

Rotary Officers and Directors

International President Sakuji Tanaka
District 6920 Governor Robert Griggers
District 6920 Governor Elect Gary Smith
District 6920 Governor Designee Ted Thompson
Assistant Governor - SSI Area Zach Taylor

Rotary Club of St. Simons Island

President John Matthews
President Elect Stan Humphries
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Assistant Secretary Susan Imhoff
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Immediate Past President Mike Muldowney
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Sergeant-at-Arms Cindi Phillips
Historians Allen J. Berry
and Julian Flexer

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Club/Public Relations Bill Warren
Club Service & Membership Ann Nigro
Community Service Bill Gussman
International Service Bryan Adamson
Programs & Fellowship Jim Henderson
Vocational Service Open

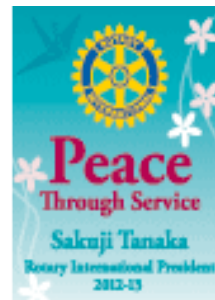
Area Rotary Clubs

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	Tue. 1:00 PM
SSI Marshes of Glynn	Epworth – Jinks Dining Room	Thu. 7:30 AM

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

Rotary Club of St. Simons • Founded in 1950 – www.ssirotary.org
Rotary Club of St. Simons • P.O. Box 21887 • St. Simons Island, GA 31522
www.rotarydistrict6920.net • www.rotary.org for Rotary International

Managing Editor Jennifer Broadus
Rotary Spray Layout John Buchanan
Data Reports Te Turner



Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

First

The development of acquaintance as an opportunity for service;

Second

High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;

Third

The application of the ideal of service in each Rotarian's personal, business, and community life;

Fourth

The advancement of international understanding, goodwill, and peace through a world of business and professional persons united in the ideal of service

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?

Rotary Club of St. Simons Island

Georgia, USA

Rotary District 6920

Rotary Spray

November 13, 2012

**Kelly McCutchen, President and CEO,
The Georgia Public Policy Foundation**

Key Public Policy Issues Facing the State of Georgia

Kelly McCutchen is president and chief executive officer of the Georgia Public Policy Foundation, an independent think tank that proposes practical, market-oriented approaches to public policy to improve the lives of Georgians. He is a graduate of Georgia Tech and was Assistant Vice President in the Trust Department of Trust Company Bank in Atlanta before joining the Foundation in 1993. Martin Turbidy will enlighten us as to Kelly's ongoing activities.

New to our Club's Website

A tribute to our departed Rotarians. Enter www.ssirotary.org, then proceed to the Rotary Club Directory. Thank you, Jim Bruce, for this contribution.

Upcoming Programs

November 20: No meeting. Thanksgiving Week.

November 27: Jan Melcher, Executive Director, Economic Development, Altamaha Technical College.

December 4: Janice Vickers, Alzheimer's of Glynn/Brunswick. *Alzheimer's Disease and other Causes of Dementia*.

December 11: (Board Meeting). Christmas Party, hosted by Ginny Johnson.


December 18: Ray Emerson, Glynn Place Mall.

December 25: No Meeting, Christmas Day observed.

Visiting Rotarians	
Jerry Mann—E Club One	
Guest—Host	
Dottie Bromley—Beverly McBride	
Total Attendance	
Visitors	2
Speaker	1
Members	88
Total	91

Greeters	
11/13	Ervin Williams
	Clint Winne
11/27	Martin Worthy
	Ted Wright

Rotobucks	Dennis Burgess	\$47
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Cart Buckets are on the tables. 100% of donations goes to Alzheimer's research. Please pronounce it correctly: ält's'hī'märz

Birthdays 11/13—11/26	
Vern Martin	11/13
Page Faulk	11/14
Bill Turbeville	11/15
Ann Nermoe	11/16
Monica Jolley	11/19
Charles Lewis	11/21
Linda Muir	11/24
Kevin Lokey	11/24



Club News, November 6, 2012 Meeting

Quarterly Dues statements are out. Please pay now so we may continue to pay our bills.

Christmas Luncheon—Hosted by Ginny Johnson—Tuesday, December 11. See our website for guest payment.

Nominating Committee Report
November 6, 2012

President 2013-2014 Stan Humphries	President Elect 2014-2015 Ben Lee	Treasurer 2013-2014 Denny Silva	Secretary 2013-2014 Te Turner	Sergeant-at-Arms 2014-2015 Boo Rice
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Directors
2013-2014, 2014-2015
John Gibson
Susan Imhoff
Cindi Phillips

Existing Directors Remaining
Bryan Adamson, Jim Henderson, Ann Nigro

Nominations from the membership may be sent to Wally Forsythe during the next week. Nominated candidate must agree to serve before the name is submitted. The membership of the Rotary Club of St. Simons Island will vote on the nomination slate December 4, 2012.

November 6, 2012 Program

Scott McQuade

President and CEO, Golden Isles Convention and Visitors Bureau

When you are a small destination resort community like ours, competing against bigger resort markets in nearby Florida, Savannah and Hilton Head, you've got to take a very targeted approach to the successful marketing of the Golden Isles community at large.

Under the capable and rather recent new leadership of Scott McQuade, (he arrived just two years ago), that is exactly where the Golden Isles Convention & Visitors Bureau (GICVB) is headed. With an annual marketing budget of just \$1.4 million, (Destin, Florida spends \$20 million), the GICVB has to take a lean and mean approach to getting the word out about our great locale.

After leaving the high altitudes of Telluride, Colorado and their CVB operation, the first thing Scott did when taking the job as President of the Golden Isles CVB was to totally rebrand the Golden Isles, top to bottom.

As their Mission now states:

“To promote the Golden Isles - St. Simons Island, Sea Island, Jekyll Island, Little St. Simons Island and the port city of Brunswick - to become a nationally recognized resort destination. To advocate for the best quality visitor experience to protect the economic sustainability of the community.”

To fulfill 'The Mission,' a new logo, new graphics, and savvy new branding messages were required, including a glossy new Golden Isles Visitors Guide and dynamic new website – www.goldenises.com

The GICVB has also partnered heavily with the McGladrey Classic to take advantage of the multi-million dollars in exposure garnered through national broadcasting on golf networks. "We couldn't afford to buy that kind of exposure," McQuade admits. "We're also now being touted as the 'Golf Capital of the U.S.,' since a very flattering article in the *New York Times* reported the proliferation of pro golfers in residence here. It's all good for the Golden Isles," he beamed.

Scott also reported that revenues from our 'bed tax' are up 7% in 2012, a nice increase and points above the national average of just 3%. That's good news for all the local hotels, restaurants and enterprises that rely heavily on the 250,000 tourists that visit our community each year.

"Our primary market is Atlanta," he reports. "However, since Atlanta is so transient, only 13% of Atlantans surveyed even know where the Golden Isles is. What that means is, we still have our work cut out for us on how to tap into that major market even more."

It all sounds good for the Golden Isles, Scott. Thanks for telling us all about it.