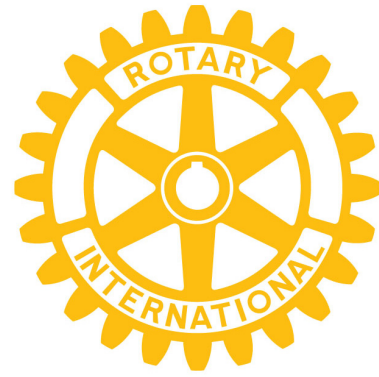


# the Rotary READER



The Rotary Club of Fort Walton Beach

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

Feb. 25, 2015

Presidential Citation Award Winner – 20th Consecutive Year

Issue 2,847

## Board of Directors

### President:

Debbie Bodensine

### Vice President:

Kathy Prichard

### Secretary:

Charles West

### Treasurer:

Katie Sharon

### Past President:

Roger Peadro

## Committee Chairs

### Membership:

Kent Tinsley

### Service Projects:

J.T. Edwards

### Rotary Foundation:

Richard Kunkel

### Public Relations:

Rick Stevens

### Club Administration:

Ross LeBlanc

### Youth Service:

William Alexson

### Sergeant at Arms:

Andy Corbin/Ross Hamilton

### Scholarship, Inc.:

Matt Turpin

### Rotary Reader:

Dusty Ricketts

### Executive Secretary:

Lorrageia Jackson

[executivesecretary@fortwaltonrotary.org](mailto:executivesecretary@fortwaltonrotary.org)



## Deanna Wharwood Business Strategist

Deanna Wharwood is a business strategist with expertise in business growth, entrepreneurship, and leadership. She founded three successful businesses of her own, and teaches other business leaders and entrepreneurs how to build outstanding businesses.

As a strategist Deanna has taught thousands of business owners through her radio show, podcasts, live business training engagements, onsite consulting, and as a speaker. Her engaging style and practical "get things done" approach make her a sought after speaker and mentor to leaders of businesses ranging from startups to industry leaders.

Deanna developed her rigorous work ethic through over 10 years of service in the United States Navy, where she served as a Medical Laboratory Technician, a Medical Interpreter and a systems trouble shooter. After military service, she continued serving others in the armed forces as Manager at the Zachary and Elizabeth Fisher Houses in Bethesda, Maryland. She is fluent in four languages, and maintains several medical interpreter certifications.

Deanna Wharwood holds multiple business coaching and training certifications and has a number of degrees in varying levels from Fisk University, the City Colleges of Chicago and University of Maryland in International Business, Government, Modern Foreign Languages and Laboratory medicine. Finally, she is the author of the soon to be released book, "The Bulletproof Business Blueprint: How to Successfully Start, Grow and Sell Your Service-Based Business in the Connected Age."



# San Francisco club reveals formula for growth and retention

**By Arnold R. Grahl**  
**Rotary News**

Members of the Rotary Club of San Francisco Evening meet three times a month at a wine bar after work, share a social outing once a month, and promote all their activities on social media like Meetup and Facebook.

As the first evening club in the city, it has attracted many young professionals from Silicon Valley tech firms whose work schedules keep them from joining a more traditional club that meets for breakfast or lunch. But more than that, the evening format has helped the club grow by 30 percent since it received its charter in mid-2013.

Danielle Lallement, who was its charter president, says the club has been successful because it accommodates members' preferences.

"The majority of our members are in their 30s and 40s, and their financial and work obligations outside the club are great, so we cater to their needs," she says. "We are extremely flexible with our members, their attendance, their payment options, and expectations."

For example, almost half the members are citizens of countries other than the U.S., so leaders dropped the pledge of allegiance at the beginning of meetings. In addition, members can easily schedule recurring dues payments online, and a PayPal credit card reader is brought to meetings to facilitate dues payment. Early on, members also decided they wanted the last meeting of the month to be a social event. Members have attended the San Francisco Ballet, visited a karaoke bar, played miniature golf, and worked with a golf pro to improve their swings.

