



ROTARY NOTARY

BRITT FULMER: A PASSION FOR FASHION

Birthdays:

Anne Schneider	11/14
Britt Fulmer	11/22
John Alefs	11/26
Ric Wolford	11/28

At Rotary Today:

Greeter: Jaden Randle

Invocation, Flag Salute, and Four-way test:

Anne Schneider

Special Guest:

David Mitchell, EWR President 2007-2008

Rotary Anniversaries:

Terry Wiggers—5 years
Jonathan McConnell—4 years

Wedding Anniversaries:

Richard and Becky Samaniego—5 years



Parker Mitchell (L) is the new owner of Gentry Ltd., a men's fashion store located in the Waterfront. Britt Fulmer (R) began working there in 1976, bought it with partner Dan Goldschmidt in 1979, and owned it outright in 1993. Britt has come a long way, fashion-wise, since purchasing a Nehru jacket for his eighth grade dance!

Britt Fulmer didn't want to be one of those men's clothing store owners he's seen at market who didn't have a successor and whose last sale is their "Going Out of Business" sale. He's built a reputation for selling attractive, affordable men's fashions with service second to none. So why not sell his business to someone who appreciates clothing but can also put his own stamp on the place?

That's where Parker Mitchell comes in. Some of us may remember when Parker accompanied his dad, David Mitchell, to an EWR meeting or two as a guest. Last summer Parker purchased Gentry Ltd. from Britt, who still works at the store but now has more time to travel west with his wife to see their grandchildren.

Parker and Britt worked with members of EWR to create a program featuring men's

holiday fashions. The show featured classic pieces that can be worn as business attire by day and to a party at night with minimal changes.

As an added bonus, Britt shared a bit of his personal history in fashion along with some dos and don'ts.

He got started in the business, he said, because he loves clothes! An early purchase was a Nehru jacket complete with a peace sign necklace, purchased for the eighth grade dance in Topeka. In a minute the Nehru jacket became out of style and Britt never wore it again. Lesson learned: don't chase after fads!

While in college he worked at a men's clothing store, Mister Guy, and was offered a position at Gentry Ltd. here in Wichita. With a degree in advertising Britt used his education to write all the ads for radio, television, and print. Today, he

says, only about 15% of what he learned applies.

That's why he's so glad to see someone with the same passion for clothing take over the store, which moved to the Waterfront in 2005. "Anyone can sit in their underwear and order clothes online," he said. "We're a specialty store. We provide added value and make the shopping experience special."

How? With free gift wrapping, free alterations, and someone who can help the less seasoned shopper put together some stunning outfits. They'll help you select pieces that you'll wear over and over again, as opposed to buying an item on sale that gathers dust in your closet.

Because, as Britt says, clothing is all about making an impression. It is the lens through which people see you. So make your best impression by dressing well. Britt Fulmer and Parker Mitchell will show you how.

Quote of the Week:

When you rise in the morning, give thanks for the light, for your life, for your strength. Give thanks for your food and for the joy of living. If you see no reason to give thanks, the fault lies in yourself.

—*Tecumseh*

EWR MEN SHOW THEIR STYLISH SIDE

Upcoming Events:

November 20—Following the EWR Turkey Dinner Delivery event we'll meet around 5:15 at Dempsey's Burger Pub at Central and Rock, formerly known as Ernie Biggs Piano Bar. Join your EWR friends for a little pre-Thanksgiving libations and non-turkey appetizers!

December 19—Mark your calendars for the annual EWR Christmas party. This year we'll meet for a luncheon at the Wichita Country Club! Bring a guest or a spouse—this year, EWR buys your tickets! More details to follow!



EWR members and guests model winter styles from Gentry Ltd. that can be dressed up or more casual to suit any occasion. L to R: Parker Mitchell, Scott Jensen, Charlie King, Joe Goetz, Michael Moeder, Jaren Johnson, and David Mitchell.

Thank You!

Once again, EWR members came through by generously making contributions to purchase 93 Thanksgiving dinners for some local families in need. Thank you for helping make this holiday more special for some people who appreciate your kindness.



Left: Joe Goetz looks comfy but well-dressed in a goat suede jacket. Gentry Ltd. also has shearling coats available in a variety of lengths and sizes. **Above:** Four handsome models pose in the lobby of the Wichita Country Club. David Mitchell, L, purchased a custom-made suit for himself at Gentry Ltd. Jaren Johnson is wearing a polar fleece so comfortable he said it "feels like pajamas." Parker Mitchell is wearing a "slim fit suit" popular with men who have lean builds, and Scott Jensen is modeling an Italian wool vest that is lightweight but warm.

Next Week:

No EWR due to Thanksgiving Holiday. Enjoy your blessings!