



# Decatur Rotary Club

## SPOKE 'N WHEEL

### In This Issue

[Announcements](#)

[Guests & Visitors](#)

[Speakers At-a-Glance](#)

[Officers of the Club](#)

[Birthdays!](#)

[President's Corner](#)

[Speaker's Corner](#)

['Round the Room](#)

September 16, 2010

Did you know the Decatur Garden Tour will be held Saturday September 25 and Sunday September 26? Step into autumn and explore 16 gardens (both private and public) across our charmingly eclectic community. From the stately and formal to the artsy and whimsical, and everything in between, the tour blooms with ideas to feed gardening inspiration all year and includes works by local artists. More information can be found by visiting [www.decaturgardentour.com](http://www.decaturgardentour.com)

Also, please remember to visit our website at [www.decatur-rotary.org](http://www.decatur-rotary.org) where you can update your contact information, view videos from past Rotary meetings and find out who our upcoming speakers are. Don't forget to join our [LinkedIn Group](#) and [Facebook Page](#) as well!

Elliott Augustine & Andrea Greengard

### The Four-Way Test:

In everything that 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?

### President's Corner



President C. J. Becker called the meeting to order



## Announcements:

We had a moment of silence to honor Diane Coursey, Past President Dan Coursey's wife and Kathryn Johnson's brother, Terry Hegg both of whom recently passed.

## Announcements

A new Decatur Rotary directory is in the works. Has your contact information changed? If you have NOT sent in your updated information, we need it now. Email your changes to **Vee Nelson** at [vee@vnelson.com](mailto:vee@vnelson.com).

### Rotary Networking Resources

District 6900 has created this resource to help Rotarians in our district find employment. To find out more visit the district web site [www.rotarydistrict6900.org](http://www.rotarydistrict6900.org) and look for Career Networking.

Decatur Rotary is now on Facebook. Check out the page for updates and become a fan.

[Decatur Rotary Facebook Page](#)

Decatur Rotary is now on LinkedIn. Check our page for updates and to join our group.

[Decatur Rotary LinkedIn Group](#)

**NEW!! Link to the most recent District 6900 Newsletter:**  
[District Newsletter](#)

-

## Jerry S. Wilson, Senior Vice President of The Coca-Cola Company

**Linda Morris** introduced our speaker, Jerry S. Wilson, Sr. VP Coca-Cola Company.



Mr. Wilson presented an engaging program based on the concept of extending proven product branding principles to personal branding. In other words, "if you are a brand, what would we change" from those product branding concepts that he's applied successfully in his career with Volkswagen, McDonald's, and Coca-Cola.

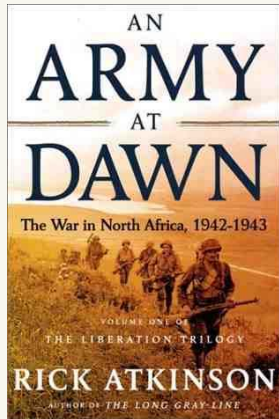
Three key principles apply equally well whether dealing with products or for individuals. First, the principle of Focus and Sacrifice is important. Focus was explained by example with the Zappos company whose brand was: "passion, purpose, profit." Mr. Wilson reminded us of Zappos' success and recent purchase of the company by Amazon for \$1.2 billion dollars. Quite the handsome profit for the creators of the Zappos brand! He further explained that in order to develop the necessary focus, you must decide who your target audience is. Who and what matters most to us as individuals? Family, work identity and ethic are areas of passion for people and identify our target audience.

It is also important that your brand be concise and meaningful to you and those you seek to reach. Passions are brandable in this way. Secondly, it is important to communicate your brand with consistency. He further shared that everything communicates and that "Hope is not a winning strategy." It takes thoughtful consideration of your strengths, goals, and desires to create a clear personal brand.

Lastly, authenticity matters. By way of example, he related the success of McDonald's food not only for the brand of fast food that is: fresh, quickly prepared, and cheap, but that if

**Book Of  
The Week**

**"An Army at Dawn"**  
by Rick Atkinson



**Book Description:**  
A nonfictional novel about the US Army's involvement in North Africa during World War II.

Book Selected By  
**Darro Wiley**

**Guests & Visitors**

**James Brewer-Calvert** gave the invocation.

Our Guests included:

Jolie Maxwell: guest of  
**Kirby Thompson**

Eric Tevsink: guest of  
**Kyle Williams**

Andrew Quinn: guest of  
**Betty Spiker**

Our Visiting Rotarians included:

none

**Speakers At A Glance**

McDonald's did not deliver on those promises, customers would be dissatisfied and leave.

Similarly, as individuals, we must deliver on our promise. If our brand is not who we are and who we deliver to our family and community, it would not be successful. Mr. Wilson's presentation certainly delivered on his brand of Passion, Communication, and Authenticity.



Jerry S. Wilson

In honor of Mr. Wilson's program the Rotary Club purchased his book, "Managing Brand You", for donation to the DeKalb Library system.

The meeting was then adjourned.

*Reported by President C.J. Becker*

*Photography by Mark Burnette*

**'Round the Room...**

September 17, 2010:  
Chief John F. King

September 24, 2010:  
Dwight P. Lawson

October 1, 2010:  
Charles S. Bullock

### **Officers of the Decatur Rotary Club:**

President:  
C.J. Becker

President-Elect:  
Jason Conn

Past President:  
Bryan Downs

Secretary:  
Betty Spiker

Treasurer:  
John Bennett

Sergeant-at-Arms:  
Doug Torbush

District Governor:  
Casey Farmer



**Linda Morris and our speaker, Jerry S. Wilson**



**President C.J. Becker with John Adams**

### **Birthdays!**



September 2:  
Alton Dowd

September 6:  
Robert Lanier

September 8:  
Jason Conn

September 8:  
Jimmy Smith III

September 11:  
Brad Bryant

September 17:  
Scott Thompson

September 18:  
John Hegman  
Vee Nelson

September 19:  
Kirby Thompson

September 20:  
Mark Burnette

September 20:  
H G Pattillo

September 20:  
Kyle Williams

September 22:  
Eric Lucas

September 24:  
George Carley



**President C.J.** with other Rotarians at our First Thursday Social  
At The Iberian Pig in Decatur



We had a great turn out for the First Thursday Rotary Social!



**Elliott Augustine** talks with **Linda Morris**, while **President C.J.** confers with our speaker, **Jerry Wilson**, before the meeting begins



Networking after the meeting

**Sincerely,**

The Rotary Bulletin Committee  
Decatur Rotary Club