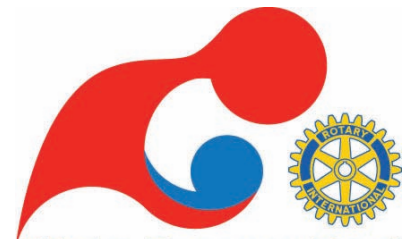


# LEXINGTON SPOKE



www.lexingtonrotary.org



## Make Dreams Real

Birthplace of American Liberty  
Chartered February 11, 1929

The **FOUR-WAY TEST** of the things we think, say or do.

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOOD WILL** and **BETTER FELLOWSHIP**?
4. Will it be **BENEFICIAL** to all concerned?

*Dong Kurn Lee, President  
Rotary International*

District 7930, Club No. 6618

### PAUL HARRIS FELLOWS

Janice H. Adams  
 Albert A. Awrach  
 Riva Awrach  
 Earl F. Baldwin  
 Edward V. Barsamian  
 Nancy E. Barsamian  
 Mary E. Berrigan ••  
 Robert K. Berrigan  
 Spencer N. Betts  
 Sylvia J. Bogosian  
 Vaughan Bogosian  
 Louis R. Bongiorno  
 Levi G. Burnell  
 Alfred S. Busa  
 Daniel P. Busa  
 Daniel P. Busa, Jr. •••  
 Heather M. Busa  
 Jody B. Busa  
 Wayne J. Busa  
 Nicholas A. Cannalonga  
 Bart Carr  
 Charles W. Cassell, Jr.  
 Anthony R. Cataldo  
 Robert Cataldo  
 Thomas P. Cerulli  
 David W. Chobar  
 Janet D. Chobar  
 David F. Clune  
 Evelyn F. Cole  
 Lincoln P. Cole, Jr.  
 Barbara F. Cornwell  
 Donald L. Cornwell ••••  
 Robert J. Cornwell  
 James F. Corr, Jr.  
 William L. Cosgrove  
 Linda Crew-Vine  
 Robert W. Crooke  
 Cornelius P. Cronin  
 Linda R. Crowe  
 Stephen G. Crowe  
 Robert D. Cunningham  
 Robert W. Custance  
 William J. Dailey  
 Dorothy W. Day  
 John Day •  
 Joseph J. Dini  
 Holly A. Djevalikian  
 David Eagle ••••••••  
 Priscilla A. Eagle •••  
 Carl S. Erickson  
 Sharon E. Erickson  
 David M. Fairman  
 Ronald J. Fitzgerald  
 William P. Fitzgerald  
 Liam D. Fitzpatrick  
 James M. Freehling  
 Winston E. Flynn  
 Emily W. Giblin  
 John T. Giblin, Jr.  
 Lester A. Goldberg  
 Alan S. Goldstein  
 Trudy Goldstein  
 William G. Gothorpe ••  
 Edmund C. Grant •  
 Roland B. Greeley  
 Leonard Haché  
 Timothy J. Hansberry  
 Gardner Haywood  
 Ralph D. Hill  
 Carolee Hodgdon  
 Jeffrey B. Hodgdon ••  
 Jeffrey E. Hodgdon  
 Todd M. Hodgdon  
 Douglas B. Holmes ••••••••  
 Michael H. Kalajian  
 Seta Kalajian  
 Donald H. Katz  
 Jo Hannah Katz  
 Jacob Katz  
 Jo Hannah Katz  
 Patricia Keane  
 Paul E. Keane ••  
 Richard S. Kendig  
 James M. Kilmartin, Jr.  
 Jenny L. Kirkland  
 Stephen C. Kirkland  
 Florence B. Kleeberg  
 Gunther K. E. Kleeberg  
 Henry C. Latta •  
 Donna M. Leary •  
 Daniel Lucas ••  
 Robert L. Lyon  
 John F. MacNeil  
 Timothy Madigan ••  
 Carol A. Mahoney  
 Donald K. Mahoney  
 Diane G. Maloney  
 Jack Norman Maloney  
 John W. Maloney ••••••••  
 Kathleen P. Maloney ••••••  
 Kristen J. Maloney  
 Margaret Maloney  
 Michele A. Maloney  
 Scott W. Maloney

January 5, 2009

On a cold cloudy day, “Father” Spencer opened the first Lexington Rotary Meeting of 2009 at Max Stein’s. In a possibly ominous sign, TVP Murry A, now an officer of the club, showed up late for the meeting. PP Bob S, who was somewhat late, seemed pleased that he did not start the new year by arriving after Murray. Since I know Murry well, I do not take his late arrival as a sign of how he will serve as a club officer. I know how capable he really is. Pres Spencer announced that the club will be installing a plaque on the town bandstand to commemorate Mark Moore’s contribution to the town. He also read a letter from Barbara Deveau, Social Services coordinator for the Town of Lexington for our participation in the 2008 Holiday programs, including purchase of TJX gift cards for needy children, and Thanksgiving meals for needy families. Spencer also announced that public signs on our weekly Rotary Meetings will be posted around town.

