



Bug Light  
South Portland

# TWO LIGHTS

South Portland — Cape Elizabeth Rotary Club  
On the Maine coast



Portland Head Light  
Cape Elizabeth

Wednesday 6:15 p.m. at Purpoodock Club, Spurwink Avenue, Cape Elizabeth

## February 14, 1990 meeting

We had just one visiting Rotarian this week: Bob Patten of the Portland Club. There were no visiting guests. Could be they were out with their Valentines? We do however thank all members who did attend the meeting and left their Valentine at home!!

Fred Jansen led us in song or should I say Sang solo..... The song chosen was "Sweden" and just as the name says, the gang did just that-- sang the song in Swedish?!?! But to no avail, Fred sang alone. You did a great job, Fred.

"Big Bob" Flynn conducted this week's raffle. It was a 50/50 and the lucky winner was... Frank Gemme.

Happy dollars were bountiful this week. Bob Levasseur gave \$3 because things are looking good on the homefront. Yeah, Bob. Bob Carson's daughter is home for good. As bulletin editor, I could brag about myself, which I did via a happy dollar, but those of you who couldn't make it to the meeting I'd be happy to let you in on my "brag".

The Board approved the following requests: \$1,000 to the Cerebral Palsy with certain conditions. Funding to South Portland & Cape Elizabeth schools for Girl & Boy States.

Fund Raising Committee: Bob Flynn spoke on behalf of the committee, which met at Bob's house on Sat. Feb 10th for about 2½ hours. They talked about two types of fund raisers: short & traditional. A short one: Schooner Fare Benefit Concert on June 2nd. More to come on this. Traditional: an annual pancake breakfast or formal dinner dance or Casino night on the Scotia Prince. The dollars made would be channeled into "Human Resources". GOAL.. \$1,000 per member over three years (to include monies from the tree sale). Great job, guys.

Mike McGovern is looking for a new bulletin editor to replace Jackie as she will be the new incoming secretary. Any interested persons, see Mike.

World Fellowship Conference: District 778 to hold this conference in the fall. Doug Stewart, Chairman, is planning to conduct a survey to learn what interests/hobbies are amongst the Rotarians in the District. He's asking for our help to distribute these surveys to the various clubs in "District 778". This will be in the month of March. If your interested, see Doug.

Paul Butler introduced this week's speaker for Mick Maher, who was out-of-town. Jack freelan is a strategic planner for a marketing firm in the Greater Portland area. Jack says that today's consumer is a more sophisticated market. They (marketing depts.) need to focus on the consumers needs, wants and desires. Today's strategy is called Branding. It's known as the word of the 90's. Basically, it's working the product into the mind.

Advertising on TV has gone beyond the normal 3 stations. To get to today's consumer to sell the product, businesses are selling their products on cable stations as well. Direct mail is limited due to "rights to privacy".

## Upcoming Events:

Feb 21st - Mike McGovern will introduce Dick Tinsman, who is on the Cape Elizabeth's Water Extrication team.

Raffle for this meeting: D. Bagdasarian

## THE FOUR WAY TEST

Of the things we think, say or do.

- I. Is it the truth?
- II. Is it fair to all concerned?
- III. Will it build good will and better friendships?
- IV. Will it be beneficial to all concerned?



## ROTARY INTERNATIONAL

1989 - 1990

President ... Hugh M Archer

DISTRICT 779

Governor ... James E Labrie

ROTARY CLUB  
of

SOUTH PORTLAND - CAPE ELIZABETH

### OFFICERS

President ..... John E Roberts Jr  
President Elect . Joseph P Conroy  
Vice President . William Kourakos  
Secretary .... Robert N Carson Jr  
Treasurer ..... David E Smith

### DIRECTORS

Club Service . Michael K McGovern  
Vocational Service ...  
Dan L Davidson  
Community Service . Frank E Gemme  
International Service ...  
Harry Russell  
Director at Large ...  
Douglas Stewart

### COMMITTEE CHAIRMEN

Bulletin ... Jacqueline Critchley  
Public Relations . Dan L Davidson  
Program ..... Paul F Butler

### SEND MAKEUPS TO:-

Robert N Carson Jr, Secretary  
36 Trundy Road  
Cape Elizabeth ME 04107-2820

ROTARY CLUB OF  
SOUTH PORTLAND - CAPE ELIZABETH  
David Kane  
Citibank  
100 Foden Road  
South Portland ME 04106-2319

### FIRST CLASS MAIL

WARREN S SIMPSON  
5 LINWOOD STREET  
CAPE ELIZABETH, MAINE 04107

February 7, 1990 meeting

We had three visiting Rotarians at this week's meeting: Gail Arnold and David Taylor from Kennebunk; George R. from South Berwick.

Two Rotarians had guests this week: Bill York had Joe Thomas joining him and President Jack had Roger Roel joining him. Welcome to all our visiting guests.

Bill Kourakos conducted the weekly raffle. The prize, donated by Tony Wagner, was 2 sets of tickets to the Portland Players production of "Once Upon a Mattress". We had two drawings - Winner #1 was David Kane; Winner #2 was Phil Dube. Congrats to you both.

Mike McGovern was the song leader. Unfortunately, the song chosen "Sing, Everyone, Sing" did just the opposite. No one sang! But when all else fails, the reliable "Take Me Out to The Ballgame" works wonders. We thank you, Mike.

A wonderful Happy Dollar from Bob Carson. His daughter arrived home from the hospital. Great news, Bob!!

Birthdays and anniversaries: Alec Livingston will be celebrating 22 years of marriage on the 9th. Dick Jordan is celebrating his 64th birthday on the 12th. We hope you both have a great day.

Part of the requirements to achieve the Governor's Trophy is two 100 mile visits to another Club. Chris Newell, one of our newest members, along with Mike McGovern are arranging these visits. Places to visit: Old Town, Maine and Wellesley, MA. More info to come.

Bob Flynn has three pancake breakfasts in the works. One for South Portland High, one for Cape Elizabeth High, and one for the Noyes Home. Be ready to work. Bob will be campaigning soon for help..

Phil Dube is working on the Student Exchange with South Portland/Cape Elizabeth schools. and St. George (Canada). Our students will be going to Canada the weekend of April 6th and the Canadian students will be coming here in May.

Alec Livingston introduced this week's speaker, Dr. Douglas A. Howell. Dr. Howell is active in the research of Gastroenterology as well a leader in the treatment of the "intestine". He works with an instrument that required two years of training. Called a fiber optic, it cost \$25,000. and is produced in Japan.

Most patients are treated in less time (usually go home the same day) then if surgery is performed. An X-ray room is used vs. the operating room. The patient is "conscious" sedated. The bottom line, patients suffer less and pays less. High technology is the way of the future.

### Redistricting Actions

We're on the home stretch now. Meetings are continuing as planners get deeper and deeper into the necessary details. For example, District By-Laws have to be firm up while reflecting comment received from clubs.

In addition, present 779 District committees will have to make detailed plans a smooth transition to two new ones. There's an obvious need for the transfer and probable duplication of records, funds transfer, and passing forward of actions in process such as old business.

It's going to be a challenging time. If asked to help in the effort, please give your normal "Happy to!" and thus ensure that Dan Mooers and Roland Cloutier get an optimum start for their new districts.