



# The Spoke

## *The News-Press in the Digital Age*



<b>Rotary International President</b>	
Gary C.K. Huang Rotary Club of Taipei, Taiwan	
<b>District 6960 Governor</b>	
Pete Doragh The Rotary Club of Ft. Myers South	
<b>Area 3 Assistant Governor</b>	
Rick Perry Bonita Springs Noon	
<b>2014-2015 Club Officers</b>	
President	Sandra Hemstead
President-Elect	Thomas B. Briers
Secretary	Gregory T. Holtz
Treasurer	Bob Lombardo
Sergeant-at-Arms	George M. Cohan III

**Tom Hayden** is the community conversation editor of The News-Press. He formerly served as Cape Coral office and sports editor. He has had a long career with Gannett Papers in the mid-west and in Ft Myers.

When he started a reporter's tools were a rotary telephone, notebook, and a manual typewriter. Now a reporter may have several mobile devices and might send 20-30 tweets and video stories that are quickly put up on the web site.

Print newspapers must be willing to change to embrace the digital age or be left behind. The traditional print circulation is declining as more and more people get their news on their computers, tablets, and phones. He says print circulation will never return to the levels of 20-30 years ago. Now editorial meetings start with discussion of the metrics from the digital sites, how many page views, what stories were most read, etc.

The challenge is how to organize in the face of declining revenue and the shortened news cycle. The News-Press now charges \$10/month for subscriptions to the digital paper. Advertisers are urged to place ads in the digital as well as the print editions.

The paper is celebrating its 130th anniversary. It has not missed an edition in all those years. Tom predicts the organization will be around for its 260th as well.

LAST WEEK'S MEETING
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This was Week 21. President **Sandy Hemstead** presided. PP **Stephanie Kissinger** presented the invocation; **Kanema Clark**, baby in arms, led the Pledge of Allegiance; and **Gary Murphy** flawlessly recited the 4-Way Test. **Ron Anderson** led a well sung rendition of *When You're Smiling*.

Sandy noted this was Foundation Month. She reported The Foundation had approved \$70k grant for a Literacy program in Australia that Sandy had worked on while at the RI conference there.

She also said The Christian Science Monitor had reprinted articles about Paddling for a Purpose and the trip to El Salvador with the Wheelchair Foundation and E'bella Magazine had an article about **Ira Hawk** and Shots for Tots.



**Sara McCallum** invited **Ron** and **Ruth Anderson** to the podium. Ron presented his wife, Ruth, an Honorary Paul Harris Fellow award. Ron said, "You have been my best friend and

soul mate for almost 50 years and a wonderful mother to our four children. Ruth is an RN with a passion for Christian Music. She has sung many solos and led church choirs... I love you very much."

**Tom Burgess** introduced the visiting Rotaracter's **Kristen Duguay**, **Joe Boyle**, **Sarah Fayed**, and **Aaliyah Pierre**.

**Scott Vail** said November 22nd is the absolute deadline for ordering Poinsettia's. He will need help on Friday, November 28th to receive the flowers.

**Jonathon Shaw** is looking for sponsors for the Christmas Tree Sale. Sponsors will be prominently displayed on the Bonita Beach Road side of the tent. Please contact Jonathon with the names of any potential sponsors.

The Club will be electing three directors for the term starting July 2015. The election will be December 10th. **Tom Briers** his heading the nominating committee.

**Juan Teodoro** announced the annual **Christmas Party** will be at the Colony on December 12th from 6 - 10 pm. The cost is \$60/pp. Please RSVP Juan at [teodorjuan@hotmail.com](mailto:teodorjuan@hotmail.com).

**Bob Lombardo** said there are still dues outstanding. The Board has voted to impose a late fee of \$25 after 60 days so pay on the web site or write a check.

We finally got some football news from Sergeant-at-Arms **George Cohan**, "We'll have a coach before Christmas". George recognized **Dave Steyer**, a visiting Rotarian from King of Prussia, PA. Dave was making up to continue his 22 years of perfect attendance. He says his club called themselves the "King of Clubs" but said our club was "top shelf" and had given him a lot of ideas to take back home. His club's big fund raiser is a "Taste of the Suburbs" held at the King of Prussia Mall.

ROTARY CLUB OF BONITA SPRINGS ON THE WEB

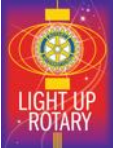
**We're on facebook.**  
It's easy, just click on the link at the top center of each Spoke page, [www.facebook.com/myrotary](http://www.facebook.com/myrotary). The page is well maintained and frequently updated. The Spoke is posted here as well.

Many clubs have facebook pages, only a few clubs have pages with the quality of ours. Thanks to **Jim O'Leary**.

Want to pay your dues, see the club calendar, read the latest press releases? Click on: [www.bonitaspringsrotary.org](http://www.bonitaspringsrotary.org)

There are Spoke archives, new member forms and lots of other stuff here. The first Post Office was opened in 1901.

**Rotary Club of Bonita Springs**, chartered November 3, 1978, meets every Wednesday at Bonita Bay Club. The Club may be contacted through its mailing address P.O. Box 474, Bonita Springs Florida 34133 or its website [www.bonitaspringsrotary.org](http://www.bonitaspringsrotary.org). **The Spoke**, the Club's official newsletter, is published weekly throughout the year (except when the Club is in recess.) You can reach the Spoke through its email [riverchip12-spoke@yahoo.com](mailto:riverchip12-spoke@yahoo.com). **Scott Gerrish** issue editor.





Last Week: Proxy winner  
Gary Price drew the 7♣ to  
win \$5



The 50/50 Now  
\$1,946

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**

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*Rotary Sings:*

*Over the River and Through the Woods*

Over the river and thru the woods,  
To grandfather's house we go;  
The horse knows the way  
To carry the sleigh,  
Thru the white and drifted snow, oh!  
Over the river and thru the woods,  
Oh, how the wind does blow!  
It stings the toes,  
And bites the nose,  
As over the ground we go.

*This Week:*

**Allen Weiss,**  
**CEO of NCH**



***It's A Birthday  
Celebration!***

***Greg Holtz Dec 1  
Carl Bals Dec 2***

I thank you for these gifts, dear God, Upon  
Thanksgiving Day --  
For love and laughter and the faith That makes me  
kneel to pray.  
For life that lends me happiness,  
And sleep that gives me rest,  
These are the gifts that keep my heart Serene within  
my breast.

Love, laughter; faith and life and sleep,  
We own them, every one -  
They carry us along the road  
That leads from sun to sun.

*Margaret E. Sangster*