### As for fines:

SVP David B was appropriately fined for putting a big ad in a Cheesecake Factory menu. Is that a place for a dentist to advertise? I fined PP Dan O for arriving late at the meeting, although he was treating my mother just before lunch! Because Dan protested (especially due to the fact that he didn’t charge my mom for her visit), I paid the fine (as I expected anyway when I proposed the fine). There is justice in the world, at least at Rotary! Is the above commentary a sign that the dentists in the club (myself included) are troublemakers?

Our speaker of the day was Derek Perkins, of Perkins Associates. He spoke eloquently on the ethical values a company needs to be competitive, and stressed the critical importance of ethical behavior. The approach is to build moral and ethical values. The watchword in sales, regarding your customers is “What is in it for them?”. Satisfied clients tell 5-8 people they are happy, dissatisfied customers tell twice as many.

### Rules to follow:

1. Preparation for and target good customers
2. Connect with, and understand your customers
3. Provide a solution that is to the benefit of the customer
4. Confirm that you are meeting your goals with your customers, clients.

If you seek to benefit your customers, sales follow. It cost much more to get a new client, than to keep a client, and let them help you build your sales.

This was a great presentation, and it prompted lively discussion.

No meeting on 1/12/09. Meet at Heritage Hall at 6:30 PM for a joint meeting with the Lions Club.

No meeting on 1/19/09, Martin Luther King Day.

Next meeting at Max Stein’s will be on 1/26/09.

PP Don S

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Tom Elliot, 978-777-3627

ASSISTANT DISTRICT GOVERNOR  
Steve May, 978-276-0013

PRESIDENT  
Spencer N. Betts, 781-862-9792

### PAUL HARRIS FELLOWS (Continued)

Sean P. Maloney ••  
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 Sharon L. Maloney  
 William E. Maloney  
 William E. Maloney, Jr. ••  
 Carol S. Martini  
 Donald W. Martini ••  
 Dennis M. McIver  
 Diane McIver  
 Janet McClintock  
 Barbara McNamara  
 Leo M. McSweeney  
 Leo P. McSweeney •••  
 Margaret M. McSweeney  
 Charles R. Metcheer, Jr.  
 Charles R. Metcheer, III  
 Richard A. Michelson  
 Carolyn Mills  
 Peter C. Mills  
 Gladys Moore  
 Mark Moore, Jr.  
 James Nagle  
 Walter J. Oates, III  
 David P. O'Donnell  
 John M. O'Donnell •  
 Robert W. O'Keefe, Jr. •  
 Daniel R. Olsen  
 Robert L. Ossman  
 John H. Ott  
 Vernon Page  
 Janice Perna  
 May C.M. Pian-Smith  
 Doris Potter  
 Howard J. Potter  
 Murray T. Potter  
 Marian Powell  
 John F. Quinlan  
 Janet Richardson  
 Judith L. Sacco  
 Robert F. Sacco ••••••••  
 Karen A. Santucci  
 A. Raymond Schmalz  
 Edward P. Shannon  
 Brenda M. Shaw  
 Robert M. Shaw  
 Donald S. Sherman  
 David A. Siekman  
 Charles Bix Shoemaker  
 Francis W.K. Smith •  
 Francis W.K. Smith, Jr. •  
 Gail W. Smith  
 Helen Smith  
 Debra L. Stevens  
 Paul J. Sullivan  
 Hermon S. Swartz ••  
 Glenn T. Taverna •  
 William F. Tighe  
 Nicholas D. Tzimopoulos  
 Nina L. Udwin  
 Charles T. Vail •••  
 George P. Wadsworth  
 Luella D. Wadsworth  
 James Walsh  
 Thomas R. Walsh ••  
 Harold I. Wellington  
 Betty J. Wilson  
 Donald D. Wilson ••  
 Cecil A. Wooten  
 Benjamin M. Zolot  
 Melvin W. Zolot

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