Members are asked to attend at least half of all meetings but aren't pressured if they can't, especially if life events like marriage, a baby's arrival, or an increased workload claim more of their time. Club officers frequently use Skype or a conference line to join board meetings they can't attend in person.

Lallement was a member of the Rotary Club of Sparks, Nevada, before a job change brought her to San Francisco. After discovering that the city lacked an evening club, she hooked up with a core group of other former Rotary members and they began attending networking events to get the word out. They met at the San Francisco Food Bank for their first service project and announced it on Meetup, attracting several new members as a result.

"Depending on the event, we would have at least two new people find us," she says. "Advertising on social media has been a big promoter for us."

In addition to posting its activities on Facebook and Meetup, the club uses Eventbrite to promote and sell tickets to social events. And club members stay connected through Twitter and LinkedIn.

Lallement, who is a registered nurse, also knew that service is important, because young people want to "get their hands dirty." With her Nevada club, she had taken part in a de-worming project and a polio immunization trip in Ghana, helped to repair cleft lips in India, and handed out bed nets to fight malaria in Zambia.

The San Francisco Evening club has partnered with the nonprofit Hug It Forward and five other Rotary clubs to mix and pour cement for a high school in Guatemala. The club was also awarded its first district grant last year for a Seed for America project that provided free training in computer programming to students in San Francisco.

## UPCOMING SPEAKERS

**March 4:** Spencer Barnes, Barnes Insurance and Financial Services

**March 11:** Ken Wright, Landmark Center

**March 18:** G. Kay Towner, Investigator for Okaloosa County Sheriff's Office

## TODAY IN HISTORY

**On this day in 1779,** Fort Sackville is surrendered, marking the beginning of the end of British domination in America's western frontier. Their subsequent surrender revealed British weakness to the area's Indians, who realized they could no longer rely on the British to protect them from the Patriots.

**On this day in 1964,** 22-year-old Cassius Clay shocks the odds-makers by dethroning world heavyweight boxing champ Sonny Liston in a sev-enth-round technical knockout. The dreaded Liston, who had twice demolished former champ Floyd Patterson in one round, was an 8-to-1 favorite. However, Clay predicted victory, boasting that he would "float like a butterfly, sting like a bee" and knock out Liston in the eighth round.

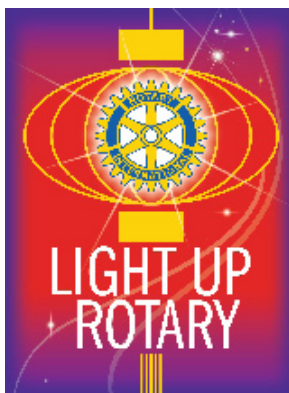
**On this day in 1971,** in both houses of Congress, legislation is initiated to forbid U.S. military support of any South Vietnamese invasion of North Vietnam without congressional approval. This legislation was a result of the controversy that arose after the invasion of Laos by South Vietnamese forces in Operation Lam Son 719.

## TODAY IN LOCAL HISTORY

**On this day in 1994,** two Okaloosa County initiatives – one abolishing the Fort Walton Beach Area Bridge Authority and another authorizing higher fire taxes for the Ocean City-Wright Fire Control District – were adopted by the Florida Senate.

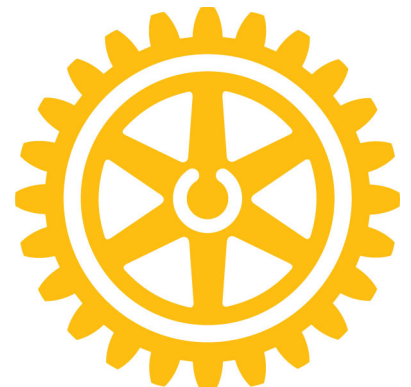
## ROTARIANS WITH BIRTHDAYS AND ANNIVERSARIES

Joe Brewster, birthday, Feb. 22



## ROTARY'S FOUR-WAY TEST

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and better FRIENDSHIP?
- Will it be BENEFICIAL to all concerned?



