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Club	Area Rotary Clubs	Venue	Day & Time
Brunswick	Brunswick Country Club	Brunswick Country Club	Thu. 12:30 PM
Golden Isles—Glynn County	Brunswick Hospital	Brunswick Hospital	Wed. 7:30 AM
Jekyll Island	Jekyll Island Club Hotel	Jekyll Island Club Hotel	Wed. 7:30 AM
St. Simons Island	Sea Palms	Sea Palms	Tue. 1:00 PM

On-Line Makeup • www.rotarydistrict6920.net
Financial Administrator: treasurer@ssirotoary.org

Rotary Club of St. Simons • Founded in 1950 – www.ssirotary.org
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Rotary Club of St. Simons Island

Georgia, USA

Rotary District 6920

Rotary Spray

Today's Program: March 26, 2013

Your Dollars at Work

St. Simons Elementary Teachers
Sarah Dodd, Ann Cranz and Tina Martin

For the last four years, the Rotary Club of St. Simons Island has obtained DSG (District Simplified Grant) money for special projects at St. Simons Elementary School. The first two years, the grants have enabled science teacher Sarah Dodd to purchase furniture and equipment for the Marine Science Lab at the school. This is a program that is unique to this elementary school. Last year Sarah expanded her web and we helped build a working garden at the school. Sarah will share with us today the details of that project and the impact it has on the lives of her students.

This year the school requested a direction change and asked us to help them in funding a Leveled Literacy Intervention "Red Kit." This tool is being used by Anne Cranz and Tina Martin, ESOL/EIP teachers. The "kit" allows students who are behind in reading to make the necessary gains to get up to grade level proficiency.

SSI Elementary is "our" elementary school and we are proud to partner with them on these important projects to improve the education of the children.

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?

Upcoming Programs

April 2: GRSP Student Maria Trabanino.

April 9: (Board Meeting) Presentation by the Bolivian GSE Team.

April 16: Community Image Awards. Intro by Bob Brown.

April 23: Scholarship Programs.

April 30: John Sours: Governor's Office for Consumer Affairs. Intro by James Henderson.

Attendance Data for 03-19-2013

Guests—Hosts

Peggy Golden—Martin Turbidy

Visiting Rotarians

Evie Byrnes—Highlands Rotary Club

Christie Haynes—Dawsonville Rotary Club

Ginny Helm—Chicago Lakeview Rotary

H. Redmon Thayer—Lancaster NH Rotary

Robert Whitney, Jr.—Littleton NH Rotary

Summary

Guests and Visiting 6 Members 90 Total 96

Greeters

3/26 Pat Donahoo

Bud Dorsey

4/2 Virginia Ellis

Page Faulk

Birthdays 3/26—4/2

Lee Scheinman 3/28

Tommy Stroud 3/31



Rotobucks \$50 Stan Kyker

GSE Team from Bolivia, April 8-11..

Club News: March 19, 2013 Meeting

Cart Buckets – 100% to Alzheimer's Research. Raise the bucket, pass it around and give!

Sandy Relief – Our \$3,500 has been matched and sent to Staten Island, NY. We still have the opportunity to give the remaining \$1,500, which will also be matched until March 31, 2013. Only \$705 to go.

District 6920 Conference—Augusta—May 3-5 (Friday-Sunday). If you are planning on attending, please register on the district website and advise President John.

March 26 Club Meeting—Location: Bonfish.

Mike Muldowney expressed his thanks for buying all the books for Akeba Academy..

From Our March 12 Club Meeting *The Baby Step Team*

(L-R) Linda Muir, Page Faulk,
Myra Albert, Nancy Matthews,
Mike Muldowney and Karen Gamble.



March 19 Program

Timothy S. Mescon, Ph.D. *Shift Happens*

If you thought you might take a little power nap after lunch last week, you were mistaken. Dr. Timothy Mescon, President of Columbus State University, was our speaker and his energy and vibrance lit up the room like a rocket. *Georgia Trend Magazine* has named Mescon one of the 100 most influential people in Georgia. No wonder. He's taken Columbus State to new heights in what *U.S. News and World Report* has called one of the top 35 business schools in the nation.

Mescon came to talk about change. Change in the way America thinks, does business and designs products. "Change is the norm today," said Mescon. "The world is a very turbulent environment. Industries are hyper competitive. The days of resting on one's laurels are over. Today, business is compelled to constantly reinvent their products and services or be trampled by competitors on a faster track. The shelf life of a business solution is getting shorter and shorter because... shift happens."

Mescon talked about smart marketers like Apple and Square Inc. Remember MP3 technology? Invented in 1992 by the German company Fraunhofer-Gesellschaft, Steve Jobs took that technology, created the iPod and the way we listen to music has never been the same since. "It's all about *portability*." People want to be able to access information on demand. That's why Apple has been so successful. Jobs really understood the portability concept and invented products that gives people immediate access to information, anywhere. The iPad and the iPhone both fit this requirement to a tee.

"Anyone know what a dongle is?" Mescon asked. It's a relatively new device from Square, Inc. that plugs into a smart phone instantly making it a credit card swiper and a portable store for any entrepreneur wanting immediate access to credit processing. Again, it's all about *portability!*

"And, it's about *strategic agility*. Besides being smart, marketers have to be fast, focused and ferocious!...because *shift happens* and you've got to be agile and ready to make the change again."

Thank you Dr. Mescon for your most energetic and compelling presentation.



(L-R)

Rotarian Jack Dinos,
Speaker Dr. Mescon and
Rotarian Martin Turbidy.

Martin provided the program
introduction.