



ROTARY NOTARY

Member Birthdays:

Chris Whitney	2/22
Deb Brinegar	2/24

At Rotary Today:

Greeter: Tim Link

Invocation, Flag Salute, and Four-way test:
Robin McGonigle

Special Guests:

Mark East
Heidi Hurtig
David Marteney
Megan Schapaugh
Ashby Schwanz

Online Now:

Help spread the word! The 2019—2020 East Wichita Rotary Foundation scholarship application is now available on our website, <https://eastwichitarotary.org>.

Quote of the Week:

If you set goals and go after them with all the determination you can muster, your gifts will take you places that will amaze you.

— Les Brown

HOW MINDY EAST STARTED A SPEAKERS AGENCY

Several of the speakers featured at EWR during the past year are represented by Mindy East, who owns Baron Ridge Speakers Agency. Although many of the speakers she represents reside here in Wichita, several come from all over the U.S.



She says she's not a speaker, but today's presentation proved that Mindy East can do just about anything she sets her mind to.

East is the founder of Baron Ridge Speakers Agency, a business she officially launched after several years of organizing and managing speaking engagements for former MLB player Steve Sax and Wichita's own Mike Smith.

While traveling with Smith to attend a convention of the National Speakers Association, East met Sax on a hotel elevator. East mentioned that she had just watched a television segment on the "Hour of Power" featuring Frank Pastore, former pitcher for the Cincinnati Reds. During the program Pastore shared how an accident ultimately led to his transformation from atheist to Christian. In 1984 a line drive shattered his right elbow, effectively

ending his pitching career. Sax told her, "I'm the player who hit that line drive."

With that as an introduction, East and Sax remained in touch. Sax invited East to serve on his advisory board and she scheduled eight speaking engagements for him during a visit to Wichita in October 2015. She continues to represent him, primarily by booking talks in the Midwest.

Currently East represents 22 speakers. They are men and women who have approached her about representing them. She looks for people who have a message that inspires others; they have found success in the midst of a struggle.

East offered the following Speaker Success Roadmap:

Select a problem to solve.

Prepare your talk.

Establish yourself as an expert.

Acquire paid speaking engagements.

Know when to scale.

Another interesting aspect of East's career is her experience as a children's book author. East has written two books, *The Animals' Weather Guide for Children* and *The Animals' Guide to Weather Around the World and Other Natural Wonders*. Being invited to read her books and attend writers' fairs has given her valuable experience that she passes along to her clients. While it is not essential for a speaker to write a book, East said being an author is part of building your brand.

As is deciding on a name for your business. How did East come up with the name "Baron Ridge"? She was inspired by her two grandsons, Baron and Ridge. A good reminder that career inspiration can come from anywhere—follow it and see where it takes you!

MORE AT ROTARY TODAY

Upcoming Events:

February 27—We'll enjoy our monthly mixer at the Pour House in Old Town. It's located in the Rock Island Depot at Union Station, 711 E. Douglas. We will meet in the upstairs area. Parking is available across the street on Douglas. Join your EWR friends after work for food, fun, and possibly frivolity. The mixer begins at 5:15.

March 1—Let's fill those remaining slots with **EWR Readers!** OSCAR (Our School Cares About Reading) Reading Day is back at Buckner Elementary School! Be a reading hero and schedule a half hour to read aloud to students who will be thrilled to see you. The sign-up sheet is at Kim's table **OR** you can sign up online. Just click on the link in the pre-meeting email sent by Kim on Tuesday.

March 13—**NO MEETING.** Enjoy your Spring Break!

March 28—An evening of laughter and fun with fellow EWR members. Enjoy "The Golden Girls" at Roxy's downtown. Contact **Eileen Kludt** by **Saturday, Feb. 23** if you want to join the group!!

Next Week:

Laurie Labarca, Hospital President for Ascension Via Christi St. Joseph Hospital, will talk about teen suicide prevention.

Tammie Rhea introduced new EWR member Kelly Dandurand. Formerly a secondary school teacher, Kelly is currently a financial advisor with the Steve Boleski Group of Morgan Stanley. She's excited about getting to know each of us and diving right into our service projects. Welcome, Kelly!



Sarah Wine, who is the Development Associate for Annual Giving at Heartspring, shared how each of us can support families who struggle to pay for the costs of therapy and education for their children who have autism. "Puzzle Pals" pieces are one dollar and can be purchased from Sarah.

EMERGING LEADERSHIP SEMINAR

John Exline shared with us a business training opportunity sponsored by the Small Business Administration. The Emerging Leaders Initiative provides **free** entrepreneurship education and training for executives of small, poised-for-growth companies that are potential job creators. This intensive executive entrepreneurship series includes nearly 100 hours of classroom time. It also provides opportunities for small business owners to work with experienced coaches and mentors, attend workshops, and develop connections with their peers, local leaders, and the financial community.

The Emerging Leaders Initiative advanced training series is open to small business owners and executives that have annual revenues of at least \$250,000, have been in business for at least 3 years, and have at least one employee other than self.

The training is specifically designed to stimulate and support the expansion of your business. The curriculum provides strategies to help you access new avenues of capital. It offers practical tools to pursue new paths for business development. It surrounds you with a network of government resources and local business leaders prepared to invest time and energy in your business.

Apply online <http://www.interise.org/sbaemergingleaders>. Classes will begin in April.



U.S. Small Business
Administration