



NOR'WESTER

Rotary Club of Northwest Des Moines
www.clubrunner.ca/northwestdesmoines

April 27, 2012

Courtney Thompkins

The PET Project Midwest

Arranged By:

Liz Nead

Greeter:

Brenda A-M

Invocation:

Diana Reed

Sergeant:

Dianne D-Nelson

Scribe:

Richard Cummings

2011-12 Officers & Directors

Wanda Armstrong, President
Brad Helgemo, President Elect
Leslie Malcom, Secretary
Dan Boes, Treasurer
Ed Arnold, Director
Jim Arthur, Director
Jenifer M-K, Director
Gil DeRoos, Director
James Alan Smidt, Director
Eric Dickinson, Past President
Dianne D-Nelson, Exec Sec
Bill Corwin, Exec Treas

Future Programs

5/4: Robyn Hofoland
Container Gardening
5/11: Lепley Scholarships
5/18: Jim Arthur
2012 Miles of Smiles Trip

Prez Sez...

Wanda Armstrong

It's hard to believe that this is the last Nor'wester for April already! Only 8 more Prez Sez articles to go!! Can you tell this is my least favorite part of being president.

As Rotarians we have a lot to be thankful for and we should count our blessings every day. There is always a lot to do, and as we look to the future, we will find more ways to help contribute to many worthwhile causes in a variety of ways. "Service Above Self" means just that, and we should keep it in the forefront of our thinking.

A great big **THANK YOU** goes out to Ed Arnold for putting the display board together and volunteering to man our table at the recent District Conference. Also thank you to Liz Nead for putting the power point together for Ed to use.



Scribbles...

Michael Libbie

Insight Cubed

The program today was introduced by Liz Nead and presented by Mr. Michael Libbie.

Mr. Libbie focused on the power of Social Media in Advertising, Marketing and Communications. The social media that you could use in the market place to broaden your footprint in advertising and marketing are Facebook, Twitter and LinkedIn to name a few.

Many do not understand the power of Social Media and as a result are hesitant to use it. He used the 50-20-5 rule to demonstrate how Social Media is used in the business world. About 50 percent in the business world are aware that these vehicles of communication are available. Twenty percent of those that are aware of the availability of social media begin to make use of facebook, Twitter, etc., but that number is soon dropped down to 5 percent who really take advantage of the Social Media vehicles that are out there.

Mr Libbie then gave several examples of businesses that made full use of social media and how these businesses increased their sales in a short period of time. He emphasized the importance of keeping you Web Site up to date. People do not relate to material on the Web Site that may be two years old.

If you really want to establish a good relationship with the client through social media it is good to think in romantic terms. You have to woo the client. Think in terms of selling yourself in the same way that you would woo a potential spouse. It has to be a win-win situation for both parties.

Mr. Libbie made his presentation in a very humorous and entertaining manner. It made listening easy. Thank you Liz for bringing the program

Gil DeRoos, Scribe



Other Local Meetings

Tuesday

Ankeny, Ankeny Golf & Country Club, (11:45)
 Johnston, Hyperion Golf & CC, (7:00 am)
 Dallas Center, Memorial Hall, (Noon)
 West Des Moines, DM Golf & CC, (Noon)

Wednesday

East Polk County, Prairie Meadows, (7:00 am)
 Adel, Patrick's Restaurant, 211 S 7th St, #C, (Noon)
 The Greater Des Moines Club, Mama Lacona's (6:00 pm)

Thursday

Waukee, Des Moines Golf & Country Club, (6:45 am)
 Des Moines, Wakonda Club, (Noon)
 Winterset, Northside Cafe, (Noon)

Friday

Des Moines, AM, Wakonda Club at 3915 Fleur Dr. (7:00 am)



We'll Be Singing . . .

God Bless America

Song Time:

This Is My Country
 When You're Smiling (#82)

Items for the Nor'Wester should be submitted every Wednesday by Noon. Please send to:

Jenifer Mercer-Klimowski

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Fax: 515-237-2283

jmercerc-klimowski@emcnl.com

Roving Ambassadors

Wanda Armstrong	Board Meeting	4/11
Brad Helgemo	Board Meeting	4/11
Eric Dickinson	Board Meeting	4/11
Bill Corwin	Board Meeting	4/11
Gil DeRoos	Board Meeting	4/11
Jim Arthur	Board Meeting	4/11
Jenifer M-K	Board Meeting	4/11
Liz Nead	Board Meeting	4/11
Ed Arnold	Board Meeting	4/11
Ed Arnold	District Conference	4/13
Dave Piersel	District Conference	4/13
Jeff Bremer	District Conference	4/13
Ed Arnold	District Conference	4/14
Dave Piersel	District Conference	4/14

CHARLES GABUS
MEMORIAL RIDE

4th Annual
Charles Gabus Memorial Bike Ride
 Saturday June 23, 2012
 Charles Gabus Memorial Tree Park

BIRTHDAYS

April 21 **Randy Gambill**

Future Information

<u>Program</u>	<u>Greeters</u>	<u>Invocation</u>	<u>Sergeant</u>	<u>Scribe</u>
<i>Chairperson:</i> Phil Houle	<i>Chairperson:</i> Chuck Corwin	<i>Chairperson:</i> Jim Pittman	<i>Chairperson:</i> Kevin Smith	<i>Chairperson:</i> Brenda A-Mailey
Julia Taylor, May 4	Vicky Foresman, May 4	Larry Sample, May 4	John Pittman, May 4	Gil DeRoos, May 4
Roger Nyberg, May 11	Mary Polson, May 11	Doyle Sanders, May 11	Brenda A-M, May 11	Bill Grask, May 11
Jim Arthur, May 18	Phil Houle, May 18	James Alan Smidt, May 18	Gene Gabus, May 18	Wyatt Earp, May 18