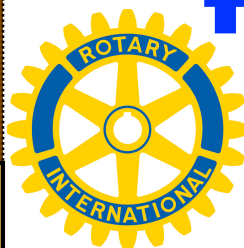


November 7, 2013
Give Thanks
Edition



The Rotary Banner

East Alton Rotary Club
Chartered Oct. 28, 1971 District 6460
www.eastaltonrotary.org

You've Got Mail!

Chris H. introduced Dick's guest Melissa Heger who discussed response target marketing.

Melissa's company helps businesses to leverage existing customers for new contacts and increased business through social networks and targeted email marketing. These electronic methodologies, Melissa says, is like "word of mouth on steroids."

Email marketing allows a business to stay in touch with people who already support you. Since it is 6-7x more expensive to gain a new customer than to retain an old customer, and since repeat customers spend 67% more money with your business, and since repeat customers are your referral engine, it makes sense to invest in your customer base.

Email marketing is not SPAM. It is permission-based marketing, which provides valuable information to your market audience so that they continue to find your business to be a valuable resource.

Melissa's company offers email service providers which can handle your email marketing, providing templates, personalization, branding, links, social networking, and contact management.

NEWS, NOTES, AND NONSENSE

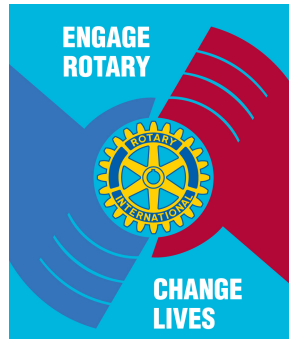
Last week 19 Rotarians and guests dined on Julia's chicken and rice. Guest, Ken Harmon who was happy to tell us about he quality citrus that can be purchased through the Bethalto club for Christmas. Pat brought a make-up from Florissant and Lori brought one from California. No other report was given. The Turkey Fund can was going around. We are up to \$57 for Operation Blessing to buy Thanksgiving Turkeys. Also the signup sheet for the combined meeting was going around. You need to be signed up by today. The meeting is next Thursday at 6 at the Bethalto KC Hall.

December will feature our Poinsettia delivery on the 6th, Bell ringing on the 7th and the Christmas party on the 12th. Sign up for all these events. If you know someone in East Alton who needs a poinsettia, see Lori.

Roger says that the chili dinner raised \$1171, but some tickets are still out.

Ken was right. Dave had "good news" and Wendell hauled a full bucket around the room thanks to Rick's creative command for club contributions.

We broke open a fresh deck for 50/50. Chris and Brad both took their shot at the \$9 in the pot. No joker. Roger got the scratcher with similar results.



MAKE UP SITES

MONDAY

NOON

- Wood River—St. John UCC, WR
 - Jerseyville—Peace United Church
- ##### 6 PM
- Alton—Godfrey—Alton Sports Tap
 - Bethalto—Spirit Hall

TUESDAY

NOON

- Collinsville—Holiday Inn
- Granite City—Niedringhaus Methodist
- Highland—Michael's Restaurant

WEDNESDAY

NOON

- Goshen—LCCC Center, Edwardsville

THURSDAY

NOON

- Riverbend—Mac's Time Out Lounge, 315 Belle St.
- Edwardsville—First Christian

FRIDAY

NOON

- Troy, Silver Creek—Pizza Man

To locate a club where you are visiting check:
<http://www.rotary.org/en/AboutUs/SiteTools/ClubLocator/Pages/rid>

Upcoming Events

11-14: Combined Meeting. 6:00 p.m. Bethalto K.C. Hall (no noon meeting)

11-28: THANKSGIVING (no noon meeting)

12-12: Christmas Party (Tony's)

