

11/27/2007 Vol. XXXI No. 15

Meeting Notes 11/06/2007

President Tim Ferris called the meeting to order. Members joined in the Pledge of Allegiance, led by John Blackall, the 4 - Way test led by Glen McKenzie and the Rotary Invocation led by Marvin Pollard.

Announcements and Business

Bob Leith introduced our guests, Vince Baugher, Bob Nelson, Ricky Grunden, Nancy Willingham and Thresa Downey. Thanks for joining us. You are always welcome.

Tim announced that next week was Veteran's day so we need to make plans for flags.

Bob " Mr. Flag " Pettit took center stage and threw out an idea for the group to chew over. Do we want to add 9/11 to our flag schedule ? Or do we want to drop another to add 9/11? Please offer your ideas or suggestions to Bob.

We will be running a booth at the Holiday lighting on Nov. 29th. Tim asked for a volunteer to organize and manage the booth. Tommy Brewer, in his usually unselfish and giving manner jumped right to the front of the line to volunteer Pete McCleskey for the job. Thank you, Tommy, for putting service before self.

BJ announced that the Argyle Interact club was gearing up for the Toys for Tots program. Judy Willis added that they are meeting with different service organizations to ask for help in collecting toys for the toy drive. Another example of service to our community. Many kids will have a better Christmas again this year.

BJ also announced that Argyle donated \$12,000 to the Melissa Foundation and \$4,000 to the UNT Red Carpet Program. Just one word- Awesome.

Scott Walker suggested that we look to purchase caps or something that will identify us as Rotarians when we are out doing Rotary work.

John Alexander announced that he had 2 computer desks that he would like to give away to anyone that will have them.

He also announced that Friday is the Auction for the Arts at the Center for Visual Arts. It is called " Deep in the Art of Texas". Sounds like fun.

John Rademacher announced that emails went out to the schools last Friday to the schools we are targeting for the dictionary program. He called a meeting of volunteers after today's meeting.

Program

- Luis Flores introduced or speaker for the day, Judy Smith, the Project Coordinator for RSVP.
- The Retired and Senior Volunteer Program (RSVP) identifies and addresses issues impacting communities of Denton County and through volunteer service enhances the lives of older adult volunteers as well as those they serve.
- RSVP has been active in Denton County for more than 30 years working in partnership with nonprofit agencies, faith based organizations, schools and other places where public works is to be done.
- RSVP offers maximum flexibility and choice to its volunteers.
- RSVP volunteers:
 - Are at least 55 years of age, Reside in Denton County, Are covered by free supplemental accident and liability coverage while actively volunteering.
 - Receive newsletter and birthday cards
 - Are invited to educational seminars and events, Learn new skills or enhance current skills, Invest their experience and talents back into their community.

Meeting Notes 11/13/2007

President Tim Ferris called the meeting to order. Members joined in the Pledge of Allegiance, led by Russ Madden, the 4 - Way test led by Darhyl Ramsey and the Rotary Invocation led by Charles King.

Announcements and Business

Bob Leith introduced our guests Bob Nelson, Dan Morales and District Governor Dave Mason. Welcome.

John Rademacher announced that they handed out 82 books at Newton Rayzor. Lee Elementary is

schedule for Wednesday the 14th and Rivera is scheduled for Friday. Dave Barrett, from the noon club, will be handling Borman. Many thanks go out to John and his committee. What a great project.

Dan Morales presented Daryl Ramsey, Tim Ferris and Russ Madden with an award for 2006/07 for being #3 in the district in per capita giving. We came in at \$221.35 per member. Awesome. Thanks to everyone that not only gives their time but also their hard earned money.

District Governor presented the " Rotary Builder" award to Bob Petit in recognition for his service above self. We may give Bob a hard time but only because he deserves it. He also deserves this award and then some. Thanks Bob.

Pete announced that the Holiday Lighting Festival will be Nov. 29th and he begged, pleaded and demanded our help. He passed out sign up sheets. Please do what you can do to help Pete. We do not want to get on his bad side.

Karen Liroy announced that night they will also be collecting toys.

Brian Glenn announced that there are a couple of fundraisers scheduled for the Friends of Nicaragua. This Saturday is poker night and on Dec. 2nd there is a silent auction scheduled. Anyone want to double down for our Friends of Nicaragua ?

Board meeting is scheduled for this Saturday at 9:00 am at the central fire station.

Program

Our program for the day was Charles Blankson, Ph.D., Dip., MCIM, Assistant Professor in the Department of Marketing and Logistics at the The University of North Texas.

Dr. Blankson is originally from Ghana, Africa. He attended a Presbyterian boarding school for 10 years then 5 years in High school. During this time he entered an essay contest that was sponsored by the American Film Service International. He won and was awarded a scholarship to attend school in the United States. In 1977 he and 17 other students made

the trip to Long Island NY and then he continued on to Oregon

On of Dr. Blankson's responsibilities is the New Product Development Scholars Program.

The Department of Marketing and Logistics understands that new products and successful innovations are the life blood of the global economy. And many of our prospective students always have - quite logically, we believe - wanted to be a part of new product development and the successful marketing of innovations.

Experts suggest that the estimated 95% new product failure rate has resulted from too much focus on "product" and "technology," and too little focus on customer and sociological concerns.

Fortunately, the Department of Marketing and Logistics and its generous donor recognized this issue as both a problem and an opportunity. The high failure rate is a problem because no company - big or small, for profit or not-for-profit, privately- or publicly-held - can long succeed without continuous new product development. It is an opportunity because learning and execution gaps exist in how new product development processes are managed and executed.

The NPD Scholar program aims enhance the effectiveness of new product development process by approaching it from a consumer or societal perspective. P&G, Samsung and many others like them put great energy into learning what customers crave - and then re-designing their new product development processes to satisfying them. Success increasingly will go to companies that focus on creating better things with their customers, not for them.