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# *The Rotary Reader*

**Presidential Citation Award Winner for 20 years**

## **Board of Directors**

### **President:**

**Charles West**

### **Vice-President:**

**Katie Sharon**

### **Secretary:**

**Ron Grissom**

### **Treasurer:**

**Aaron Webber**

### **Past President:**

**Debbie Bodenshtine**

### **Committee Chairs:**

### **Membership:**

Laura Kirby & Andy Corbin

### **Services Projects:**

Kevin Cagle & J.T. Edwards

### **Rotary Foundation:**

Joe Brewster

### **Public Relations:**

Dusty Ricketts & Jean Woo

### **Club Administration:**

Mack Busbee

### **Sergeant at Arms:**

Gerry Chalker & Roger Peadro

### **Programs:**

Joe Meyer

### **Scholarship, Inc.:**

Matt Turpin

### **Social Committee**

Ross LeBlanc

### **Bulletin**

Spencer Barnes

### **Executive Secretary**

Lorrageia Jackson

## *The Rotary Club of Fort Walton Beach*

*[www.fortwaltonrotary.org](http://www.fortwaltonrotary.org)*

## **Jared Williams [MEDIACRAZED.com](http://MEDIACRAZED.com)**

My name is Jared Williams and I obsess over digital marketing.

I'm a graduate of the University of West Florida with a Bachelor of Science in Business Administration with an emphasis on Marketing and Sales Management. (That was incredible long.) Basically, I studied Marketing in college.

It was there that I embraced the true power of the internet. Outside of my degree, I began to learn web design and development. Surprisingly, I understood code pretty well, and picked up the trade rather quickly.

Immediately after college I was hired to build a few websites. I saw this as an opportunity to leap into the digital marketing world, and started my company a year later.

We have grown from just designing websites, flyers and print products, to creating full campaigns for lead generation through search engines, social platforms and email marketing. Video marketing has become a huge area of growth not only for us, but for our clients and we have invested heavily in that department.

Digital marketing is not really about being online in case your customers go there first, it's about being active online because they are already there!

It's always a challenge and it's what I love about this industry.



Post Office Box 892 Fort Walton Beach, FL 32549



Dear Rotarian

Next year, the Rotary International Convention will be held right in our backyard. From June 10-14, 2017, Rotarians from around the world will converge on Atlanta to meet, share stories, and celebrate the 100th anniversary of the Rotary Foundation. You will not want to miss this!!!

For a very limited time starting this Saturday (May 28, 2016), the early registration fee for the Atlanta Convention will be reduced to \$265 per person, as long as you register and pay by June 6, 2016.

More information will soon be available at the RotaryConvention2017 website and the Rotary.org website. You may also sign up for the Rotary Convention Newsletter for news, updates, and deadline information.

#### PRECONVENTION EVENTS

Youth Exchange Officers Preconvention – 8-10 June: The meeting is designed for Rotarians who work with Youth Exchange. Includes the Presidential Peace Conference.

Youth Exchange Officers Banquet – 9 June: The Youth Exchange Officers Banquet is designed for Youth Exchange Officers Preconvention participants and their guests, but all convention registrants are welcome.

Rotaract Preconvention – 8-10 June: The Rotaract Preconvention is designed for Rotaractors and Rotarians interested in Rotaract. Includes the Presidential Peace Conference.

Presidential Peace Conference – For all Rotarians and Rotary Program alumni.

Preconventions do not include any meals; tickets for the Youth Exchange Officers Banquet must be purchased separately. Please make sure to include the preconvention dates when reserving hotel rooms.

NOTE: It is not necessary to register for the full convention to attend a preconvention. Each event has a separate registration fee.

#### ROTARY-TICKETED EVENTS

Rotary-ticketed events are available to convention registrants only and sold on a first-come, first-served basis, subject to availability. Due to limited quantities, advance purchase is recommended and payment in full is required with the registration fees or they will be cancelled.

