

# 'pini<sup>n</sup>



ROTARY CLUB OF WEST ALLIS  
DISTRICT 6270 • CHARTER ESTABLISHED 1927  
Issued by the Rotary Club of West Allis, Charter 2543  
www.westallisrotary.org

## THE FOUR WAY TEST OF THE THINGS WE THINK, SAY OR DO

Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned?

Week of 5.24.2018



ROTARY:  
MAKING A  
DIFFERENCE

## WELCOME TO ROTARY!

We are neighbors, community leaders, and global citizens uniting for the common good. With you, we can accomplish even more.

Reasons to love Rotary right now .... Reason #81: **Rotary Inspires Youth!**

By Ismael Cadeno Nieto, Interact Club of Manta, Ecuador - *When I was 10 years old, my parents became involved in Rotary.*



*Since that moment, I've assisted in club activities as the son of a Rotarian, and at first, I didn't like it all that much. But four years later, something changed, and it became one of my favorite hobbies. I was inspired to take action through the needs I discovered in my community. I looked for an Interact club to join, but there wasn't one in my city.*

*The next year, I received the opportunity to take part in a short-term Rotary Youth Exchange in Wisconsin, USA. On that exchange, I visited an Interact club that motivated me to create one in my own community.*

*My youth exchange experience gave me a new and bigger perspective that opened up a door of opportunity. I helped charter the Interact Club of Manta with the help of my mom, a Rotarian, and friends. We started many service projects to help our community, my favorite being one that assisted children living in shelters after the 2016 earthquake. All these Rotary service and leadership experiences have changed my life. I've had the opportunity to meet people from different cultures and dream bigger dreams to make the world a better place. Rotary is giving me the leadership tools to make these dreams come true.*

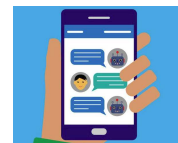
**Last Week:** May 17<sup>th</sup> – Digital Marketing – Holly DeBack

With **Marketing Solutions by Holly**, customers receive over 25 years of marketing experience, business operations, and organizational management. Holly helps her clients customize programs to drive growth based on their vision, goals & budgets – with an emphasis on "connecting the dots" across multiple communication channels / through different types of media.



**Mobile marketing** is the fastest growing form of communication. It compliments other forms of communication an organization might be using. Fun Facts:

- 91% of all people keep their cell phone within 3 feet of themselves 24/7/365 days a year
- 98% of text messages are read within the first 3 minutes of receiving (vs 20% of email being read AT ALL)
- Text message is responded to BEFORE voicemail
- People TOUCH their phone 500+ times a DAY! And send 7 BILLION text messages a DAY!
- 97% of consumers' text weekly / 67% of customers WANT text message alerts/offers
- Texts have highest read rate of ALL other forms of marketing
- It costs 6x more \$ & effort to attract a new customer than it does to retain an existing one



**Text2Win** – exciting way to interact with existing & prospective customers

**Text2Join** – send specials focused on different market segments to build loyalty

**Text4Alerts** – instant & reliable communication to target audiences

**Text2Poll** – effective way to engage clients & receive valuable info about their preferences

Attendance: 21 members, 3 students and 1 guest

**This Week:** May 24<sup>th</sup> – Guatemala – Richard Muirhead - Thank you, Terese Beauchamp

**P.S. Funny Stuff** 😊: I went to see a doctor about my short-term memory problems. The first thing he did was make me pay in advance! ♦ Women usually claim childbirth is the most painful experience of their lives. Until they start stepping on Legos approximately three years later ♦ Does your horse smoke? ... No .... Well, then, I think your stable is on fire ♦ "Waiter, the steak is smelling very strongly of liquor!" The waiter backs up 3 steps and asks, "How's that now?" ♦ What do you call a boomerang that does not come back? A stick. ♦ What swims and starts with a T? Two ducks 😊

**Rotary Club of West Allis  
2017 - 2018**

**Officers:**

**President**

Terese Beauchamp

**Vice President**

Lisa Berman

**Secretary**

TBD

**Treasurer**

Kathleen Dagenhardt

**Executive Secretary/  
Treasurer**

Joe Kempen

**Sergeant-at-Arms**

Debbie Tietjen

**Past President**

Tim Klare

**Directors:**

Jeannette Bell: 2018

Frank Bevsek: 2019

Steve Hook: 2020

Lee Breese: 2020

Sherry Saiki: 2019

**Rotary Club of West Allis  
Foundation, Inc.**

**Officers:**

**President**

Steve Affeldt: 2018

**Vice President**

Wayne Tillmann: 2020

**Secretary**

Judy Shabman: 2018

**Treasurer**

Sue Zwitter: 2019

**Directors:**

Don Charlier: 2019

Sherry Saiki: 2020

Terese Beauchamp: ex officio

**Hale Interact**

Wed., 7:10am, library -

Contacts:

