



Rotary Officers & Directors

International President Glenn E. Estess, Sr.
 District 6920 Governor John Parkins
 District 6920 Governor Elect Dallas C. Simon, Jr.
 Assistant Governor - SSI Area Marie W. Dodd

St. Simons Island Rotary Club

President Leslie Mattingly
 President Elect Kevin Lokey
 Secretary Maria Vogt
 Assistant Secretary Susan Hardwick
 Treasurer Jim Szwest
 Assistant Treasurer Charles Lewis
 Immediate Past President Clyde Taylor
 Past Presidents' Representative Marie W. Dodd
 Sergeant-at-Arms Bud Dorsey
 Assistant Sergeant-at-Arms Mike Harris
 Historians Allen J. Berry
 Julian E. Flexer

Directors

Club Relations & Public Relations Bill Halderson
 Club Service & Membership Jim Bruce
 Community Service Tom Parker
 International Service Dick Wicker
 Programs & Fellowship David Williams
 Vocational Service Ted Wright

The Four-Way Test

of the things we think, say or do

1. Is it the **truth**?
2. Is it **fair** to all concerned?
3. Will it build **goodwill** and better **friendships**?
4. Will it be **beneficial** to all concerned?

On-Line Makeup • www.rotarydistrict6920.net

Rotary Club of St. Simons • Founded in 1950
 Meets Tuesday 1 P.M. - Sea Palms Golf & Tennis Resort
 Rotary Club of St. Simons • P.O. Box 21887 • St. Simons Island, GA 31522
www.rotarydistrict6920.net • www.rotary.org for Rotary International



**Rotary Club
 St. Simons Island
 Georgia, U.S.A**

District 6920

Rotary Spray

January 4, 2005

Today's Program:

Iain Brown

Rotary Exchange Student

Area Rotary Clubs

| Club | Meeting | Day & Time |
|----------------------|--------------------------------------|----------------|
| Brunswick | Twocan's, Brunswick | Thu. 1:00 P.M. |
| Glynn County | Twocan's, Brunswick | Wed. 7:30 A.M. |
| Jekyll Island | Jekyll Island Club Hotel | Wed. 8:00 A.M. |
| St. Simons Island | Sea Palms (Confirm before attending) | Tue. 1:00 P.M. |
| SSI Marshes of Glynn | Epworth | Thu. 7:30 A.M. |

Managing Editor & Publisher

John Buchanan

Chairman - Program Reports

Bill Turbeville

January Program Reporter

Connie Herndon

Data Reports

Susan Hardwick

Maria Vogt

Attendance

December 21 54%

Rotabucks

\$53 Clyde Taylor

Guests—Hosts

- Brad Williams—David Williams

Makeups

- Lee Scheinman—Brunswick
- Clyde Taylor (4) — Camden, Brunswick, Glynn County, Jekyll Island

New Members—Sponsors

- Sal Cenicola—Shan DuCom
- Ralph Goldman—Mike Harris
- Frank Sidella—Pat Storino

Upcoming ProgramsJan. 11—John Parkins, *District**Governor, District 6920*Jan. 18—*State of the County,*

Speaker TBA

Jan. 25—Merry Tipton, *Sea Island**Development Plans***Greeters**

- 1/4 Bob Peery
- Roger Peterson
- 1/11 Dwight Plyler
- Rick Powers

Blue Badge Presentation

- Lee Scheinman

Wellness Report

Nothing reported.

This Week's Birthday

Stan Kyker January 10

**Announcements from the President**

Board Meeting The next Board Meeting is Tuesday, January 4 at 11 a.m.

Mentoring Club members are reminded to consider mentoring a young person during 2005.

Donation for Soldiers Clyde Taylor was successful in raising funds for phone calls for troops in Walter Reed Hospital. \$340, representing 72 phone cards, was raised.

Available Scholarship The Georgia Association of Personnel Services is offering a scholarship for a deserving high school senior. Notify Bill Halderson if you know of a candidate. The deadline is January 15.

Sea Palms Staff The servers were presented \$460, representing their annual gift for 2004.

Last Program (December 21, 2004)**William Rawlings****Difficulties for Would-Be Authors**

William Rawlings, Jr., a published author from Sandersville, Georgia is a physician, businessman and “addicted traveler.” Mr. Rawlings has had two novels published -- *The Lazard Legacy* and *The Rutherford Cipher* – but rather than talk about his own books, he gave the club his view of “success” in the world of commercial fiction writing. Rawlings said success in writing is very simply, “What Sells.” He noted there are three keys about the publishing industry: The industry runs on \$\$\$; lots of different people within the industry have to make their \$\$\$; and sales are related to advertising. To set the stage, Rawlings provided some statistics and trends about fiction publishing:

- In 1980, there were 60,000 new titles published;
- In 1990, there were 100,000 new titles published;
- In 2003, there were 175,000 new titles published;
- In a six-year period, the number of “self-published” titles increased from 5,000 to 80,000;
- The total number of bookstores has decreased;
- Big book retailers (Barnes and Noble, Borders, etc.) have taken the bulk of the business from independent bookstores; and
- Despite increasing population, the number of “readers” has remained the same.

Given the increased number of titles, the contracted market for selling and the trend toward less reading of books, Rawlings said that marketing has become the critical factor for success. He said that people buy books because they are on the best seller lists (not that books get on the best seller lists because people buy them). Advance sales, publisher payments for displays in major bookstores, and other marketing strategies to develop critical mass are keys to success.

Rawlings concluded with his observation that fiction writing is a craft – combining science and art. What makes it successful? It entertains (providing an alternative to something else) and provides a good plot. He said that a fiction book with 5,000 copies sold is “successful.” But, hardbacks are not where the writer’s \$\$\$ are made; paper backs and movie deals provide the real money.