



ROTARY NOTARY

Birthdays:

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

At Rotary Today:

Greeter: Bobbi Hansen

Invocation, Flag Salute, and Four-way test:
Joyce Heismeyer

Special Guests:

Sheila Cole, the Regent
Greg Ek, Morgan Stanley
Mark Eby, Kansas Humane Society
Taylor Bott, Alloy Architecture
Phil Broz

Rotary Anniversary:

Ely Luna—4 years

Wedding Anniversary:

Anne and Seth Schneider—
one year

Quote of the Week:

Those who don't expect to win, don't win. It's a self-fulfilling prophecy.

—Dr. Lee Pulos

USING LINKEDIN TO GROW YOUR NETWORK AND YOUR BUSINESS

Lindsay Young is the Chief Difference Maker for nuMarketing. She has more than 11 years of experience working in small and medium-sized firms and starting marketing departments from the ground up. Young is passionate about using LinkedIn as a marketing platform and, as you can see, her signature color is this bright shade of pink.



LinkedIn can help you grow your business as well as your own business profile. That's the message delivered by today's speaker, Lindsay Young.

Around the world, 433 million people have a LinkedIn profile. 128 million reside in the United States. 250 million are active, meaning they log on for a minimum of 20–30 minutes each week, with 40% of those logging on daily.

More statistics: 44% of LinkedIn users earn more than \$75,000/year, meaning the decision makers at businesses are frequently also LinkedIn users. Last, 41% of millionaires have a LinkedIn profile.

So what do these statistics mean for you? LinkedIn is a great tool to reach people that you can potentially do business with. By being

active you can strengthen existing professional relationships, connect with alumni, colleagues, and industry partners, acquire industry information, and extend your networking. Using LinkedIn is also a great way to research customers, prospects, and future employers.

Young emphasized that LinkedIn, if used properly, is like a mini web page for your business. It is **not** a personal platform for you to talk about your family or latest vacation. Save those discussions for Facebook. But it is a place where you can talk about the products and services your business offers. By posting good, relevant information about what you and your firm do you can grow your business and increase your professional brand recognition.

One of the keys to success begins with your own pro-

file. **Do** include a professionally taken head shot of yourself. No cropped vacation photos or selfies. Completely fill out your profile. In addition to your job title, include what goals you've reached and how you've helped your firm grow. Your summary position is important too—share what you've done over your career that has made a difference.

Young invited EWR members to participate in a 60-day challenge. Go to nuMarketing-LLC.com and sign up for the 60-day LinkedIn challenge. You'll receive weekly reminders from Lindsay. At the end of the challenge, send her an email to let her know what you've learned. Then use it to increase your visibility, as well as your success.

Upcoming Events:

February 11—The first ever Pickleball Party to benefit the Wichita Children's Home will take place this Sunday from 5:30—9 at the **Wichita Country Club!** Tickets are \$75 and include wine, beer, heavy hors d'oeuvres, and demonstrations of this fun game! Call **Kim Pennington** for tickets, 681-6702.

February 16—18: The 20th Anniversary Women's Fair will take place at **Century II.** EWR member **Ann Buckendahl** has graciously donated tickets for Rotarians and their guests to attend this event. A few free tickets remain—pick them up at the February 14 meeting!

February 22—is our next Rotary Mixer. We'll be at **Cheddar's**, 13th and K-96. Enjoy good friends, food, and fun after work! Bring a spouse, a pal, or a prospective EWR member! The party starts at 5:15 or when you arrive, whichever comes first!

March 2—Have you signed up to read aloud at **Buckner Elementary?** You should! You'll feel warm fuzzies all day long after spending time with the students. Sign up with Kim for a half hour slot between 9:00 and 11:00 a.m.. This is a great way to perform Service Above Self!

You Heard It Here First:

"We've been friends since noon today." —Todd Bailey, while introducing guest Phil Broz.

Next Week:

Join your fellow East Wichita Rotarians for a Club Assembly.

THE KENTUCKY DERBY RETURNS TO WICHITA!



Last year EWR held our first ever Kentucky Derby party at the Lux in downtown Wichita. Partygoers dressed like they were at Churchill Downs, wearing gorgeous hats, seersucker suits, and other apparel suitable for sipping mint juleps while watching the greatest two minutes in sports.

It was a grand time and the great news is that the party returns this year with the photo booth, mini-Derby horse races, and silent auction packages, plus a new addition—a bourbon pull. (Hint: it's like a wine pull but with bourbon as the reward, not wine.) Kim Goodnight has donated the first bottle to the cause.

Last year's event raised more than \$10,000 that EWR distributed to three area not-for-profit organizations. Our plans are to do this again. Please mark your calendars for **Saturday, May 5** and think about how we can work together to make this party rock! If you'd like to volunteer to help, please let Kim Hurtig know.

MARCH MADNESS...AND MORE

We're having a March Madness Raffle to benefit the EWR Foundation! Our own Richard Samaniego has researched it thoroughly and he recommends a raffle with three set prizes: \$100 for the winning bracket and two \$50 prizes from brackets drawn AT RANDOM.

Each raffle ticket is \$25 and your completed bracket serves as the ticket. Once you've made your donation, Kim will provide the link to CBSsports.com, which will track our participants scores and ranking of the brackets.

The raffle is open to anyone who would like to participate (members, spouses, friends of Rotarians) but the link to our group on CBSsports.com will not be provided until a raffle bracket is paid for. If a raffle buyer would prefer to complete a paper copy versus entering their selections directly online, a small team of board members will enter the data into the website group.

We'll start selling tickets at the **February 28** meeting!



'SEND A CARD TO A FRIEND' DAY



Just in time for Valentine's Day! Surprise someone you haven't been in touch with for awhile by sending them a card through the U.S. Mail. Or send a note to your sweetie just because.

Sure, an e-card would be easier, but everyone loves receiving a heartfelt, handwritten note of appreciation among the bills and flyers in their mailbox.

Although we don't know the origins of this National Day, it is always held on February 7. So get out a stack of note cards or Valentines, a roll of stamps, and a pen. You'll brighten someone's day, and that's a good thing!