



Rotary Club of Fort Walton Beach

THE ROTARY READER

Post Office Box 892
Fort Walton Beach, FL 32549

District Governor's Gold Medal of Honor Award Winner — 2006-07
Presidential Citation Award Winner—13th Consecutive Year

2006-07 Board of Directors

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Tom Conner *and*
Michele Nicholson

Speakers:

James R. (Bob) Richburg

Scholarship, Inc.:

Gail Miceli



Today's Guest Speaker: Honorable Charlie Morris Okaloosa County Sheriff



The Honorable Charlie Morris is our special guest speaker today.

Charlie Morris was first elected Sheriff in Okaloosa County in 1996 and has been re-elected to the post twice now. He oversees 368

personnel, including 260 sworn officers. They cover an area roughly 999 square miles and protect an estimated 191,000 year-round residents, along with many thousands of tourists who visit the area each year.

Sheriff Morris' agency offers a full-range of law enforcement services, including patrol, investigations, warrants, community policing, environmental services, airport security, marine and beach patrols, school resource officers, traffic, and much more.

Sheriff Morris was born in Longview, Texas in 1949 and obtained a degree in Criminal Justice from the University of Southern Mississippi and a Masters Degree in Criminal Justice Management. He also attended the FBI National Academy, National Sheriffs' Institute Executive Development Program and various other state and national criminal justice seminars.

Sheriff Morris spent 18 years in the United States Air Force as a Security

Police Officer before retiring as a Major and going to work as the first school resource officer in Okaloosa County's history. He spent four years with the Fort Walton Beach Police Department before being elected Sheriff.

During his terms, Sheriff Morris has set his priorities as modernizing the agency, increasing the quality of life for deputies, boosting responsiveness and becoming more community-friendly and community-involved. Towards that end he has served on the Board of Directors for the Northwest Florida YMCA, Children's Advocacy Center, and American Heart Association. He has also been appointed and served as Chairman to the Florida Violent Crime and Drug Control Council, Co-Chair of the Northwest Florida Regional Domestic Security Task Force, Chairman of the Florida Criminal Justice Executive Institute Policy Board, Chairman of the Board of Directors for the Florida Sheriff's Association, Florida Commission on Mental Health and Substance Abuse, and to the Criminal Justice Standards and Training Commission. This summer he will also become Vice President of the Florida Sheriff's Association.

Sheriff Morris and his wife Barbara have three children and live in Shalimar. ■

Bio Courtesy of PIO Michele Nicholson of the OCSO.



APRIL 11, 2007
Welcome Rotarians and Guests!

We're glad to have you join us.

Scooter Policy: Members, If you leave prior to the completion of the program, you will be fined \$5.00 under the scooter policy. Please leave your badge on Rhonda's table if you leave early!



Upcoming Programs

Apr 18 *Eglin Air Force Base*

General David W. Eidsaune

Apr 25 *Patents*

Attorney Nevin Saafer

MEETING STATS – 4/4/07

ATTENDANCE: 66.04%

Visiting Rotarians:

John Anderson Nelson County, VA

Rotarian with Guests

Guest

Patrick Richmond
Stephen Riggs
Mike Dwyer
Elizabeth Plummer
Steve Arrowsmith
Stan Berg

Rotarian

Bill Robison
Whitney Hipsh
Mary Plummer
Mary Plummer
Sallie Hardy
Fred Pryor

CHS Interact/Wheelettes:

Randy Looney D J Murray

Make Ups

Charlie Davis eClub (2)
Alexis Tibbetts eClub

WHAT PAUL HARRIS SAID...

"The foundation upon which Rotary is built is friendship; on no less firm foundation could it have stood."

*Paul Harris,
"This Rotarian Age"
1935*



Proposed For Membership



Second Publication

Patrick Richmond, Captain Salvation Army *proposed by Bill Robinson.*

First Publication

Stephen Riggs IV, Accountant with Carr Riggs and Ingram, *proposed by Andy Corbin.*



Happy April Birthday!

Gerry Chalker 11
Gregg Able 26

ROTARY FOUR WAY TEST

- 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?

The Top Twelve E-Mail Mistakes That Can Sabotage Your Career

By Lydia Ramsey - Past President Rotary Club of Skidaway Island

This article was provided by our very own Johnny Johnson who thought it might be helpful to Club Members, and I agree.

Your e-mail is as much a part of your professional image as the clothes you wear, the postal letters you write (assuming you still do), the greeting on your voice mail and the handshake you offer. If you want to impress on every front and build positive business relationships, pay attention to your e-mail and steer clear of these top twelve e-mail mistakes:

1. **OMITTING THE SUBJECT LINE.** We are way past the time when we didn't realize the significance of the subject line. It makes no sense to send a message that reads "no subject." Given the huge volume of e-mail that each person receives, the subject header is essential if you want your message read any time soon.

