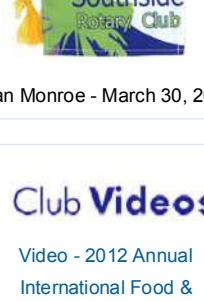
Jim Dyer from the Rotary International Convention  
March 30, 2012



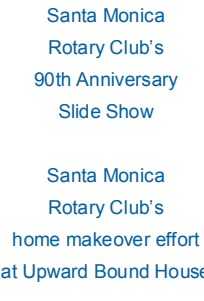
GSE Team from India  
March 30, 2012



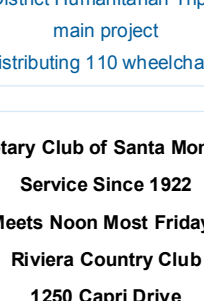
Joan Behrens - April 13, 2012



Alan Monroe - March 30, 2012



Santa Monica Rotary Club's 90th Anniversary Slide Show



Santa Monica Rotary Club's home makeover effort at Upward Bound House



Puerto Rico District Humanitarian Trip's main project distributing 110 wheelchairs

**Rotary Club of Santa Monica**  
**Service Since 1922**  
**Meets Noon Most Fridays**  
**Riviera Country Club**  
**1250 Capri Drive**  
**Pacific Palisades, CA 90272**

### Club Videos

Video - 2012 Annual International Food & Song Festival

Santa Monica Rotary Club's 90th Anniversary Slide Show

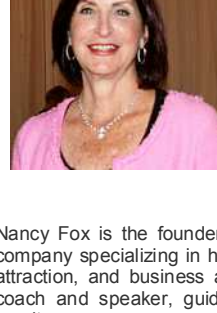
Santa Monica Rotary Club's home makeover effort at Upward Bound House

Puerto Rico District Humanitarian Trip's main project distributing 110 wheelchairs

### Stories

Remember the June 1st meeting is being held at the Fairmont Miramar Hotel, 101 Wilshire Blvd, Santa Monica, CA 90401  
Posted by Scott Kunitz

**Rotary Club Meeting May 18, 2012 - Nancy Fox, The Business Fox**  
Posted by Scott Kunitz on May 18, 2012



Nancy Fox, The Business Fox, will share her top tips for creating and maintaining a memorable, influential personal brand to help you turn contacts into prospects, prospects into clients, and clients into eager fans in the online world as well as the face-to-face world.

Nancy Fox is the founder and president of The Business Fox, a business coaching and training company specializing in helping service-focused businesses and professionals with high-level client attraction, and business and marketing strategy. She is an engaging, energetic and inspirational coach and speaker, guiding business professionals to optimum performance and breakthrough results.

The Business Fox approach to business development and growth is grounded in providing professionals and business people with the skills to attract and build the right business relationships. Nancy has designed unique learning tools and systems that make the process of attracting clients and generating business exciting and even enjoyable.

With over two decades as a marketing executive at major organizations such as Warnaco and VF Corporation, Nancy has brought her business development and marketing expertise to professional service firms and organizations including Sheppard Mullin Richter & Hampton, Latham & Watkins, Clinn Coperman & Company, Great Banc Trust, Whole Foods Market, Betsey Johnson, The Toy Industry Association, Berlex Laboratories, and The City of New York. A passionate devotee of networking and building strong business relationships, co-founded the highly successful networking group, Metro Roundtable, a monthly event for lawyers, accountants and bankers, and launched HubSTREET.com, an online community for professionals.

Nancy has been featured in Business Week, The Journal News, and Accounting Today, Law Practice Magazine, CPA Trendlines, and appeared on Learning Annex's OneMinuteU.com. She has been a featured speaker at New York State Society of CPA's, Toy Fair, Legal Marketing Association, and as a keynote speaker at Franchise Brands International National Conference. Nancy has been a guest columnist in The Westchester Business Journal, Fox Business News Online, and has been quoted in The New York Times, The Daily News, CBS Moneywatch.com, and WebCP.

Nancy is the author of "Make Rain Without the Pain" a business guide for client attraction strategies for professionals.

