



Rotary Notary

Week of October 9th

At Rotary Today:

Greeter: Jaren Johnson

Invocation, Flag Salute & 4-Way Test:

Fred Heismeyer

Special Guests:

Ben Hook

(Fred Thurlow)

Tom Church- Sunrise
Rotary

(Fred Heismeyer)

Wedding Anniversaries:

Phil & Maureen May

10/16 - **3 years**

Rotary Anniversaries

Tammie Rhea - 10/16

4 years

Quote of the Year:

"Let's accomplish great things together."

-Anne Schneider

Permission To Love Wichita

This week's speaker was Art Advocate, Community Activist, and Entrepreneur **Janelle King**. Janelle runs The Workroom, downtown, but her impact on the city stretched beyond just her Interior Design shop on 1st Street and Cleveland.

Janelle grew up in Wichita and returned (as so many do) by way of Kansas State University, and then Kansas City. After earning her BA in Marketing, and experiencing the poor economy, she returned to Wichita in 2006. Upon her arrival, Janelle quickly realized that the people of Wichita tended to be a little hard on the city. Complaints (as they tend to do) often overshadowed all the good the city had to offer. It was with that mindset that she set out to give the people of Wichita "permission to love the city".

Having started a new business and struggling to afford the furnishing inventory necessary as an interior design outfit, Janelle leveraged her passion for art to 'kill 2 birds' so to speak. She began striking deals with local artists to showcase their art on consignment in her shop. This helped attract business, as well as provide a resource for local artists to gain recognition. The model was a solid one, but it wasn't until she discovered the Wichita flag, did traffic really spike.

ABODE, one of her business neighbors, was flying a, rather unknown, Wichita flag and Janelle thought it might be interesting to sell patches of the flag along with it's backstory. If you've lived in Wichita for longer than an hour, you know the viral nature of what ensued. Today there is hardly a flag pole or a front stoop without a Wichita flag and, while on the surface it may just be a flag, the impact on a city's perception has been significant.

I can say, from my own personal experience, that the Wichita flag did have an impact on me, although I didn't realize it at the time. In my mind, the sight of so many Wichita flags changed Wichita from a town people "had to go" to a place people were proud to live. This type of subtle change in perception can mean a world of difference to the young professional deciding where to call home.





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In terms of impact, Janelle has had more than most, but she's not done there. Today, Janelle continues to share her love for art with the city in new and exciting ways. She hosts the **2nd Saturday** artist shows every month that showcases local art amid an atmosphere of live music, drinks, and food trucks. She runs a **Retail**

Incubator where fellow small businesses are invited to share their experiences with others in the city. She participates in **Avenue Art Days**, started **Blackout ICT**, and continues to serve the **Douglas Design District**.

And if all that weren't enough (it is), she has recently purchased a remodeled the building next to hers and will be opening a snack shop next month; expanding her passion for art to the food and drink space. The shop will offer the things she cares most about; breakfast, tacos, coffee, beer, and (of course) art.

Check out their website, [The Workroom](http://www.theworkroomict.com/), to get your 'flagswag' and learn more about upcoming local events in the Wichita art community!

<http://www.theworkroomict.com/>



Red Cross Open House:

The Red Cross is holding an Open House on October 24th at their 707 N. Main St. location. It runs from 5:30-7:00pm. Contact Deb Brinegar for more information

AmazonSmile:

Don't forget to use AmazonSmile when shopping online to help benefit the foundation. We raised \$19.32 last quarter. Every little bit helps!



Business Brief- Justin Baxter

Justin Baxter delivered this week's Business Brief.

Justin works for Baxter and Associates which he's been "associated" with from a very young age. He began those days filing papers, emptying trash, and learning how to get yelled at (a valuable skill). Justin spent some time in California before returning to the Wichita office which was built in 2005.



Baxter and Associates manages over \$200 million and serves hundreds of Wichita families. They utilize their "hands on" approach to offer more than just financial planning and wealth management. One of the issues many small business owners face is paying themselves first. Baxter and Associates helps them be able to do that.

Naturally, when it comes to wealth management, health care plays a big part of that. Whether it's Long-Term Care Insurance or Medicare benefits, Justin and his team of experienced professionals strive to get you the best arrangement. He shared a story of one prospect who was spending \$400 for a prescription that their client was spending \$40 for.

When it comes to financial planning, 'experience' is a crucial quality to have; and Baxter and Associates have it.

Medicare Open Enrollment is upon us (October 15th- December 7th). If you, or anyone you know, need help navigating the process, don't hesitate to reach out to Justin and their team!

Email: justin@money-planning.com

Phone: 316-652-0101

Turkey Donations:

Donations for Turkey donations are now being collected. Last year's cost was \$60 per meal and we fed 93 families. This year, let's shoot for 100!

Rotary Mixer:

Our next mixer will be at the Wichita Marriott on October 23rd at 5:15 pm and will include a specialty drink for the evening!

Next Week:

Fireside at Heartspring



Map Painting

Pictures from the Map Painting Project at Gordon Parks Elementary



Left: Past President, Scott Holder doing what he does best; give orders.

Right: Scott doing what he's 2nd best at; 'Oversight'



Left: Scott finally gets his hands dirty

Right: Brian Blackerby touches up Alaska



Our next service project will be serving at The Lord's Diner on Tuesday, November 6th. Get signed up with Kim!