



# ROTARY NOTARY

**Member Birthdays:**

<i>Scott Hampel</i>	<b>8/24</b>
<i>Bobbi Hansen</i>	<b>8/27</b>
<i>Eileen Kludt</i>	<b>8/29</b>

**At Rotary Today:**

**Greeter:** Angela Binyon

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

Jim Crawford

**Rotary Anniversaries:**

Joe Goetz—10 years

**Wedding Anniversaries:**

Greg and Debby Ek—43 years

Fred and Joyce Heismeyer—41 years

Dane and Kristin Estok—12 years

**Quote of the Week:**

Enjoy the little things, for one day you may look back and realize they were the big things.

— Robert Brault

## JAKE WAYMAN: BUSINESS LESSONS LEARNED DURING THE PANDEMIC

Jake Wayman and his wife own both Orangetheory Fitness Centers in Wichita. Orangetheory is a boutique club that, according to Jake, offers the best heart-rate produced workout in the U.S. With 1,500 locations, it is the fastest-growing fitness franchise in the world.

**T**oday’s speaker has learned a lot in the nearly two years since he last spoke to our club. Then, he spoke about entrepreneurship and the e2e business incubator, which has since been rebranded as “NXTUS, Inc.”

Big changes have happened, both in Jake’s life and in our world. Just a few months after his EWR presentation he and his wife purchased both Wichita franchises of Orangetheory Fitness, becoming the hands-on owners the centers lacked.

They made an offer to the owners in October 2019, put together the funding to buy the business and took over in January 2020. Jake said, “We were living the dream—we had growth plans, everything looked great.”

He’ll never forget one week in March 2020 - on Monday he celebrated a ribbon-cutting at the East store, on Wednesday another ribbon-cutting out west, and on Friday, everything shut down for what he thought would be two weeks. It was 70 days.



Memberships were frozen and no revenue came in during that time. But the corporation got behind their franchisees and started Orangetheory at Home for them, along with a Facebook group for members and coaches. A game, “Conquer the Quarantine” was created to help members stay engaged in the club. For a time, Jake had to move equipment out to allow for greater social distancing space.

In June of this year the equipment was moved back in and things slowly returned to “normal,” whatever that means now. The lessons Jake and his team learned were invaluable. The most important lessons were:

**Mindset**—he could have been angry that this happened just after putting everything on the line to purchase the franchises. But Jake realized that his staff, the club members, and his family were looking for him to be a leader. Employees were in their 20s and mem-

bers saw the club as a refuge away from the pandemic.

**Culture**—Quoting Peter Drucker, Jake said, “Culture eats strategy for breakfast every day.” He inherited a corporate culture and slowly had to improve it by giving his staff more leeway with respect to social media and running the business when he’s not there.

**People**—Some business owners view their staff and customers as objects. At Orangetheory they’re viewed as being critical components of the club’s success. Even the front desk staff person is a “Fitness Consultant.”

**Profit**—You can’t run a business without making a profit. Use part of it to reinvest in your team, your members, and the community.

Jake Wayman wants to build the kind of business where saying you worked at Orangetheory tells a prospective boss all they need to know about your character and work ethic. To him, that’s true success, the kind of success that makes waking up and being an entrepreneur worth the sacrifices.

**Announcements:**

Attention new EWR members! An orientation session is planned for YOU on **Thursday, August 26** at the Wichita Marriott from 4:00 to 5:00, just prior to the mixer. If you received an email invitation from Kim, please reply.

**NO MEETING** on Wednesday, September 9 due to the Labor Day holiday.

To thank today's speaker, a \$25 honorarium will be made in his name to the East Wichita Rotary Foundation.

**Last Call!**

Our first Mixer/Social of the year will be on **Thursday, August 26 at the Wichita Marriott** from 5 to whenever the party winds down! This is a great opportunity to introduce a friend to East Wichita Rotary. Bring a prospective member, your spouse, or even your boss! It's a cash bar but light hors d'oeuvres will be served, courtesy of EWR member Angela Binyon and the Wichita Marriott.

Mixers are a longtime tradition with our club but were put on hold during the height of the COVID pandemic. We're glad to kick off a new season of mixing it up after work with our fellow Rotarians.

**Next Week:**

Randy Krug with Rotary District 5680 will talk about the Paul Harris Society.

## MORE AT ROTARY TODAY

**Greg Ek** introduces new member Jason Shaffer, who is the Director of Commercial Real Estate for Crossfirst Bank here in Wichita. Jason and his wife Jennifer celebrated their 20th wedding anniversary last month. Welcome, Jason!



No, Greg is not introducing a new member. He's presenting long-time member **Susan Addington** with her Paul Harris fellow + 1 pin. The Paul Harris Fellow recognition acknowledges individuals who contribute, or who have contributions made in their name, of \$1,000 to [The Rotary Foundation](#). Congratulations, Susan!



## MEET NEW EWR MEMBER ELIZABETH FARHA

Earlier this summer Elizabeth Farha joined East Wichita Rotary, sponsored by Brittany Sweeney. And we're glad they're both part of our club!

Elizabeth is president of Midwest Billboards, a business she co-owns with her husband Sam. She is a Wichita native who loves to help businesses thrive by providing innovative and high-quality billboard advertising. Their business is a one-stop shop for advertisers to access a network spanning 100+ digital and static/vinyl billboards, helping clients reach diverse audiences every day. Her team has more than 50 years of experience in software engineering, out-of-home advertising, and graphic design.

Elizabeth and Sam love working together and raising their four year-old son, George Farha. As family business owners, they are taking risks, problem-solving, and experiencing the joys and sorrows of their victories and defeats. They wouldn't have it any other way! Elizabeth is looking forward to meeting a new group of friends, learning about other businesses and ideas for life in general and how she can give back to our community. Welcome, Elizabeth!

