The Transformation of the Newspaper

Our speaker Monday was Julie Inskeep, publisher of the The Journal-Gazette since 1997. The question on everyone’s mind basically pertained to how much longer will we be able to pad down our driveway coffee in hand, in slippers and bathrobe, to pick up the morning paper? Or will our only choice soon be to just pick up our iPad’s? (At least we wouldn’t have to outside in our bathrobes!)

Inskeep said that while the print business has changed dramatically – revenues from classified ads have greatly decreased and printing and distribution costs have greatly increased – there are many people who will never give up the morning newspaper. And so, at least for the foreseeable future, and perhaps beyond, our trips down the driveway are safe – unless we don’t want them to be.

For those who don’t want to brave the elements, the paper will continue its online presence, which it has had since 1996. The online version has evolved from a simple website that simply parroted the print version to one enhanced by partnering with WOWO, NIPR, and Indiana’s Newscenter, maintaining blogs, Facebook pages and tweets, and becoming a 24/7 source of breaking news.

The real challenge will be managing the business model and income streams required to operate the largest news-gathering operation in this part of Indiana.

Newspapers aren’t dying – they are transforming, and the publishers of The Journal-Gazette are embracing the process to the benefit of us all.

The Four-Way Test
of the things we think, say or do:
1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build good will and better friendships?
4. Will it be beneficial to all concerned?

Mission Statement for the Fort Wayne Rotary Club
To maintain its preeminent position as a fellowship of business and professional leaders dedicated to service above self, and committed to provide direction and resources in the four areas of service.

December 19, 2011
“Service Above Self”

Club Contact Information

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Jane Wilks, Secretary
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Mark Westerhausen, Treasurer
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mwesterhausen@dwdcpa.com

Spin Editor:
SpinEditor@hotmail.com

Neighboring Club Meetings

Tuesday
Angola: 12pm, Sunset Grill, Orland Road
Auburn: 12pm, Italian Grill
Bluffton: 12pm, River Terrace Estates Chapel
Churubusco: 12pm, St. John Busco Church
Columbia City: 12pm, Parkview Memorial Hospital
Garrett: 12pm, Railroad Inn
Huntington: 12pm, LaFontaine Center
Kendallville: 6:15pm, Four County Vocational Co-op Building
Ligonier: 7am, UMC Church, Townline

Wednesday
Anthony Wayne: 12pm, Hall’s Guesthouse

Thursday
Albion: 12pm, Albion Public Library
Berne: 12pm, Parkway Chalet
Butler: 12pm, American Legion
Decatur: 12pm, Back Forty
North Manchester: 12pm, Manchester College

Friday
Warsaw: 12pm, Ramada Plaza Hotel

Complete list at www.rotary6540.org

THE DOWNTOWN ROTARY CLUB
Next Meeting: December 19, 2011

"OPENING DOORS THROUGH SERVICE"

HAPPY HOLIDAYS

<table>
<thead>
<tr>
<th>Greeters</th>
<th>Lona Antil &amp; Tim Gibson</th>
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<tbody>
<tr>
<td>Cashier</td>
<td>Doug Hiatt</td>
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<td>Invocation</td>
<td>Louise Jackson</td>
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<td>House</td>
<td>John Hoffman</td>
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<td>Song Leader</td>
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<td>Sergeant</td>
<td>Tim Shields</td>
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<td>Spin Editor</td>
<td>Mark Westerhausen</td>
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<td>Program</td>
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<td>Rotary Singers</td>
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<td>Fort Wayne Children’s Choir</td>
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Upcoming Programs

<table>
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<tr>
<th>Date</th>
<th>Program</th>
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<tbody>
<tr>
<td>December 26</td>
<td><strong>NO MEETING—HAPPY HOLIDAYS!</strong></td>
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<td>January 2</td>
<td><strong>NO MEETING—HAPPY NEW YEAR!</strong></td>
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<td>January 9</td>
<td>J.R. Ankenbruck, Principal &amp; Early Act Students~~ “Update on Washington School and Early Act”</td>
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<td>January 16</td>
<td>Dan Venard, Wind Capital Group “Wind Farming in Wells County”</td>
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<td>January 23</td>
<td>Donna Elbrecht, CEO, Easter Seals Arc , “New Programs at ESA”</td>
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<td>January 30</td>
<td>TBA</td>
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Mark Your Calendars
February 20, 2012
Joint Meeting with Anthony Wayne Club
Speaker: Dr Tony Bennett,
State Superintendent of Schools
Officer Slate Up For Vote on December 21

Past President Dee Hoffman announced the slate of board members and officers up for election on December 21, 2011. Any questions or comments should be addressed to President Mike.

The slate is as follows:

**Slate of Officers 2012-2013**
- President: Dave Borgen
- President Elect: Jeff Krull
- President Elect Nominee: Barb Wachtman
- Treasurer: Mark Westerhausen
- Secretary: Jane Wilks

**Slate of Board Members 2012-2015**
- Glenn Abels
- Ruth Corn
- John Hoffman
- Jim Huller
- Candace Schuler

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**Rotary Welcomes New Member Jeff Zimmerman**

Our newest Rotarian is Jeff Zimmerman, the Dean of the business college at Indiana Tech. Born in Kentucky and raised in central New York, Jeff comes to us from Fayetteville, NC, where he was a Rotarian, and treasurer of his club (I think he and I need to talk…). He is also a Paul Harris Fellow. Welcome, Jeff!

**Dee Hoffman Sets the Gold Standard**

This week, Dee Hoffman was recognized by President Mike as setting the Gold Standard. Past President Dee was honored for her tireless efforts the last two years in establishing a strategic plan for the club. Having been involved in the process, I can attest to her hard work and her willingness to share her professional expertise in accomplishing this task. Thank you, Dee!
You Missed It!

If you were not at the last meeting, you missed John Milentis’ informative sergeant’s program and the opportunity to learn the following important tidbits:

- When did Rudolph (the Red-nosed Reindeer) first introduced?
- What is a smoking bishop (mentioned in Dickens’ A Christmas Carol)?
- What instrument was first used to play the Christmas hymn Silent Night?
- Who was the original St. Nicholas?

Nope. Not going to tell you. You are just going to have to Google it!

12 Days of our Local Foundation

You are probably already receiving e-mail reminders during the 12 days leading up to Christmas asking you to remember our Local Foundation as the year comes to an end. Our Local Foundation funds many of our club's programs, such as:

1. Youth Exchange
2. RYLA
3. Student Rotarian Scholarship
4. Paul Harris Award
5. Books for Togo, Africa
6. EarlyAct
7. RotarAct
8. Polio Plus
9. Student Speech Contest
10. Excellence in Education
11. Group Study Exchange; and
We ask you to please consider a year end gift to our appeal. You may choose to fund one of the specific 12 needs or just the fund in general. We will be accepting checks at Monday’s meeting or you may mail your gift to the office at P.O. Box 11141, FW, IN 46856. You may also make a gift on-line. The Fund Development Committee (Holli Seabury, Louise Jackson, Chip Olson, Ken Lizer and Jason Daenens) thank you in advance for your gift to our many great programs we sponsor. Remember your gift is tax deductible.

Rotary International Theme
2011-2012

Rotary Officers

President, Rotary International
Kalyan Banerjee
Vapi, India

President Elect
Sakuji Tanaka
Yashio, Japan

Rotary District 6540
District Governor
Mike Crabill

District Administrative Assistant
Barb Mort

Web Information

Fort Wayne Rotary Web Page
www.fortwaynerotary.org
www.clubrunner.ca/fortwayne

Rotary International
www.rotary.org

Rotary District Web Page
www.rotary6540.org