# ROTARY ROSTER

**Bill Alexson**  
Military Operations Commander

**Robert Anderson, SM**  
CPA

**Jack Arthur, PHF SM**  
Insurance

**James Bass, SM**  
Funeral Director

**Nitsi Bennett, (21) PHF RotY ●**  
Non-Profit Administration

**Debbie Bodenshine, PHF SM RotY**  
Economic Development

**Jeffrey Bost**  
Banking

**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, (7) PHF SM ●**  
Pension Administration

**Andy Corbin, PHF SM RotY ●**  
Electronics manufacturing

**George Dorris, PHF SM**  
Dentistry

**Jeff Dunford**  
Banker

**J.T. Edwards, PHF SM RotY**  
Landscaping Owner

**Brian Ekedahl, SM**  
Social Services

**Dan Empson**  
Honorary Member

**Cliff Ennis**  
Business IT Management

**Ralph Fallin, (33) PHF SM RotY ●**  
Dairy Products

**Bob Fowner, PHF SM**  
Association Manager

**Tony Gilligan, PHF SM**  
Government Contractor

**Ben Gordon**  
Attorney

**Ron Grissom, SM**  
Utilities

**Haydon Grubbs, PHF SM**  
Education

**Chad Hamilton, PHF SM**  
Certified Public Accountant

**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

**Chris Johnson, PHF ●**  
CPA Retired

**Laura Kirby**  
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, SM PHF ●●**  
Shopping Center Manager

**Julie McNabb, SM**  
Developmental Disabilities

**Joe Meyer, SM**  
Retail/Computers

**David O. Miller, (12) PHF SM**  
Developmental Disabilities

**John Morgan, PHF SM ●**  
Computer Engineer

**Matthew Morgan, SM**  
Electrical Engineer

**Dan Nelson, PHF SM**  
Restaurant/Fast Food

**Michele Nicholson, SM**  
Communications

**Brian Page, SM**  
Tax Attorney

**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, (8) PHF SM RotY ●**  
Department Store

**Charlie Potts, PHF SM ●**  
Jeweler

**Kathy Pritchard, PHF SM**  
Commercial Banking

**Fred Pryor, PHF SM RotY ●**  
Utility Service-Gas

**Dusty Ricketts, SM**  
News Media

**Katie Sharon, SM**  
Commercial Banking

**Susan Shaw, PHF SM**  
Fund Raising

**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

**Randy Stokes, PHF SM ●**  
Architecture

**Kent Tinsley, SM**  
Commercial Banking

**Herb Tinsley, PHF SM RotY ●**  
Savings & Loan Management

**Forrest Townsend, PHF SM RotY ●**  
Veterinarian

**Alex Trum, PHF SM**  
Orthodontist Retired

**Matt Turpin, SM**  
Certified Public Accountant

**John Vaughan, PHF SM**  
Past Service

**Aaron Webber, SM**  
Condo Management

**Charles West, PHF SM**  
Investment Broker

**Ken Williamson, PHF SM ●**  
Retired

**Jean Woo, PHF SM**  
Dentist

**Jack Yeiser, PHF SM**  
Mortgage Broker

**Russ Youngblood, PHF SM ●●**  
Psychologist

**PHF:** Paul Harris Fellows  
**SM:** PH Sustaining Members  
**RotY:** FWB Rotarian of the Year  
● FWB Club Past President  
●● Other Club Past President

Members in **blue** are recognized as having perfect attendance as of the end of the previous year

Members in **yellow** are on a leave of absence

**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 Ruth-erford's at Regatta Bay

**DeFuniak Springs:** 12 p.m. Wednesday at McLain's Family Steak-house

**Mid-Bay:** 7 a.m. Wednesday at Bluewater Bay Golf Club

**Navarre:** 12 p.m. Thursday at Tus-can Grill at Hidden Creek

**Niceville:** 12 p.m. Thursday at Northwest Florida State College Building K

**South Walton:** 7:30 a.m. Thurs-day at Embassy Suites