CLUB OFFICERS

PRESIDENT

Rhonda Pluester

PRESIDENT -ELECT

Brad Lavite

SECRETARY

Lori Palmer

TREASURER

Cory Gallivan

DIRECTORS

CLUB SERVICE

Paul Hoover

VOCATIONAL SERVICE

Brad Lavite

COMMUNITY SERVICE

Mark Allison

INTERNATIONAL SERVICE

Rod Croxford

NEW GENERATIONS

Jeny Lewis

NEW MEMBERSHIP

Paul Hoover

SERGEANT AT ARMS

Rick Hooks

BANNER EDITOR

Larry Lacher

CLUB ARCHIVES

Rick Hooks

FOUNDATION OFFICERS

PRESIDENT

Erin Phillips

TREASURER

Mark Vaughn

SECRETARY

Jeny Lewis

PROGRAM

TODAY

Mark Vaughn

Erica Hunt

Complete Fitness

NEXT WEEK

Combined Meeting

BIRTHDAYS

11-4: Ron Eaton

East Alton Rotary Club

P.O. Box 56
East Alton, IL 62024

Service Above Self

The Four Way Test

- *Is it the Truth?
- *Is it Fair to all concerned?
- *Will it Build Goodwill and better Friendships?
- *Will it be Beneficial to all concerned?

We're on the Web!

See us at:

www.eastaltonrotary.org

Like us on Facebook

See our blog at:

eastaltonrotary.blogspot.com

FROM THE ARCHIVES November 1, 2001

-Joe was both the President-Elect and Treasurer. We were meeting in the lower level of Union Planters bank (Rose's branch).

-Paul put his program about prostate cancer on ice.

Today's program was all about Madison County trash (insert punch line here).

-Our Christmas party would be held at Moonlight on December 6th.

-Lori won the 50-50 and donated her winnings to the Turkey Fund.

-Dick promised to give everyone a \$. We know not why.

-Next week we will award our first "Service Above Self" award to a 5th grade student from Eastwood.

-Charlie announced that scholarship interviews for 20 students would be held next week. (12 from Roxana, 8 from EA-WR).

-Monies for 91 Entertainment books had been collected (2/3 of our goal).

H2O in Latin America.

Tony Riggio has been leading youth expeditions to Central and South America since 2001, when his daughter participated in a program of Builders Beyond Borders (B3), a nonprofit based in Connecticut, USA. Construction projects have included hurricane shelters in the Dominican Republic, bridges in Nicaragua, and classrooms in Costa Rica. Water and sanitation are always primary components.

In April 2011, Riggio traveled to Tingo Pucará—one of five B3 project sites across Ecuador that season—to build pipelines in a joint effort with the Peace Corps and Engineers Without Borders. The village stands at an altitude of 12,600 feet, with the nearest spring about 4,900 feet down a steep path.

Historically, faced with a lack of potable water and arable land, the men of Tingo Pucará have headed to the lowlands to find work, leaving the women to transport water for cooking, washing, and drinking. Before the project was completed, the 26 village families had as little as 15 minutes of running water per month, sent from a neighboring area when available.

The engineers designed a pumping system to draw water from the spring-fed stream, and the B3 team, made up of high school students and adult advisers, worked with locals to install the pipes, which now bring running water to homes.

"For our kids, that project was not very rewarding—until the last day, when we got to turn the water on," says Amy Schroeder-Riggio, executive director of Builders Beyond Borders and Riggio's wife. "When you're doing a water project, you are laying the pipe, you're covering it over, and it doesn't even look like you were there. But when they turn the water on and everybody's crying, it's an incredible moment."

This year B3 teams will partner with the Rotary Club of Georgetown, Guyana, on five construction projects, including community centers and a sand bridge that will connect coastal islands to medical facilities.

"These organizations make the world go 'round," Schroeder-Riggio says. "The heart of it is our kids. It's about building character, their relationship with these leadership programs. It lines up nicely with Rotary."

Just For Fun

Some boy scouts from the city were on a camping trip. The mosquitoes were so fierce, the boys had to hide under their blankets to avoid being bitten. Then one of them saw some lightning bugs and said to his friend, "We might as well give up. They're coming after us with flashlights."

Q: What do you call a midget fortuneteller on the run from the law?

A: A small medium at large.