



The Spokesman



Ways To Improve The Bottom Line

Differences between customer service & loyalty.



Hank Sullivan(above) gave a presentation that outlined the fine line between customer service and loyalty. Hank is the president of Strategic Solutions and one of the top Management and Consulting firms in the East Bay.

Today's customer expects good service, but giving that doesn't translate into loyalty. Service measures attitude

while loyalty measure behavior. The object being retention of business.

Companies spend 7X more attracting new customers that retaining old ones. Maybe that is why they lose 20% - 40% every year.

More information can be found at www.stratsolutions.net

Miscellaneous

Meeting came to order at 12:25pm when President Karen Wehrman rang the bell.

Pledge was given by Ken Pon.

Song was led by Bob Duey, Rosalia Saavedra & Rose Johnson.

Bonnie Best shared the thought of the day.

1st - Karen Wehrman.
(5.00)

2nd - Mike Miraglia .(5.00)

Guests

Eddie Barcnas, Wells Fargo
Richard Flanders, King-King
& King.

Carmen Nissen, Ivan's Sister

Coming Attractions

*March 3rd, 2010 - Speech Contest
Area 2 Finals, Sequoyah C.C., Oakland, Ca*

*March 13th, 2010 - Sara Ennor
Hosting a Party In Her Home*

*April 15th, 2010 - Let's Go Fishing
Lake Chabot Regional Park, Castro Valley, Ca*

*April 23rd - 25th, 2010 - Dist. 5170 Conference
Hyatt Regency Resort, Monterey, Ca*

*June 20th - 23rd, 2010 - Rotary International Convention
Montreal, Canada*

Crab Feed Report

Ken Pon(L) gave a report on the Crab Feed today. The net result was a +2,000.00 profit. The final figure came to \$11,016.00. A very successful event that was the result of hard work by many of the members.

Fines

Mike Miraglia rang the bell belatedly for his 8th anniversary of getting a new heart on 1/28/02. Therefore it is only appropriate that this is reported a week late! Karen Wehrman paid 1.00 per inch of snow(47.00) on her recent trip. Jim Silva rang the bell for winning a Gold Medal for his skiing prowess on the same trip.



Sara Ennor Hosting

Sara Ennor is hosting a party for Rotarians at her home on March 13th. The event will start at 5:00pm and you are asked to bring your favorite hors d'oeuvre.

Casino Night

A date has been set for a night of gambling. Terry Rogers made the announcement so that members could set the day aside on their calendars. It will be held at Sequoyah CC. More info will be passed on as it becomes available.

Haiti

The board has approved and forwarded a check for 1,000.00 for the water purification project in Haiti.

Ski Trip

Inter Act Club will head to Arnold on March 5th for a weekend ski trip. Contact Ivan Cornelius if interested in joining the group going to Arnold.

ALMANAC



Rose Johnson exemplifies "Service Above Self" at a Rotary meeting. Phil Lyons apparently appreciates the effort

I am running this another week because Phil Lyons said he hasn't seen it yet!

February Birthdays

Feb 4th - Gordon Epstein
Feb 11th - Pat Poddatoori
Feb 21st - Mike Mehan

February Anniversaries

Feb 14th - Guy & Mary Dilling
Feb 19th - Mike & Jennifer Fitzgerald



Future Programs

February 24th, SL Rotary Speech Contest
Hosted by Our Club

March 3rd, Area 2 Speech Contest
Hosted by Our Club

March 10th, Leila Bulling-Towne
“Adding Innovation & Ethics to Your Goal Setting”