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**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](http://www.rotarydistrict6920.net)  
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Rotary Club of St. Simons • Founded in 1950 – [www.ssirotary.org](http://www.ssirotary.org)  
Meets Tuesday 1 P.M. - Sea Palms Golf & Tennis Resort  
Rotary Club of St. Simons • P.O. Box 21887 • St. Simons Island, GA 31522  
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**Rotary Spray**

**Today's Program: August 9, 2011  
Club Assembly  
Mike Muldowney, President,  
St. Simons Island Rotary Club**

**Program: August 2, 2011  
Don Peppers  
Extreme Trust**

Don Peppers gave a mesmerizing talk about cutting-edge technologies and concepts which are changing the way marketers sell products to consumers. The co-founder of Peppers and Rogers Group, Don Peppers is a resident of Sea Island where he remotely runs his marketing consulting firm which has international offices on six continents. With prestigious clients such as Microsoft, Hewlett Packard, British Airways, Shell, & Merck, the firm takes its own unique approach to using CRM (Customer Relationship Management) to build customer satisfaction. It has replaced the old business model which is more concentrically **product** focused. CRM combines strategies which build and maintain trust in customers, distinguishing each customer as an **individual** with unique requirements, and not merely as a member of a large customer base.

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**Area Rotary Clubs**

Club	Venue	Day & Time
Brunswick	Brunswick Country Club	Thu. 12:45 PM
Glynn County	Brunswick Hospital	Wed. 7:30 AM
Jekyll Island	Jekyll Island Club Hotel	Wed. 7:30 AM
St. Simons Island	Sea Palms (Call before)	Tue. 1:00 PM
SSI Marshes of Glynn	Epworth – Jinks Dining Room	Thu. 7:30 AM

**Guests—Hosts**

John Campbell—Jody Haley  
 William Cansler—Chuck Cansler  
 Donna Davis—Ben Lee  
 Charlie Jarvis—Jim Bruce  
 Stephen Marino—Paul Pieschel  
 Denny Silva—Ben Lee

**Greeters**

8/09— Bob Brown  
 Jim Bruce  
 8/16—John Buchanan  
 Dennis Burgess

**Birthdays 8/9—8/15**

**Linda Butler** 8/9

**2012 RI Convention****Visiting Rotarians**

None Today

**Attendance**

82 members + 6 Guests  
 + Speaker and his 4 guests = 93

**Rotobucks**

**Bill Turbeville** \$47

**Special Drawing**

**Susan Imhoff won the Irvin  
 Williams Book**

## Program: August 9, 2011 Don Peppers, Extreme Trust

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Don cited several examples of how CRM can work to help companies communicate better with customers to retain their loyalty and trust. Coining the expression – TRUSTABILITY, the Peppers & Rogers Group is leading companies to new marketing initiatives which succeed in differentiating them from their competition. He also discussed the changing attitudes of The Y Generation (born after 1984) who communicate almost entirely on Facebook and are comfortable with the ‘transparency factor’ unleashed by Facebook, Twitter and other social media. “Trustworthiness means better business,” he said. “And that is changing the way companies are doing business.” For more information about the Peppers & Rogers Group, visit: [www.peppersandrogersgroup.com](http://www.peppersandrogersgroup.com)

*August 2, 2011*

**Club President Mike Muldowney (left)  
 and Guest Speaker Don Peppers**

**Club News—August 2, 2011**

**Reminder:** Please pay your dues if you have not done so.

**New Member:** Welcome Jim Kieft. Former seven-year CT Rotarian.

**District Seminar:** Dublin, August 13. See President Mike for more details.

**Club Directory:** Available online ([www.ssirotary.org](http://www.ssirotary.org)). The password remains **ssirotary**.

**SSI Rotary Club Brochure:** Available at the desk as you enter or depart.

**Upcoming Programs**

**August 16:** McGladrey Classic. Mark Love and Scott Reid.

**August 23:** Steve Landis. Instant replay official for the SEC Conference.

**August 30:** Gordon Matthews, District 6920 Governor. Special Board meeting prior to club meeting.