President's Recognition Luncheon – 12 June: The President's Recognition Luncheon is designated for current RI officers, district governors, club presidents, RI committee members, and spouses, but open to all convention registrants.

President-elect's Leadership Luncheon – 13 June: The President-elect's Leadership Luncheon is designated for incoming RI officers, district governors, club presidents, RI committee members, and spouses, but open to all convention registrants.

The Rotary Foundation's 100th Birthday Party – 14 June: The Rotary Foundation's 100th Birthday Party is open to all convention registrants.

#### Hotels

District 6940 has reserved hotel rooms near the Convention. We are working with Rotary International on the details, which will be provided to you soon.

YIRS,

French Brown

2017 Convention Chair, District 6940 Assistant District Governor, Area 9

frenchbrown@gmail.com

850-459-0992

### Upcoming Speakers

June 15      Scholarship Recipients and Scott Henson, Mosquito Control/Zika Virus  
 June 22      Governor Sidney Johnston Catts #22  
 June 27      Rotary Installation Banquet aboard the USS Solaris \$25–Sandestin Marina  
 June 29      Joe’s Birthday– no meeting– gone fishing ?  
 July 6

### June Birthdays

Trum, Alex D. Jr. (ALEX) 06-01 Fort Walton Beach  
 Ennis, Cliff (CLIFF) 06-03 Fort Walton Beach  
 Macdonald, David F (MAC) 06-03 Fort Walton Beach  
 Nicholson, Michele (MICHELE) 06-09 Fort Walton Beach  
 Vaughan, John M. (JOHN) 06-12 Fort Walton Beach  
 Fowner, Robert D. (BOB) 06-16 Fort Walton Beach  
 Pryor, Fred L. (FRED) 06-17 Fort Walton Beach  
 Dorris, George B. Jr. (GEORGE) 06-28 Fort Walton Beach  
 Meyer, Joseph A. (JOE) 06-29 Fort Walton Beach  
 Smith, Scott (SCOTT) 06-30 Fort Walton Beach

### THE FOUR WAY TEST BLESSING

Lord help Us to remember as we walk along life's pathway that whatever we might say, let it be only the truth.

Whatever steps we take in life, let them build good will and better friendships.

Whatever goals we strive to accomplish, let them be beneficial to all concerned.

We ask you to help us to never lose sight of our many blessings, including the food we partake of today.

Amen

# Rotary Roster

**Bill Alexson**

Military Operations Commander

**Robert Anderson, SM**

CPA

**Jack Arthur, PHF SM**

Insurance

**Spencer Barnes, SM**

Employee Benefits

**James Bass, SM**

Funeral Director

**Neal Bern SM**

Insurance

**Debbie Bodenshteyn, PHF SM RotY**

Economic Development

**Ann Boynton SM**

Property Management

**Joseph Brewster, PHF SM**

Cable Television

**Frank Brutt, PHF SM**

County Planning

**Mack Busbee**

County Government

**Tom Butcher**

Honorary Member

**Kevin Cagle, SM**

Office Machines

**Gerry Chalker, (8) PHF SM \***

Pension Administration

**Andy Corbin, PHF SM RotY \***

Electronics Mfg.

