



**ROTARY
CLUB OF
LEXINGTON**

LEXINGTON SPOKE



www.lexingtonrotary.org



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?

*John Kenny, President
Rotary International*

*Birthplace of American Liberty
Chartered February 11, 1929*

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
David Brother
Levi G. Burnell
Alfred S. Busa
Catherine 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
Terri 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 S. Goldstein
William G. Gothorpe ••
Edmund C. Grant •
Roland B. Greeley
Joel H. Greenstein
Leonard Haché
Timothy J. Hansberry
Laura W. Harrill
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
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
Carol A. Mahoney
Donald K. Mahoney

Monday, August 31, 2009

On a lovely Monday, twenty Rotarians and one guest – our speaker – gathered for the usual delicious feast of pasta, salad, sandwiches and cookies.

PP Jim led the pledge, PP Dan O the first verse of America and PP Dan L gave the invocation. After some discussion, it was agreed that PP Dan O did a fine job leading us in song. It was PP Dave E's fault it was so monotone.

We welcomed VP Murry A. – a little late- who sat alone with his imaginary friends. President Doug spoke of the concern of decreasing membership worldwide. Although the total number of 1.2 million has stayed the same for the last ten years or so, only Africa is increasing, with Latin America and South America decreasing to even that out. No one seems to know why this is happening, but other clubs such as the Lions and the Masons report the same. President Doug reminded all of us that everyone is on the membership committee as we need to retain and increase membership. District Governor Ingrid will want to know our plans when she visits soon, so any input would be helpful. President Doug reported that the proposed Rotary Interact partnership is going slowly, but he hopes headmaster Mark D at LCA will give us some help and insight.

PP Ed G. asked about availability of speaker dates and there are many after mid October or so. If you know of a good speaker, bring it on!

PP Spencer B gave happy \$ for a Maryland vacation and to advertise his new radio spot on AM 1120 from 4-6 pm on Wednesdays. More information can be found at MoneyMattersRadion.net.

PP Bob C paid for his improper political affiliation when he was escorted off Martha's Vineyard by some mysterious men in dark suits? S at A Marian A paid a late fine, but did join VP Murray at his table. PP Nick C paid 10 happy \$ for, while working next to the Basilica to ready it for the Kennedy funeral, one of his workers – a ringer for young Joe Kennedy – was approached by a woman who told him how sorry she was for his loss.

Five wonderful gifts were raffled off to five lucky winners.

PP Dave E introduced the speaker (his tenant!) a local – Paul Waxman of Forward 5. He is in marketing advertising and design. Hand assembled cards were distributed, followed by a great presentation.

Forward 5 has existed for 27 years with 14 years in Lexington. After receiving an email from the Lexington economic office, Paul carefully brought together the Lexington Chamber of Commerce and the Lexington Retail Association to develop a campaign to help all Lexington businesses, not just stores, to encourage local shopping and help businesses grow.

With the money going out to other town, malls, or internet shopping, steps need to be taken to inform consumers of good reasons to shop local. After regarding a list of local businesses, Paul realized he himself didn't know 1/3 of them. Paul came up with the Lex Is More idea. This would provide 1) businesses with ways to attract new customers and 2) reasons to want to do business in Lexington. Paul addressed some of the common problems.

1. What – awareness of existence of business
2. Not Me – wrong assumptions about business
3. Yuck Blah – poor service, not what is wanted
4. Not Now – infrequent visits

His plan is to pursue marketing, micro media and a mission of businesses working together to attract consumers of all businesses. With businesses sharing e-mail information, (the green method) emails go out to many more consumers once a week. In this newsletter are free offers, discount coupons, and "special" information on local businesses. There is a link to forward to friends. Business memberships in Lex is More, range in levels from \$45.00 to \$2600. There are also corporate sponsorships available. Some memberships include free marketing seminars and other business support. As businesses prosper, memberships can be changed for more services and support. The only obstacle right now is the newness of Lex is More; it is, as yet, unproven. When given the opportunity, all but three businesses offered have accepted membership. Over the last 2.5 months, 70 members have joined. The newsletter email will officially start on October 1st with a soft date after Labor Day. Contact www.Lexismore.com for more information.

September 7th no meeting Labor Day.

September 14th regular meeting with an 11 am board meeting.

September 21st District Governor Ingrid and Asst. DG Christina visit.

Rotary Flyers are ready and available for distribution in your place of business. See President Doug.

Lori M.

DISTRICT GOVERNOR
Ingrid Brown, 978-546-3514

ASSISTANT DISTRICT GOVERNOR
Christina Harris, 978-356-4441

PRESIDENT
Douglas B. Holmes, 781-861-0201

PAUL HARRIS FELLOWS (Continued)

April A. Maloney
Cheryl Maloney
Diane G. Maloney
Duncan P. Maloney
Jack Norman Maloney
John W. Maloney ••••••
Kathleen P. Maloney ••••••
Kristen J. Maloney
Margaret Maloney
Michele A. Maloney
Sadie Mae Maloney
Scott W. Maloney
Sean P. Maloney •••
Shannon M. Maloney
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
James M. Shaw
Robert M. Shaw
Donald S. Sherman •
Jean 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 ••
Angie Taverna
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

