

Continued from inside



Greeter Chris Harrison welcomes Dave Steele to Rotary.



The Rotary Club was honored to have in attendance the VFW Honor Guard. From left to right are Leroy Demoran, Fred Snyder, Jim Wolcott and Frank Haynes.

Madison Backpack Club
Wingspan, Inc.
202 Rookwood Ct.
Richmond, KY 40475

Cinderella's Closet
c/o First United Methodist Church
211 Washington Street
Frankfort, KY 40601
502-352-2151

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THE Frankfortarian

THE OFFICIAL BULLETIN OF THE
ROTARY CLUB OF FRANKFORT

P.O. Box 93, Frankfort, KY 40602

The weekly meeting of the Frankfort Rotary Club
airs on Cable 10 at 7pm Monday and 9am Tuesday

OFFICERS AND BOARD OF DIRECTORS: 2009-10

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|--|-----------------------------|--------------|-----------------------------|
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John Kenny, President
ROTARY INTERNATIONAL
Scotland
Chuck Cicchella, Shelbyville, KY
Governor of District 6710

The Rotary Club of Frankfort Meets Every
Wednesday at the Capital Plaza Hotel
From 11:45 a.m. Until 1:00 p.m.

Frankfort Rotary Club website:
<http://www.frankfort-rotary.org>
The URL for the district website is
<http://www.rotarydistrict6710.org>
Rotary International Website is
<http://www.rotary.org/>

NEIGHBORING CLUBS

| | | |
|-----------|---|------------|
| Monday: | Eminence-Henry County Public Library | 12:00 noon |
| | Owenton-Smith House | 12:10 p.m. |
| Tuesday: | Lexington Sunshine-LaFayette Club | 7:00 a.m. |
| | Georgetown-G'town College Ldshp Trn Cnt. | 12:00 noon |
| | Shelbyville-Centenary United Meth. | 12:00 noon |
| | Versailles-At the Hospital | 12:00 noon |
| Thursday: | Lawrenceburg-Anderson Public Library | 12:00 noon |
| | Lexington-Fasig Tipton..... | 12:00 noon |
| | Louisville-Galt House | 12:10 p.m. |

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THE
Frankfortarian

ROTARY CLUB
OF
FRANKFORT, KENTUCKY

DISTRICT 6710 • CLUB NO. 3717 • ORGANIZED DECEMBER 1922

Service Above Self

VOL. NO. XXXIV

ISSUE NO. 43

October 28, 2009

Next Week's Speaker...

Our District Governor **Chuck Cicchella** will be the guest speaker at the week meeting.

Opening Exercise..... William Elam
Greeter Larry Arnett

Make-ups for Oct. 21

Brian Booth John Sower
William Elam Dave Weller

Attendance Percentage: 68%

Make-ups Needed for Oct. 28

John Avent Sallie Lanham
Michael Ball William Legg
Brian Booth Phyllis Liebman
Joshua Brand Larry Luebbers
Olivia Brittan Ann Maenza
RB Brown Jason Middleton
Ron Bryant John Norfleet
Bob Bullock Randy Roberts
Sara Callaway Tim Rose
David Cobb Bob Rush
Ted Collins John Shasky
Randal Cornett James Shepherd

Boyce Crocker Terry Shockley
Gary Crumbaugh John Sower
Bryan Dill Kyle Thompson
Colmon Elridge Steve Tobin
Douglas Howard Tyler West
Marcie Jeffreys

This Week's Speaker...

The speaker for the day was Janet Holloway who spoke about women as consumers. She stated that before she talks about what women want, it is important to talk about what they do not want. Women do not want corporations to think they can appeal to them through the color pink, having women in the ads, and by simply offering discounts and give-a-ways. Dell computers tried this by manufacturing a pink computer and having a Della web site. Porsche and Jeep tried this by also appealing just to women. These ventures did not work. For example, women want practical things for their vehicle by having a strapped-in baby seat and mirrors that make sure their vision is not blocked. Women want safety and ease of use and gender bending and stereotypes do not work. Men and women shop differently with women being gatherers and men being hunters. Women buy things based on their relationship with the seller. While price and quality of the goods count, women like explanations on how things work. For example, they like to be told how to use practical items like power tools and how to do home repairs. They like to get their questions answered and it is important for merchants to know their customers. Women are defined by their occupations, their interests, and the problems they need to solve. They want respect, service, and better choices that save them time.

Women make 85% of all purchases today. There are 55 million women in the workforce and while they buy kid gear and cosmetics, they also buy gender neutral items such as auto services, technology, communications systems, and office supplies. She gave a personal exam-

ple of car salesmen who do not know how to sell to women or the proper questions to ask. Women make-up 60% of the nations's wealth. In terms of business, women generate \$3 trillion in economic impact and provide 23 million jobs. They own firms and are a major contributor and player in the overall economy. In terms of the world economy, they generate \$13 trillion; or more than the GDP of India and China combined. Today they get 4 of 10 law and medicine degrees and one-half of accounting degrees. Businesses need to make their waiting rooms more women friendly. Unfortunately, in Kentucky, women have lost health coverage, their incomes have declined and more are falling into poverty. In Kentucky, they own little money, suffer from a lack of confidence, they need mentors and role models, they need more education and suffer from sexism and discrimination. Women need to learn, lead and achieve. Her company seeks to promote women's issues and provides scholarships to further the career goals of women. One example is the Martha Layne Collins Leadership Award. She encourages women to get on Boards of Directors and get more involved in all areas of public life.

VFW Make-ups Meeting

November VFW makeup is November 2 at the VFW Hall on Second at Capitol Ave.



Speaker for the day Jane Holloway poses with program chair Dave Weller.

**2010 Rotary District
Conference Information**

On May 21-23, 2010 we'll be hosting our District Annual Conference at Santa Claus, Indiana - the home of the Holiday World Amusement Park.

District Governor, Chuck Cicchella is needing your help at this time in order to put in place one of the key elements of our newly formatted agenda - He needs to identify, among those Rotarians who at this time are contemplating attending the conference and are bringing along with them family members, those spouses and children willing to play an active role while at the conference - our needs are as follows:

* 30 each - spouses and/or 12 years or older children willing to serve as Conference Sergeant at Arms

* 18 each - children 5 years of age or older who the parent feels will get up before a crowd and lead us in prayer, pledge to the Flag and the Four Way Test - we will do some rehearsing prior to their involvement.

* 4-6 each - spouses and/or teenagers willing to serve at the conference registration desk

* 35-45 each - spouses and children willing to package up the food canned goods in our "Service Above Self" project to supply a food pantry that serves the poor

* 4 each - spouses and/or children 12 years of age or older that can bring and play a piano keyboard with its own sound system - we would also be interested in other talented youth who could play another musical instrument or sing

* 12 each - spouses and/or children 12 years or older to help with the Sunday Memorial Service

Those interested in serving in any of the above mentioned areas should contact Don Dykman of our Conference Committee at 502-226-1948 or e-mail at dondykman@aol.com.