



# ROTARY NOTARY

**Birthdays:**

<i>Drew Rooks</i>	2/9
<i>John Hoffmann</i>	2/11

**At Rotary Today:**

**Greeter:** Nancy Wiebe

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

**Member News:** Britt Fulmer

**Rotary Anniversaries:**

Chris Anderson—8 years  
Eileen Kludt—6 years  
Ely Luna—5 years  
Cody Robinson—2 years  
Sheila Cole—1 year

**Wedding Anniversary:**

Anne and Seth Schneider—2 years

**Quote of the Week:**

Believe in yourself. You are braver than you think, more talented than you know, and capable of more than you imagine.

— Roy T. Bennett

## FROM SELLING RADIO TIME TO SELLING YOU ON YOURSELF

Tim holds the MCC (Master Certified Coach) designation, which is the highest level of credential awarded by the ICF (International Coach Federation) – held by fewer than 500 coaches in North America. As an executive coach he believes that each human being has extraordinary gifts to offer to the world; yet they often don't see them. As a result, most individuals sell themselves short. His greatest joy is when his clients report new levels of professional satisfaction and personal fulfillment.



**H**ow does one become an executive coach? In Tim Link's case, by going through chaos and transformation in the radio industry during the 1990s, not only surviving, but thriving.

Working in radio was fun, Link recalls. DJs played records, staff attended concerts and wine and dined with the superstars of the industry. But there was a dark side to the business as well. When Bob Dole was running for president a nighttime DJ played a song called "Vote With a Bullet." Secret Service agents took the DJ away, leaving their card on Tim's desk.

Deregulation of the radio industry led to fewer, and larger, ownership groups locally. There was great pressure to create synergy—to innovate, adapt, and learn on the fly. Link hired a director

of sales to help the salespeople work together and play nice. Because this position was new to the industry he hired a coach to work with her. He was so intrigued he hired the coach—covertly—to work with him.

Over time the group of stations he oversaw converted ratings to revenue at double the national average. Clearly, coaching was helping people live up to their full potential.

So what does an executive coach do? An old definition of a coach is this: a transportation device that gets people from one destination to another. That's what he does—help a person or a team get to their destination farther and faster.

Tim shared some valuable leadership lessons he's learned:

We all have blind spots. Get

feedback from the people you work with—clients, subordinates, vendors—to eliminate those blind spots.

Be present. Show up, put your phone away, look people in the eye.

Listen deeply. Listen to what's *not* being said.

What will pull an organization down is when the key people at the top feel they know everything and have little patience for learning, asking questions, or curiosity.

Create a climate of psychological safety, where it is okay for people to be who they are and express their opinions.

Understand, appreciate, and intentionally shape the culture, which is what governs what happens when you're not there.

Last, the #1 tip for being a successful leader—hire a coach!

**Upcoming Events:**

**March 1**—OSCAR (Our School Cares About Reading) Reading Day is back at Buckner Elementary School! 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.

**More at Rotary Today:**

Our own **Fred Heismeyer** will be nominated to serve as the District Governor in 2021-2022. Fred is an enthusiastic, hard-working member of our club who also serves as the trainer for the district. Congratulations, Fred! We are so proud of you!

**Susan Addington** told us about a fundraising event for MarkArts. **Rodeo Drive ICT Style** takes place next Tuesday, February 12 at MarkArts. It features luxury clothing, accessories and art not available anywhere else in Wichita. For tickets go to [MarkArtsKS.com/RodeoDrive](http://MarkArtsKS.com/RodeoDrive)

**Next Week:**

A Club Assembly! Are we reaching our targeted goals? What exactly are our targeted goals? And what’s for lunch? Find out by coming to EWR next Tuesday!!

# EVEN MORE AT ROTARY TODAY

Britt Fulmer came to today’s meeting “sans ‘stache.” He’s worn a mustache for more than 40 years, but no more! Don’t worry, Britt. You’re still as dashing as ever.



Donna Kennedy became a grandma for the first time last month when little Corbin Alan Simon entered the world on January 25! We’re so happy for you, Donna! Thank you for sharing this adorable photo with us.

Three members of EWR have made presentations on leadership. L to R: Today’s speaker, Tim Link; Fred Heismeyer; and Cathy McClain. We appreciate your insights and willingness to present them to us.

