



# ROTARY NOTARY

**Birthdays:**

Joe Sullivan	1/19
Kim Vining	1/29

**At Rotary Today:**

**Greeter:** Paul Black

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

**Rotary Anniversaries:**  
Richard Strunk—26 years  
Scott Hampel—16 years  
Justin Baxter—3 years  
Kim Pennington—3 years  
Deik Scram—3 years  
Juston White—3 years

**Special Guest:**  
Sheila Cole

**High Bidder for WSU Basketball Tickets:**  
Paul Dahlke

**Quote of the Week:**

My motto was to always keep swinging. Whether I was in a slump or feeling badly or having trouble off the field, the only thing to do was keep swinging.

—Hank Aaron

## BILL GARDNER: WHY A GREAT LOGO IS MORE THAN ART



Periodically a business should review its logo as part of its overall communications strategy. Studies in both Great Britain and the United States show that “design-centric” companies have a greater increase in value than companies that aren’t.

Bill Gardner told us a story about relevance, using his own wardrobe choices as an example. While getting ready to go to dinner one evening he reached into the back of his closet for a jacket and found what he thought was a treasure.

Seeing him in the throw-back sportcoat, his daughter tactfully asked if that really was what he was planning to wear. It was an Aha moment for Gardner, who realized that outdated logos are a lot like his old jacket. Without saying a word, they communicate being out-of-touch, stodgy, and irrelevant.

Being stuck in the past is not a brand we want, either for ourselves or our businesses. Gardner showed us examples of how companies have recently refreshed their

logos with changes in type-face, color, or design. For example, the U.S. Navy went from a “type-only” logo to one including a visual of an eagle. Little Caesar’s, on the other hand, made a slight change in the appearance of the Caesar character and changed the color of the words “Little Caesar’s” from orange to black.

Gardner also presented an example of a firm that required not only a new logo, but a name change as part of its branding strategy. “A Box 4 U” was the name of a company that constructed blast-resistant modular buildings. The logo looked like a rudimentary drawing of a child’s block. Neither the name nor the logo effectively communicated what the firm did.

As part of an overall re-branding strategy, Gardner

Design created a new logo that resembles an overhead view of an open box, incorporating Redguard’s signature red.

Then Gardner took us through the work of behavioral psychologist Jennifer Aaker on the different dimensions of brand personality. Logos from Pillsbury, Hallmark, Disney, and Coca Cola represent sincerity. Urban Outfitters, North Face, and Airbnb show excitement, while Kitchen Aid, Fed Ex, and GE represent competence. Cartier represents sophistication, while the logos of Levi’s and Dodge represented ruggedness.

Today’s presentation was a fascinating look at the importance of design as part of an overall corporate branding strategy. And a reminder to get rid of old sports coats in the back of the closet. Your personal brand will thank you.

**Upcoming Events:**

**Tuesday, January 23**—Rev up the new year by attending a mixer at Hurricane Sports Grill, located at the SE corner of 13th and Tyler in WEST Wichita! Bring a spouse, bring a friend, bring a prospective EWR member! Let's show support for our fellow EWR member, Don Schierer, who is an investor/part owner. The fun begins at 5:15!

**2017–2018 EWR Board**

- President:** Scott Holder
- President-Elect:** Burke Jones
- Secretary:** Donna Kennedy
- Treasurer:** Steve Peterson
- Past President:** Fred Heismeyer
- Public Relations:** Dave Clothier
- Membership:** Todd Bailey
- Membership:** Tammie Rhea
- EWR Foundation:** Kevin Rathert
- Social Media and Events:** Drew Rooks
- Administration:** Richard Samaniego
- Service:** Denise Hearson

**Next Week:**

David Gear of Guadalupe Clinic will be our speaker. See you back at the Wichita Country Club!

# MORE AT ROTARY TODAY



Callie Hobkirk is an EWR Foundation scholarship recipient who graduated from Washburn University last month. She drove from Topeka to Wichita just to thank our club members for supporting her with scholarship funds. Callie begins her new job at Stormont Vail Health in Topeka next Monday!

We love the great food at the Marriott—especially the desserts! EWR members chose from fresh fruit with yogurt sauce, butterscotch pudding cups, or chocolate bread pudding with vanilla sauce. They were so delicious, some of us had two!



John Exline traveled to Pasadena, CA to watch the Sooners play in the Rose Bowl. While he was there, he also watched the annual Tournament of Roses parade and took this photo. Hey, that name and logo look kind of familiar....