**Jim Mejchar & Lisa Berman**

**Central Interact**

Thu., 8:45am, main office

Contacts: **Jerry Falk**

**Dottke Interact**

Tuesday 10:45am - Contacts:

**Lee Breese, Sue Zwitter &**

**Cathy Manthei**

**West Milwaukee EarlyAct**

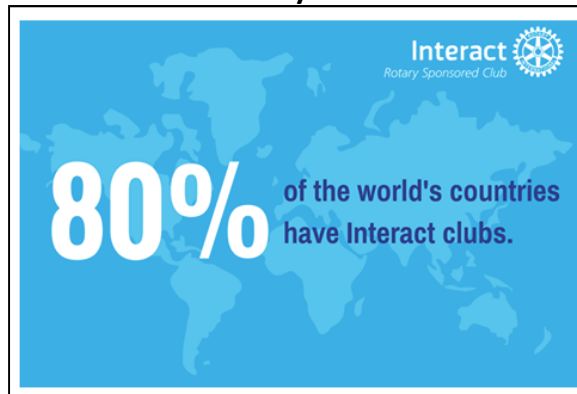
Thurs, 1:30PM -

**Brenda Merschdorf,**

**Steve Affeldt & Cathy Manthei**

**FUN FACTS ABOUT THE ROTARY CLUB OF WEST ALLIS**

**The focus for May is Youth Service**



**May Birthdays**

Chris Botsch (5/04) ♦ Al Pinckney (5/04) ♦ Kate Halfwassen (5/18)  
Jerry Falk (5/23) ♦ Ray Pahle (5/27)

**May Anniversaries**

Jeannette & Chester Bell 5/19/1962 (56 years)  
Judy & Jeff Shabman 5/26/1984 (34 years)  
Jason & Sarah Soloninka 5/27/2012 (6 years)  
Robert & Christina Figueroa 5/31/1986 (32 years)

**May Rotary Anniversaries**

Robert Figueroa 5/26/2017 (2 years)

**THIS WEEK'S PROGRAM**

May 24<sup>th</sup> – Guatemala – Richard Muirhead

**UPCOMING PROGRAMS**

May 31<sup>st</sup> – Public Image – Mary Beth Seiser  
June 7<sup>th</sup> – Off Site / Beyond Vision (across from Saz's restaurant)  
June 14<sup>th</sup> – Water around the World, Pastor Danny Thomas  
June 20<sup>th</sup> – **Changing of the Guard \*\* see below \*\***  
June 21<sup>st</sup> – **No Meeting**  
June 28<sup>th</sup> – Club Assembly

**UPCOMING COMMUNITY EVENTS, NOTES & OTHER**

**Happy Memorial Day Weekend!** – Mon, May 28<sup>th</sup>



**SAVE THE DATE: West Allis A La Carte** – Sunday, June 3<sup>rd</sup>  
Street festival with activities geared towards bringing together every member of the family for fun, games, food, and music

**Changing of the Guard** – Wed, June 20<sup>th</sup>

Will be held at the Pettit Center - more information to follow



**International Convention 2018 Toronto Canada** – June 23<sup>rd</sup> -27<sup>th</sup>

Registration = <http://www.riconvention.org/en/toronto/register>



**SAVE THE DATE: West Allis Independence Day Parade** – Mon, July 2

Our club marches in the parade – come join the fun!

**Next Rotary Board Meeting** – June 13<sup>th</sup> ♦ 5:30PM at the West Allis Fire Department

**Club Meeting Time & Place** ♦ The Columbus Club ♦ 1800 S. 92<sup>nd</sup> Street ♦ West Allis, WI 53214 ♦ Thursdays ♦ 11:45 AM to 1:00 PM

**Wisconsin Child  
Sales Tax  
\$100 Rebate**  
childtaxrebate.wi.gov  
Filing Deadline:  
July 2, 2018

Logo for "Child Tax Rebate" featuring a stylized figure holding a backpack.