



ROTARY NOTARY

Birthdays:

Marc Campbell	4/23
---------------	------

At Rotary Today:

Greeter: Brant Westbrook

Invocation, Flag Salute, and Four-way test:
Brant Westbrook

Special Guests:
Mindy Cook

Rotary Anniversary:
John Vetter, 27 years

Quote of the Week:

How wonderful it is that nobody need wait a single moment before starting to improve the world.

—Anne Frank

AARON WIRTZ: MIXING HIGH ENERGY WITH STRATEGIC THINKING



Aaron Wirtz comes from a performing arts background and studied classical ballet. In the photos on the screen next to him he is seen performing in the Nutcracker and using his jumping skills in one of the Super Car Guys commercials.

For four years Aaron Wirtz appeared almost daily on local television as the “Super Car Guy,” a zany, high-stepping character who hawked used cars. Although viewers took notice and bought cars (Super Car Guys grew from one to three locations while Wirtz was their spokesman), they also responded with hateful comments on social media.

In real life Wirtz is much more introspective than the funny pitchman he created. He’s a thoughtful, engaging speaker who has a lot to share about marketing, social media, and the difference it all makes in the end. Wirtz has moved on from being the Super Car Guy to

heading up his own marketing and video production firm, CurveBreak. His firm produced a video for the Facebook page 60 Second Docs called “If it weren’t for bugs the world would be a disaster.” The video tells the story of a girl who raises cockroaches as pets.

The prevalence of social media such as Facebook, Twitter, and Instagram, has resulted in what Wirtz calls “an age of voices coming to us from everywhere.” And we hear conflicting messages from those voices. We have to sort out what’s real and what matters from what Wirtz calls a “digital circus.”

In the barrage of messages that bombard us daily, what

messages matter? Wirtz suggests that it’s the messages from the heart that count. He talked about his grandmother, who wrote letters daily and put together newspaper clippings with her own commentary, creating her own version of a web page. The connection she had with people was much deeper and richer than “friending” them. Wirtz referred to this as ‘building people with paper.’

He concluded by saying that success is this: at the age of 94 all the possessions in the world don’t matter. What matters is the relationships you’ve formed. “There’s someone in front of us who could use some encouragement,” he said. Take a break from social media, reach out, and really touch someone today.

MORE AT ROTARY TODAY

Upcoming Events:

April 25—Next mixer at Dempsey’s Burger Pub, 550 N. Rock Road. Check out this new addition to the local restaurant scene and meet up with your Rotary friends! The fun begins at 5:15!

April 28—Spring map painting date has been changed! The weather should be nicer in a week for the map painting at Gammon Elementary, 3240 N. Rushwood. This semi-annual event is a great way to get to know your fellow Rotarians by working together on a project that takes about 4 hours from start to finish. We need more volunteers—please sign up for this “Service Above Self” opportunity!

May 5—Kentucky Derby Party at the Lux! Pony races, auction items (including some fabulous vacation spots), a bourbon pull, mint juleps, big hats, and seer-sucker suits are all part of the fun. CASH BAR only. Tickets are \$50 a person. Proceeds will benefit three local charities: CASA, the Down Syndrome Society, and KETCH.



The banner on the right was Wirtz’ clever response when a local labor union protested the local Subaru dealership hiring a non-union firm do drywall work on a remodeling job. A self-proclaimed grammar nerd, Wirtz immediately noticed the lack of punctuation on the protesters’ sign, leading him to create a pro-Subaru response. The photo went viral, resulting in appearances on Fox News and in Ad Week.

Pictured with her sponsor, Terry Wiggers, Deb Brinegar is the newest member of East Wichita Rotary. After retiring from Learjet in 2016 Deb started her own business, ICT Kayak Adventures. She is also a volunteer for Wichita Festivals, Inc. and she delivers blood for the American Red Cross. Welcome to EWR, Deb!



Phil May and Ric Wolford are both beloved members of EWR and avid Wichita State Shocker fans. But we think the real reason for this photo was so our long-time server at the Wichita Country Club, Nancy, could photobomb it!

Next Week:

Wayne Bryan, Director, Music Theater of Wichita.