



# ROTARY NOTARY

**Member Birthdays:**

|                 |      |
|-----------------|------|
| Denise Hearson  | 9/19 |
| Steve Houlik    | 9/23 |
| Joyce Heismeyer | 9/29 |

**At Rotary Today:**

**Greeter:** Anthony Ndungu

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

Scott Jensen

**Special Visitors:**

Kenneth Anderson  
John Diel  
Sam Farha  
John Handley  
Andrew McKeena

**Rotary Anniversaries:**

Ryan Heikes—5 years  
Tyler Fee—2 years

**Wedding Anniversaries:**

Jordan and Hollie Harter—15 years  
Elizabeth and Sam Farha—7 years

**Quote of the Week:**

Be a light, not a judge. Be a model, not a critic.

— Stephen Covey

## HOW MIDWEST BILLBOARDS LIGHTS UP OUR LIVES



EWR member and President of Midwest Billboards, Elizabeth Farha, explained how a billboard like the one captured in the above photo can drive consumers to make purchasing decisions instantly.

Maybe you attended today’s meeting with little knowledge of the billboard industry. We guarantee you left at least 100 percent smarter.

That’s because our speaker and EWR member, Elizabeth Farha, has, together with her husband Sam Farha, built a family business based on billboard advertising. They know the ins and outs of location, integrating with social media, and creating artwork. That’s just for starters.

Once upon a time creating a billboard involved a time-consuming process of designing and printing huge vinyl panels that had to be affixed to an actual board. With the introduction of digital billboards in 2005 the process of design and production became more streamlined, making billboard advertising more affordable for clients.

In today’s out of home advertising world, a single

billboard can host multiple clients, rotating images every seven or eight seconds. Also, changes can be made remotely, promoting sales, addressing immediate community needs, or pushing a different product every day.

And that’s where Sam Farha’s technological expertise has helped the business grow. Elizabeth said, “If you think it, Sam can make it happen.” He converts the proposed design into artwork using LEDs. Every dot of color that you see on a digital billboard is comprised of a single red, green, and blue LED. It is the brightness of each of those colors that, when varied, can create any color in the spectrum. To create the color black, the LED isn’t lighted at all. To create white, full brightness is given to the red, green, and blue LEDs.

Elizabeth shared the mantra of successful billboard advertising and design. *One image. One logo. Seven*

*words or less.* Once your artwork is ready, pair your billboard with social media. Put your website on the billboard along with a hashtag. As an example, Jason Jabara, CEO of Jabara’s Carpet Outlet, integrates all his media to be cohesive every month, pushing sales to his website.

How do you know if your billboard will reach the desired audience? An organization called Geopath measures and analyzes audience location and how consumers engage with out of home advertising as they move throughout their world. They can provide credible metrics used to compare and compete with other media.

Today, almost anyone can afford billboard advertising. Elizabeth can create a custom schedule for you that costs around \$50/day. She’ll work with you on your budget, duration, and reaching your target audience. Give her a call and learn how a successful billboard can light up your life.

**Announcements:**

Time to talk turkey—donations are being accepted to purchase Thanksgiving dinners for families in need. Last year, the cost for a dinner for 4-6 was \$75. Donations in any and all amounts are being accepted. Bring a check to an upcoming meeting or go to our website, [eastwichitarotary.org](http://eastwichitarotary.org), and click on the link on the left side of the homepage.



Want a fun volunteer opportunity? The Wichita Riverfest is looking for volunteers for Riverfest 2021, which runs from September 30—October 3. If you're available, please contact Kim Hurtig, our Club Executive, and she'll put you in touch with the Riverfest volunteer coordinator.

**World Polio Day:**

Across the Rotary world, October 24 is World Polio Day. **Kelly Dandurand** will chair this event for EWR. In the past our club members have raised funds to support Polio Plus, Rotary International's vaccination program. Your donation to the campaign will count toward your Paul Harris fellow standing.

**Next Week:**

Wichita Eagle food and restaurant writer Denise Neil will discuss her new book "Classic Restaurants in Wichita."

## MORE AT ROTARY TODAY

Fireside at McConnell Air Force Base—Our own **Cathy McClain** has arranged for a tour of the base on October 20. We will get to see the KC-135 and the new refueler, the KC-46. Reservations are REQUIRED, and up to 80 may attend. You may bring **one** guest at a cost of \$12 for lunch. All attendees must provide their name, birthdate, and KS driver's license number for a pre-event security check. Plan for a longer meeting than usual. We will meet at Countryside Christian Church, 1919 S. Rock Road, and depart promptly at 11:30 on Air Force buses to go to the base.

Sign-ups end on October 6. Masks will be required of all attending. This is an exciting opportunity made possible by a fellow EWR member—one of the amazing benefits of being part of Rotary!



## ANOTHER MIXER PICTURE



The mixer at the Wichita Marriott last month was so much fun we wanted to share another photo with you. **Michael Hambley, Larry McNeil, and Shoen Fitzgerald** enjoy the delicious appetizers provided by the Marriott along with adult beverages. **Angela Binyon** and her busy committee are planning the next mixer—stay tuned!

## SAY HELLO TO NEW EWR MEMBER JORDAN HARTER

**Jaden Randle** introduced **Jordan Harter**, a former co-worker at Autocraft Collision Repair. After working for many years in the auto collision repair industry, Jordan recently went to work for Rhoden Roofing as Project Coordinator. Jordan is a proud graduate of Kapaun Mt. Carmel High School. Although his wife, Hollie, attended KMC as well, Jordan tells us that they didn't date in high school. He claims, "I charmed her shortly thereafter."

Outside of work Jordan enjoys spending time with his wife and their three children. He also enjoys playing golf, but warned, "I'm not the ringer on your four-man scramble."

We already like Jordan's sense of humor. Welcome to East Wichita Rotary!

