



# ROTARY NOTARY

## Birthdays:

<i>Brant Westbrook</i>	8/7
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## At Rotary Today:

**Greeter:** Denise Hearson

**Invocation, Flag Salute, and Four-way test:**  
Ric Wolford

**Member News:** Britt Fulmer

## Special Guests:

Barb Cole  
Wendi Cole  
Mindy Cook  
Valerie Lumry  
Scott Pierce  
Sierra Scott  
Elisa Seaman  
Judge Kevin Smith  
Mike Smith

## Rotary Anniversaries:

Bobbi Hansen—27 years  
Susan Addington—13 years

## Wedding Anniversary:

Matt and Julia List — 28 years

## Party with Phil:

Phil May and his wife Maureen are hosting a party in October to raise funds that will help wipe cancer off the face of earth. Stay tuned for more info next week!

## Quote of the Week:

Life is 10% what happens to me and 90% how I react to it.

—Charles Swindoll

## WHAT HOLLYWOOD AND HOLLYWOULDN'T: BY RON ROECKER



Although Ron Roecker has worn a variety of hats in his entertainment career—public relations executive, event planner, branding mastermind—he’s also a Wichita native who hasn’t lost his Midwestern sensibilities and values.

**T**oday’s presentation had it all—inside stories about how things happen in the entertainment capital of the U.S., wisdom from Mom, and important life lessons the speaker has learned.

Ron Roecker was attending a meeting where Mattel was pitching an opportunity to market and sell a collectible Cher doll. “Whoever has an idea as big as Cher gets the business,” was the directive.

Roecker’s idea forced him out of his chair. “Let’s have the Cher doll on the show ‘Will and Grace’ because Jack LOVES Cher!”

The toy company executives loved the idea and Roecker’s group got the go-ahead to do the project. The next problem: how to make contact with the show’s producers.

After getting through to Tim

Kaiser, producer of ‘Will and Grace,’ a script was written featuring the doll as an integral part of Jack’s life throughout the show. But the Mattel people weren’t really “feeling it,” and insisted that Cher herself had to be part of the episode.

Cher agreed, and the executives at NBC liked the episode so much they decided to air it during the November sweeps, two months ahead of schedule. Unfortunately, this was also two months before the doll would be available for purchase in retail outlets.

The solution? Let fans order the Cher commemorative doll for delivery to their homes. Information on the screen at the end of the episode told them how to order the doll, which sold out.

Closer to home, Roecker’s

own mother has been a great source of inspiration for her own brand of persistence. When Ron invited her to attend the Grammys as his guest, she took a lesson from him in getting media to write an article about the Grammys. She drove to the offices of the Wichita Eagle and told the editor in person that she was going to see the Grammys.

She’d even written her own headline for the story—“Grammie Goes to the Grammys.” Although the article did appear in the Eagle, the editor used a different headline. She was disappointed. But she wouldn’t take failure for an answer. And when she later shared photos of the event for the Eagle’s society page, they wrote about it again. This time, they used her headline.

Ron Roecker reminded us to be resourceful and creative. Go through life with courage. And never be afraid to write your own headline.

**In Case You Missed It:**

Below are nine of Ron Roecker's 18 insights to being a better "per-fessional," in other words, a better person AND professional.

1. *Weird is weird.* Go with your gut. If it feels weird, it is.
2. *Listening versus hearing.* You hear a sound, but you should actively engage with the person who is talking to you. That's listening.
3. *Empathy snowballs.* A commitment to step in another person's shoes grows and grows.
4. *Tattoo Your Face(book).* If you're considering posting something questionable on social media, ask yourself this: would you be willing to tattoo it on your face where everyone can see it?
5. *Proof from the Bottom.* Review your emails, letters, articles from the bottom up. You'll be much more likely to catch mistakes.
6. *Forgive without receiving an apology.* It's healing.
7. *Be a global citizen.* Become familiar with issues that affect everyone.
8. *Decision-making isn't intellectual—it's emotional.*
9. *Own it...own it all!* Own both your mistakes **and** your triumphs.

Next week: the remaining nine.

**Next Week:**

Don't miss Air Force veteran, pilot, corporate leader, speaker and coach Cathy McClain, who is president of Dauntless Leadership. She'll kick off our Rotary Leadership series with a presentation called "Hands, Head, Heart--Being a Courageous Leader."

## WELCOME CHAD CLARK



Say hello to our newest member, Chad Clark, (L), who was introduced today by Membership Co-Chair Bob Morris.

Even though he's new to our club, Chad knows all about Rotary because he's been a member for the last 14 years in McPherson.

A new position with the Wichita State University Foundation as the Director of Development for Planned Giving has brought Chad back to Wichita, where he grew up and graduated from Kapaun Mt. Carmel High School and WSU. Chad and his wife Debbie are the proud parents of five children who range in age from 28 to 38 years old. They also have three grandchildren. Please give Chad a warm EWR welcome when you see him!

## MEET OUR SCHOLARSHIP RECIPIENTS

L to R: Burke Jones, EWR President; Grace Linn; Ashlyn Seaman; and Susan Addington, President, EWR Foundation.



One of the best investments you can make is an investment in our community's future. You may not be around to see the investment fully mature, but perhaps your children will. Or perhaps your grandchildren.

That's why an investment in the Rotary Foundation of East Wichita pays such great returns. Your donation helps Sedgwick County students attend the college of their choice right here in Kansas. And what amazing students they are!

Today we met a new scholarship recipient, Ashlyn Seaman, and a returning college student, Grace Linn. Ashlyn is a freshman at Butler Community College who has already earned Certified Nurse Assistant certification and plans to earn a bachelor's degree in nursing at WSU.

Grace is a sophomore at K-State who is majoring in advertising and minoring in graphic design. She plans to work at an advertising agency after graduating. She's also done some volunteer work with Girl Scouts. Congratulations to both of our stellar scholarship students!