**George Dorris, PHF SM**

Dentistry

**Jeff Dunford**

Banker

**JT Edwards, PHF SM RotY**

Landscaping Owner

**Dan Empson**

Honorary

**Cliff Ennis**

Business IT Management

**Ralph Fallin, (34) PHF SM RotY\***

Dairy Products

**Bob Fowner, PHF SM**

Association Manager

**Cindy Frakes, SM**

Realtor

**Tony Gilligan, PHF SM**

Government Contractor

**Ben Gordon**

Attorney

**Ron Grissom, SM**

Utilities

**Haydon Grubbs, PHF SM**

Education

**Chad Hamilton, PHF SM**

CPA

**Ross Hamilton**

Education- College

**Sallie Hardy, PHF SM**

Commercial Properties

**Tom Hayes, PHF SM**

Financial Services

**Jody Henderson, PHF SM \***

Accounting/Auditing

**Mitzi Henley, SM**

Retail Shopping Center

**Ken Hinrichs**

Non-Profit Administration

**Jeff Hooton, PHF SM**

Commercial Lending

**Stephanie Jones SM**

Banking

**Laura Kirby (2)**

Business Development

**Richard Kunkel, PHF SM**

Education

**Chuck Landers, PHF SM**

Certified Public Accountant

**Ross LeBlanc, SM**

Certified Public Accountant

**Tony Leonard, PHF SM \*\***

Retail/Musical Instruments

**John Linn, PHF SM**

Kitchens-Retail

**Ted Litschauer, PHF SM**

Public Safety

**Jamey Mattern, PHF SM**

Architect

**David Macdonald PHF SM \*\***

Shopping Center Manager

**Julie McNabb, SM**

Developmental Disabilities

**Joe Meyer, SM**

Retail/Computers

**David O. Miller, (13) PHF SM**

Developmental Disabilities

**John Morgan, PHF SM\***

Computer Engineer

**Matthew Morgan, SM**

Electrical Engineer

**Dan Nelson, PHF SM**

Restaurant/Fast Food

**Michelle Nicholson, SM**

Communications

**Susan Page, SM**

Professional Counseling

**Roger Peadro, PHF SM RotY\***

Pastor

**Mary Plummer, PHF SM**

Real Estate Sales

**Lyndon Poff, PHF SM RotY**

Paint & Body Shop

**Diane Poff**

Paint & Body Shop

**Jan Pooley, (9) PHF SM RotY\***

Department Store

**Charlie Potts, PHF SM\***

Jeweler

**Fred Pryor, PHF SM RotY\***

Utility Service-Gas

**Dusty Ricketts, SM**

News Media

**Katie Sharon, SM**

Banking

**Eulice Shelley, PHF SM\***

Moving & Storage

**Scott Smith, PHF SM\***

Chiropractor

**Whitney Smith, SM**

Attorney

**Allan Stearns, PHF SM\***

Travel Agent

**Rick Stevens, PHF SM RotY\***

Surge Suppression Systems

**Kent Tinsley, SM**

Commercial Banking

**Herb Tinsley, PHF SM RotY\***

Savings & Loan Mgmt.

**Forrest Townsend, PHF SM RotY\***

Veterinarian

**Alex Trum, PHF SM**

Orthodontist Retired

**Matt Turpin, SM**

Certified Public Accountant

**John Vaughan, PHF SM**

Consultant

**Aaron Webber, SM**

Condo Management

**Charles West, PHF SM**

Investment Broker

**Lisa Williams**

Utilities

**Jean Woo, PHF SM**

Dentist

**Jack Yeiser, PHF SM**

Mortgage Broker

**Russ Youngblood PHF SM\*\***

Psychologist

**Interested in joining Rotary?**

Please contact our Membership Chairs  
Laura Kirby [LKirby@Landrumcompanies.com](mailto:LKirby@Landrumcompanies.com)  
or

Andy Corbin [ajc@tslinc.com](mailto:ajc@tslinc.com)

**PH:** Paul Harris Fellows

**SM:** PH Sustaining Members

\* FWB Club Past Presidents

\*\* Past President Other Clubs

**RotY:** FWB Rotarian of the Year

**Members in purple have perfect attendance.**

Don't forget that you can make up missed meetings at neighboring clubs. They include: Crestview: 12 p.m. Wednesday at Ryan's  
Destin: 7:15 a.m. Tuesday at Rutherford's at Regatta Bay  
DeFuniak Springs: 12 p.m. Wednesday at McLain's Family Steakhouse  
Mid-Bay: 7 a.m. Wednesday at Bluewater Bay Golf Club  
Navarre: 12 p.m. Thursday at Tuscan Grill at Hidden Creek  
Niceville: 12 p.m. Thursday at Northwest Florida State College Building K  
South Walton: 7:30 a.m. Thursday at Embassy Suites