



Jason Dolle was the first member to give a **Vocational Service Moment**. He gave us the 3 minute tour; married, kids ages 7,6,and 3; degree in computer science from the University of Cincinnati. Jason is Founder and CEO of Testimonial Tree, Inc. and Co-Founder of Agent Shield, Inc.



“Testimonial Tree's patent pending system not only collects testimonials, but it prompts them, while making it simple and easy, to share them on their own social networks like Facebook, LinkedIn, Twitter, and more. Basically, imagine your happy, loyal customers telling their friends about you through a positive review, while linking to your website, driving new traffic and sales. We power the testimonials on your websites, help with with SEO, reputation

management, and conversion rates through social proof.”



“Agent Shield is a revolutionary, patented product that empowers both real estate agents and real estate developers/builders with tools to drive more sales. For agents, Agent Shield’s free tools allow them to easily and safely use a development’s website as part of their sales and marketing processes. For developers, Agent Shield powers the “Agent Participation” area of their website, offering action oriented tools to proactively promote a development on the web, email or social media, in conjunction with reporting not possible previously.”

Jason says Rotarians helped in the development of these products. He specifically cites **Dave Shellenbarger**, **Jim O’Leary**, **Jay Berube**, and **Frank Mazzeo** for having offered advice and perspective. Jason says, “relationships are the most important thing for an entrepreneur when trying to develop a product. To have people you can get honest feedback from is super important.” Now he is looking for advice in raising capital and dealing with angel investors.

LAST WEEK'S MEETING

President **Tom Briers** presided, week 16. **Susan Hill** presented the invocation; **George Cohan** led the Pledge of Allegiance; and **Buddy Cliff** recited the Four Way Test flawlessly.



Ron Anderson, assisted by those famous country singers, **Roger Brunswick** and **Bobbi Bird**, led a fine rendition of *Shine on Harvest Moon*.

Tom announced that we would be starting a series of “Vocational Service” presentations by members. One of the founding principles of Rotary is the notion of Vocational Service and Rotarians helping Rotarians. Rotarians, as business leaders, share skills and expertise through their vocations, and they inspire others in the process. The programs will be a member speaking for three minutes introducing themselves, explaining their vocation, and telling others what needs they might have.

We will be selling beer and wine at **Riverfest** October 24. Unskilled and skilled workers are needed. See **Donna Flammang**.

Tom announced that the Foundation will donate \$1,000 to **South Carolina Flood**

Relief. The District is coordinating the donations. Individual donations may be made through the Foundation. Please note South Carolina Flood Relief on the check made out to the Foundation of the Rotary Club of Bonita Springs.

We need individually wrapped candy for **Halloween in the Park**, October 31st. **Donna Marcotte** will be collecting candy or money at the October meetings.

Wendy Arsenault told us the goal is to sell at least 1,200 Poinsettias. There is an order form on the club web site, bonitaspringsrotary.org under the Forms tab.

Mr. Cohan was Sergeant-at-arms. He introduced visitors and asked for late arrivers. These three confessed.



At this point, **Jon McLeod** rose and pontificated, “My wife is out of town for two weeks. I’m taking care of 6 and 10 year old kids, a dog, and a cat. I live 30 miles away and I get here on time. So there is no excuse for anyone who lives near here.”

George put some money on the table as he needed to “scoot” to take care of some cats. He left with this remark, “Nice to have you here. Thank you for being Rotarians. **This is the best organization that works to make this a better Planet Earth.**”

LAST WEEK PROGRAM

Paul Gavin introduced our speaker **Dan Solin**, the New York Times bestselling author of the Smartest series of books which include: The Smartest Investment Book You'll Ever Read, The Smartest Retirement Book You'll Ever Read, and other "Smartest" books. He graduated from Johns Hopkins University, completed his first year of law school at the University of California Berkeley Boalt Hall School of Law and graduated from the University of Pennsylvania Law School. Paul says "**Dan has an attitude. His task today is to stimulate you by what he has to say.**"

Dan is a wealth advisor with Buckingham Asset Management and the director of investor advocacy for The BAM ALLIANCE. He says, "what I do is go around the country trying to save people from what I believe is avaricious, morally and ethically bankrupt securities industry that is basically transferring wealth from those who earn money to people who manage money."

He recommends the web site www.FeeX.com for a free and clear information about how much we're all paying for the privilege of investing. Dan believes that when you are getting financial advice, you are entitled to have your interest put above the interest of the financial advisor or broker.

He points out that 85% of Americans try to "beat the market" by stock picking and market timing. He says, "There is no evidence that anybody has the expertise and skill to pick stocks that will outperform the market."

Dan may be reached at email: dansoliln@yahoo.com

UPCOMING EVENTS

Saturday, October 24th, 2-9 pm
Riverfest, Riverside Park. We're selling beer. See **Donna Flammang**.



Wednesday, December 9th, 6 pm.
Club Christmas Party, at Bay Colony



TODAY'S PROGRAM
Josh the Otter

Our club and District 6960 have partnered with the drowning prevention nonprofit that created the program, the Joshua Collingsworth Memorial Foundation (JCMF). JCMF has recently been nationally recognized for their partnership work with organizations such as Rotary International. In March, JCMF received the 2012 Community Lifesaving Award from the National Drowning Prevention Alliance (NDPA) and the National Water Safety Congress 2012 Regional Award for their ongoing efforts to promote water safety awareness throughout the United States.



Rotary Club of Bonita Springs, chartered November 3, 1978. The Club may be contacted through its mailing address P.O. Box 474, Bonita Springs Florida 34133. You can reach **The Spoke** through its email BonitaSpoke@aol.com.

President	Thomas B. Briers
President-Elect	Steven Slachta
Secretary	Jon McLeod
Treasurer	Bob Lombardo
Sergeant-at-Arms	George M. Cohan III

Last Wk: Don Thomson, Esq.

drew the Q ♦ to win \$5



The 50/50 is \$1,633

The 4-Way Test
of things we think, say or do.

Is it the **TRUTH**?

Is it **FAIR** to all concerned?

Will it build **GOODWILL** and
BETTER FRIENDSHIPS?

Will it be **BENEFICIAL** to all
concerned?

Your finances. Your future. *Our focus.*

McCaw Wealth Management

Mark W. McCaw

Sr Vice President--Wealth Mgmt, Sr Portfolio Manager

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Rotary Sings:

The Whole World in His Hands

He's got the whole world in His hands
He's got the whole wild world in His hands
He's got the whole wild world in His hands
He's got the whole world in His hands

He's got the little bitty baby in His hands
He's got the little bitty baby in His hands
He's got the little bitty baby in His hands
He's got the whole world in His hands
He's got the whole world in His hands..

He's got you and me brother in His hands
He's got you and me sister in His hands
He's got you and me brother in His hands
He's got the whole world in His hands
He's got the whole world in His hands...

This Week

Josh the Otter

Birthdays

Clara Anne Graham

Oct 26

This Morning's Invocation

Good and gracious God, in the midst of the massive, contrasting, colorful organization called Rotary, please honor the efforts of single individuals as well.

No matter what our station may be, help us to be diligent and faithful wherever in Your Providence we find ourselves. Help us to be true to the values we espouse as Rotarians. Strengthen us as we persevere in efforts to reclaim the virtue which have been trampled by the rush of secularism in our society.

As we share our meal today, we are reminded again of the blessings and provisions of our needs, which are ultimately traceable to Your Goodness.

Bless also the fellowship we enjoy and the good we seek to do through our club. Amen.