



### THE 4-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 good will and better friendships?
4. Will it be beneficial to all concerned?



# The Weekly Smile

Rotary Club of Sarasota

January 28, 2015

Wednesday at 12:00pm at Marina Jack Restaurant • Chartered April 12, 1926 • Member District 6960

## EVENTS

**Sarasota Art Festival** meetings will be after the Club Meetings on 2nd Wed. of the month.

**TRF Committee** meetings will be after the Club Meetings on 1st Wed. of the month.

**The Rotary Club of Longboat Key** meets Wednesdays at Amore restaurant, 555 Bay Isles Road. Camaraderie begins 4:00 pm, meeting 4:30-5:30. Appetizers served, Happy Hour cash bar. \$15 (\$25 couples). For more information, contact sydellelaw@aol.com

## REGULAR SOCIAL OPPORTUNITIES

**Golf:** Bent Tree, Wednesdays at 2:20 & 2:28. E-mail RDJWAdams@aol.com by noon Tuesday if you want to play.

**Breakfast:** Saturdays 8:30 am at Panera Bread, 41 & Bahia Vista.

**Dining for Women** will be the 3rd Tuesday of the month from 6:30 to 8:30 pm at the Sarasota Bay Club. Please go to our website to sign up.

## CLUB CALENDAR

The club's web site has a calendar of events. Anyone who wants to put something on the calendar, such as meetings, should give details to our web master, Jim Henry.

**MAKE-UP NOTE:** Members turning in make-up slips must put their meal cost on the make-up slip. If no meal cost is noted, credit will only be provided for attendance. Meal cost credit will be provided up to \$16.00. If your meal cost is less than \$16.00, credit will be provided for the amount paid for that lunch. This is an honor system. We appreciate your support.

## THIS MEETING *Our own Don Bruns*

Don is a best selling author of 12 novels, stand-up comedian and advertising executive, will entertain us with words about writing, advertising, and performing - all of which he does well.



## NEXT MEETING *Shaun Dumas*

### East West College of Natural Medicine

Dr. Shaun Dumas is a Florida State licensed and nationally certified acupuncture physician and professor of Chinese medicine, with over 20 years of involvement in the area of health and wellness. In her private practice at Sarasota Center for Family Health & Wellness, she is dedicated to employing safe, effective treatments, based on the teachings of Traditional Chinese Medicine.



## LAST MEETING *Lynn Hobeck Bates*

### Public Relations vs. Marketing

It's has been a while since I took marketing courses in graduate school, so I really enjoyed Lynn Bates (our own Ben Bates' wife and PR Manager with Visit Sarasota) presentation on the difference between public relations and marketing. A lot has changed with the arrival of the internet, and especially the use of social media, but a lot is the same. The 4 P's (Price, Product, Promotion and Placement) haven't changed, but today there is much more overlap between PR and marketing - the use of earned media and paid media than ever before. Lynn did a great job helping us all understand the role each plays today in the success of getting our product or service clearly presented in the marketplace. - *Ron Rayevich*



**SMILE NOTE:** If you have information for the SMILE please e-mail Susan Leavis at sleavis@gmail.com and Jim Henry at jrhr@jimhenrybooks.com no later than the Friday before the Wednesday lunch meeting.