### Building Your Influential Personal Brand Online and Face-to-Face

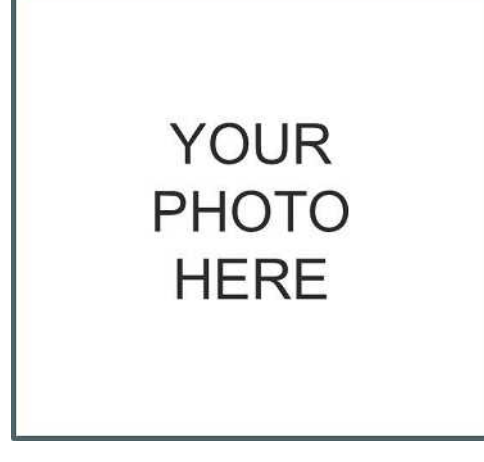
#### Tangible Brands



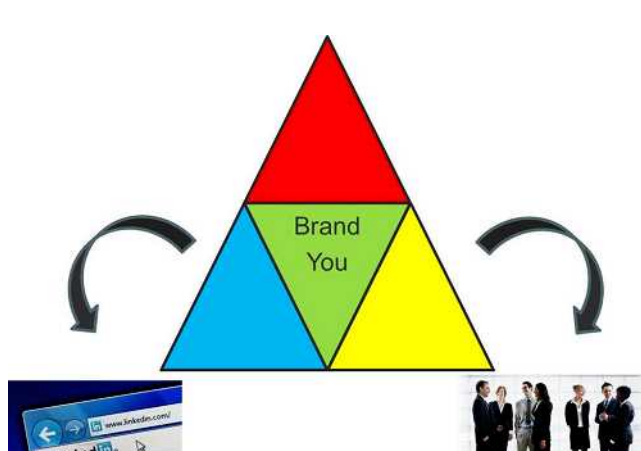
#### Intangible Brands



#### WHAT'S YOUR PERSONAL BRAND???



#### Building your Personal Brand Online and Face to Face



Ashton Kutcher

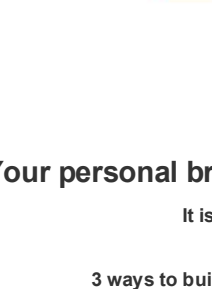


Ashton Kutcher, was the first user to reach one million followers on Twitter

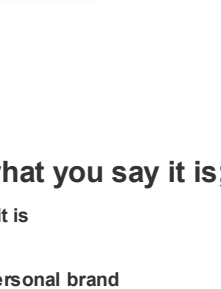


#### Your personal brand is NOT what you say it is; It is what OTHERS say it is

#### 3 ways to build your influential personal brand



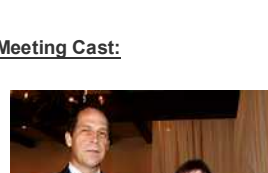
ONLINE



FACE TO FACE

Simple is best - Say less; Listen more  
Make your message match your image  
Give people an experience that makes them feel important, enthused, confident

#### Meeting Cast:



Seated at far stage right of the podium, we have our Invocator for today: **Jean McNeil Wyner**. Next to Jean we have one of our newest members, **Tam Woods**. Stage left of the podium and here to introduce our Speaker for today, we have **Jack Gregory**. Next to Jack is our speaker for today, **Nancy Fox**, "The Business Fox."



"Business Fox." Far stage left of the Podium and here to introduce our visiting Rotarians and guests, we have **Matt Williams**.

Our song leader was **Bob Klein** with **Carol Jackson** on piano, and our greeters were **Julia Miele** & **Moira Doherty**.



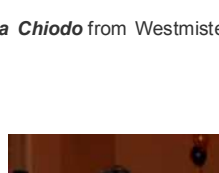
Tom Woods



Matt Williams

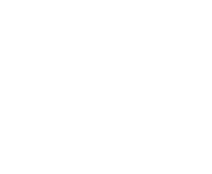
#### Visitors:

We had 2 visiting Rotarians; **Barbara Chido** from Westminster London, and **Ron Lyster** from the Westwood Club.

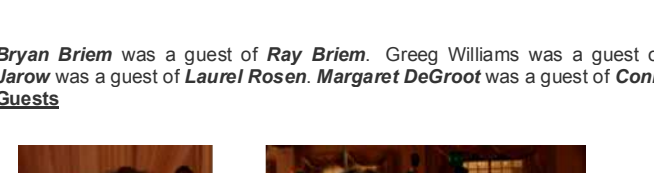


**Bryan Briem** was a guest of **Ray Briem**. **Gregg Williams** was a guest of **Mitchell Kraus**. **Jeff Jarow** was a guest of **Laurel Rosen**. **Margaret DeGroot** was a guest of **Connie DeGroot**.

#### Guests



**Birthdays**



#### New Member



Kathleen Benjamin

#### Past Presidents

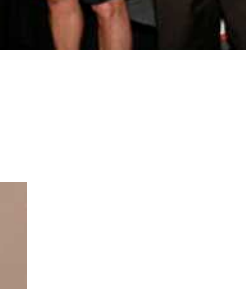


**Spyros Dellaportas** 1996/1997  
**Herb Lawrence** 1997/1998  
**Dick Roney** 1998/1999  
**John Lehne** 2000/2001  
**Bill Crookston** 2002/2003  
**Lionel Ruhman** 2003/2004  
**Paul Leoni** 2005/2006  
**Jim Dyer** 2006/2007  
**Jim Westbrook** 2007/2008  
**Jack Gregory** 2008/2009  
**Carol Jackson** 2009/2010  
**Paul Gauke** 2010/2011

**Thought for the Day**  
"The scientific name for an animal that doesn't either run from, or fight, its enemies is lunch."

-philosopher of Science **Michael Friedman**

#### ROTARY CLUB OF SANTA MONICA



Service Since 1922 - Meets Noon Most Fridays  
Riviera Country Club - 1250 Capri Drive - Pacific Palisades

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