2. **NOT MAKING YOUR SUBJECT LINE MEANINGFUL.** Your header should be pertinent to your message, not just "Hi" or "Hello." The recipient is going to decide the order in which to read e-mail based on who sent it and what it is about. Your e-mail will have lots of competition.

3. **NOT PERSONALIZING YOUR MESSAGE TO THE RECIPIENT.** E-mail is informal but it still needs a greeting. Begin with "Dear Mr. Broome," "Dear Jim," "Hello Jim," or just "Jim." Failure to put in the person's name can make you and your e-mail seem cold.

4. **NOT ACCOUNTING FOR LACK OF TONE.** When you communicate with another person face to face, 93% of the message is non-verbal. E-mail has no body language or tone of voice. The reader cannot see your face or hear your tone so choose your words carefully and thoughtfully. Put yourself in the other person's place and consider think how your words will "sound" in Cyberspace.

5. **FORGETTING TO CHECK FOR SPELLING AND GRAMMAR.** In the early days of e-mail, someone created the notion that this form of communication did not have to be letter perfect. Wrong. It does. It is a representation of you. If you don't check to be sure e-mail is correct, people will question the caliber of other work you do. Use proper capitalization and punctuation, and always check your spelling. Remember that your spellchecker will catch misspelled words, but not misused ones.

6. **WRITING THE GREAT AMERICAN NOVEL.** E-mail is meant to be brief. Keep your message short. Use only a few paragraphs and a few sentences per paragraph. People skim their e-mail so a long missive is wasted. If you find yourself writing an overly long message, pick up the phone or call a meeting.

7. **FORWARDING E-MAIL WITHOUT PERMISSION.** Most everyone is guilty of this one, but think about it. If the mes-

sage was sent to you and only you, why would you take responsibility for passing it on? Too often confidential information has gone global because of a lack of judgment. Unless you are asked or request permission, do not forward anything that was sent to you alone.

8. **THINKING THAT NO ONE ELSE WILL EVER SEE YOUR E-MAIL.** Once it has left your mailbox, you have no idea where your e-mail will end up. Don't use the Internet to send anything that you couldn't stand to see on a billboard on your way to work the next day. Use other means to communicate personal, sensitive or confidential information.

9. **LEAVING OFF YOUR SIGNATURE.** Always close with your name, even though it is included at the top of the e-mail, and add contact information such as phone, fax and street address. The recipient may want to call you or send documents that cannot be e-mailed. Creating a formal signature block with all the necessary data indicates that you are a professional.

10. **EXPECTING AN INSTANT RESPONSE.** Not everyone is sitting in front of the computer with e-mail turned on. The beauty of Internet communication is that it is convenient. It is not an interruption. People can check their messages when it suits them. If your communication is so important that you need an instant response, use the phone.

11. **COMPLETING THE "TO" LINE FIRST.** The name or address of the person to whom you are writing is actually the last piece of information you should enter. Check everything else over carefully first. Proof for grammar, punctuation, spelling and clarity. Did you say what needed to be said? What about your "tone of voice"? If you were the least bit emotional when you wrote the e-mail? Did you include the attachment you wanted to send? If you enter the recipient's name first, a mere slip of the finger can send a message before its' time. You can never take it back.

12. **USING E-MAIL WHEN YOU OUGHT TO PICK UP THE PHONE.** E-mail is quick, efficient and impersonal. Business is built on relationships and the one thing that e-mail cannot do for you personally or professionally is build relationships. It is a serious mistake to rely on e-mail as your single means of business communication. Use it for brief messages, but to develop friendships and enhance relationships with clients, colleagues and coworkers, pick up the phone, walk to their office or take them to lunch.

E-mail makes everything easier and faster including making a powerful business impression and establishing positive professional relationships. The businessperson who uses the technology effectively and appropriately will see the results reflected in the bottom line.

Rotary Club of Fort Walton Beach - ROTARY ROSTER

Abel, Gregg SM Telephone Answ. Svc.	Fallin, Ralph PHF *X Dairy Products	Johnson, Johnny PHFX** Banking	Ochs, Jonathan SM Banking	Simpson, Natalie SM Legislative
Abernethy, James PHF Banking - Loans	Foster, William PHF SM X Attorney	Kernen, Deborah PHF Communications	O'Dell, Shane Financial Services	Sims, Sandy SM Utilities Management
Arthur, Jack PHF Insurance	Fowner, Bob PHF Assoc. Manager	Kilpatrick, Glenn PHF* Real Estate	Pagliari, Emil PHF Restaurants - Seafood	Smith, Pete PHF * Appraiser
Baker, Karen PHF * Real Estate	Francisco, Mike PHF SM Aerospace Consulting	Landers, Chuck, PHF CPA	Parker, Desley SM Success Coach	Smith, Scott SM Chiropractor
Bennett, Nitsi PHF X * Non-profit Administration	Gilligan, Tony PHF Government Contractor	Leonard, Tony PHF** Retail/Musical Instrmnt.	Peadro, Roger SM Pastor	Stearns, Allan PHF Travel Agent
Bodenstine, Debbie SM Economic Development	Gill, Tommy SM CPA	Linn, John PHF SM Kitchens-retail	Plummer, Mary SM Real Estate Sales	Stevens, Rick PHF X Surge Suppression System
Braithwaite, David SM Banking - Commercial	Grubbs, Haydon PHF Education	Litschauer, Ted, SM Public Safety	Pooley, Jan PHF Department Store	Stokes, Randy PHF * Architecture
Brewster, Joseph PHF Cable Television	Hamilton, Chad SM CPA	Lowrey, Thomas PHF* Stockbroker	Potts, Charlie, PHF* Jeweler	Tibbetts, Alexis SM Schools
Brutt, Frank PHF County Planning	Hardy, Sallie PHF Commercial Properties	Martin, Ralph PHF Aircraft Equip. Mfg.	Pritchard, Kathy PHF Commercial Banking	Tidmore, Max PHF * Office Machines
Campbell, Wayne PHF Hospital Administration	Hayes, Tom SM Financial Services	Mattern, Jamey SM Architect	Pryor, Fred PHF * Utility Service - Gas	Tinsley, William PHF * X Savings & Loan Mgt.
Cangelosi, Edward SM Attorney	Henderson, Joseph PHF * Accounting/Auditing	McDonald, Tim PHF Manufacturing	Rahe, Theodore PHF* Property Management	Townsend, Forrest PHF* X Veterinarian
Chalker, Gerry PHF SM Trust Banking	Henley, Mitiz SM Retail Shopping	McGilvray, Stacey SM Commercial Banking	Rainer, Skip PHF Banking	Trum, Alex PHF Orthodontist <i>Retired</i>
Clark, Jason SM Insurance	Hightower, M. Cullen PHF *X Furniture - Retail	Meyer, Joseph SM Computers-retail	Raines, Joe PHF Outdoor Advertising	Unger, Joel SM Commercial Banking
Cochran, Fred PHF * SM Furniture Retail	Higley, Phil PHF X <i>Honorary</i>	Miceli, Gail SM Banking	Raynsford, Vance * SM <i>Honorary</i>	Vaughan, John PHF Past Service
Conner, Tom SM News Media	Hill, Rudy SM Office Equipment	Miceli, Philippe PHF Private Banking Exec	Richburg, James R. PHF X College Administration	Walker, Timothy SM ER Physician
Corbin, Andy PHF** Electronics Mfg	Hipsh, Larry SM Attorney	Mickle, Donna PHF SM Business Consultant	Roake, Peter PHF * Insurance - Auto	Ward, Jim SM Attorney
Curry, Jim SM** Government Management	Hipsh, Whitney SM Real Estate Attorney	Miller, David O. PHF Developmental Dsablty.	Robbins, Dave SM A/C Heating & Refrig.	Watson, Yonge PHF * Real Estate
Davis, Charles PHF SM Restaurant Owner	Hollarn, Pat SM Music Instructor	Morgan, John PHF * Computer Engineer	Robinson, William PHF Fund Raising	West, Charles PHF SM Investment Broker
Davis, James PHF * Public Utilities	Hooton, Jeff SM Commercial Lending	Negron, Jason SM Attorney	Royster, Skip PHF * Commercial Contractor	White, Darryl SM Pilot
Davis, Jessica SM Banking	Howard, William PHF Real Estate - General	Nelson, Dan PHF Restaurant - Fast Food	Shanahan, Joyce SM City Government	Williamson, Kenneth PHF * <i>Honorary</i>
Dorris, George PHF Dentistry	Hughes, Chris SM Building Industry	Nelson, Will SM Attorney	Shaw, Susan SM Fund Raising	Woo, Jean PHF Dentist
Duncan, Buddy Chaplin	Hutson, Karen T. PHF Retail Cars	Newton, Mitch PHF Video Rental	Shaw, Timothy PHF* Attorney	Yeiser, Jack PHF Mortgage Broker
Englett, Michael PHF SM College Athletics	Johnson, Chris PHF* <i>Honorary</i>	Nicholson, Michele SM Communications	Shelley, Eulice PHF * Moving & Storage	Youngblood, Russell PHF Psychology

Don't forget that you can makeup a missed meeting at a neighboring club. They include:

Crestview: Wednesday noon, Sonny's B-B-Q

DeFuniak Springs: Wednesday 7:30 a.m., McLain's Family Steak House

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

Navarre: Thursday noon, Cocodries

Niceville: Thursday noon, OWC Bld. K

South Walton: Thursday 7:30 a.m., Embassy Suites

Destin: Tuesday 7:15 a.m. Rutherford's at Regatta Bay

For more locations, visit our district Web site at: www.rotary6940.org or makeup on line at www.rotaryclubone.org

PHF: Paul Harris Fellows
SM: PH Sustaining Members
* FWB Club Past Presidents
** Past President Other Clubs
X FWB Rotarian of the Year

As of 9 April 2007

111 Members
4 Honorary Members
115 Total Members