PRESIDENT-ELECT
David Brother
781-674-9995

FIRST VICE PRESIDENT
Murray A. Awrach
781-861-7777

SECOND VICE PRESIDENT
David Sears
617-694-9349

SECRETARY
David Siekman
781-862-4100

TREASURER
Donna M. Leary
781-861-0797

SERGEANT-AT-ARMS
Julianne Donato
781-861-9400

IMMEDIATE P.P.
Spencer N. Betts
781-862-9792

2008–2009 COMMITTEES

Club Service Director--Spencer Betts

Programs David Broder (C) Derek Alama (VC) Dan Olsen Gail Hatherley Mary Berrigan	Membership Jim Shaw (C) David Sears (VC) Ed Danielson Ken Wright	Attendance Jim Kilmartin (C) Jack Day (VC)	Lunch Liaisons Dan Busa, Jr. (C) Jack Day (VC)
Media Jim Shaw (C) Bob O'Keefe Lesley Kantor	Fellowship Dan Busa, Jr. Carl Erickson David Siekman	Sergeants-at-Arms Sean Maloney (C) Charlie Vail (VC)	Rotary Trustees Jack Maloney (C) Bob Sacco (VC) Dave Eagle Jim Freehling Donna Leary
Holiday Party Jack Day (C) David Sears	Conventions Jack Maloney (C) Dave Eagle (VC)	Nominating Committee Jim Freehling (C) Spencer Betts (VC) Peter Brown	By-Laws Bob Sacco (C) Doug Holmes (VC)
Classification Don Sherman (C) Nick Cannalunga (VC)	Auditor John O'Donnell (C) Spencer Betts (VC)	Bulletin Charlie Vail (C) All members	Web Master Dan Busa, Jr. (C)

Vocational Services Director--Douglas Holmes

Group Study Exchange Doug Holmes (C) Murry Awrach (VC) Bob Sacco Don Martini Ed Grant	Group Meetings Frank Smith, Jr. (C) Bob Hart (VC) Joanne Solanna Jim Shaw	Gun Ball Donna Leary (C) Spencer Betts (VC) Robert Cunningham
Employer/Student Mentoring Frank Smith, Jr. (C) Ed Barsamian		

Community Service Director--Peter Brown

Comedy Night John O'Donnell (C) Jim Kilmartin (VC) Dave Eagle Carl Erickson	Thanksgiving/ Holiday Projects Jack Day (C) Ed Danielson	Lexington Rotary Award Jim Freehling (C) Spencer Betts (VC) Peter Brown Doug Holmes Dan Olsen
Sports Night Don Maloney (C) Steve Kirkland (VC) Derk Alitana Dan Busa, Jr.	Scholarships David Siekman (C) Robert Cunningham (VC) Robert Hart Ed Barsamian Leo McSweeney Dan Lucas	Fire and Drum Muster Dan Busa, Jr. (C) David Siekman (VC) Nina Urwin Mary Berrigan Don Mahoney
Raffles Sean Maloney (C)	Student of the Month Frank Smith, Jr. (C) David Siekman	
Partners Day Jack Day (C) Bob O'Keefe, Jr (VC) Bob Hart Steve Kirkland Charlie Vail		

International Service Director--David Brother

Rotary Foundation Jack Maloney (C) Doug Holmes (VC) Hasan Usmani Don Wilson	International Service Projects Doug Holmes (C) Hasan Usmani (VC) Frank Smith Dan Busa, Jr. Murry Awrach
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ROTARY CLUB OF LEXINGTON

P.O. BOX 615
LEXINGTON, MA 02420

MEETS MONDAY 12:15 PM



94 Hartwell Avenue
www.lexingtonrotary.org

2008–2009 ROSTER OF MEMBERS

Abraham, Marian P., Real Estate Attorney	Moresco, Loretta A., Nursing Home Administration
Awach, Murry A., Periodontist, S.A.	Neville, Constance M., Commercial Real Estate
Barsamian, Edward V., P.P., Oriental Rugs, Retail	O'Donnell, John M., P.P., Commercial Loan
Betts, Spencer N., P.P., Financial Services	O'Keefe, Robert W., Jr., P.P., Locksmith
Bonacorso, Domenica, Banking	Olsen, Daniel R., P.P., Dentistry, S.A.
Brother, David, Cosmetic Dentistry	Sacco, Robert F., P.P., Printing, S.A.
Busa, Daniel P., Alcoholic Beverages, Retail, S.A.	Solanna, Joanne, Assisted Living
Busa, Daniel P., Jr., P.P., Liquor, Retail	Sears, David, Real Estate, Sales
Cannalunga, Nicholas A., P.P., Nursery, Retail	Shaw, James W., Publishing
Cunningham, Robert D., Retail Hardware Supply	Sherman, Donald S., P.P., Pediatric Dentistry, S.A.
Day, John, P.P., Credit Union	Shoemaker, C. Bix, P.P., Home Improvements, S.A.
Donato, Julianne, Attorney	Siekman, David A., Insurance Services
Eagle, David F., P.P., Fuel Oil, Retail, S.A.	Smith, Francis W.K., Jr., P.P., Veterinarian
Freehling, James M., P.P., Life Care/Retirement	Udwin, Nina L., Realtor/Notary Public
Grant, Edmund C., P.P., Attorney--Commercial Law	Usmani, Hasan W., Software Development
Hart, Robert F., Jr., CPA, Private Practice	Vail, Charles T., Beautician
Holmes, Douglas B., Waste Water Recycling, S.A.	Wilson, Donald D., Agriculture
Kalajian, Michael H., P.P., Dental Laboratories, S.A.	Wright, Kenneth, Trial Attorney
Kirkland, Stephen C., Plumbing Contractor	
Leary, Donna M., Banking Administration	HONORARY MEMBER
Lucas, Daniel, P.P., Casualty Insurance, S.A.	Charles W. Cassell, Jr., P.P.
Madigan, Timothy G., Banking--Investments	
Mahoney, Donald K., Recreation--Youth	
Maloney, John W., P.D.G., S.A.	
Maloney, Sean P., Fuel Oil, Retail	
Martini, Donald W., P.P., Security Alarms	
McSweeney, Leo P., P.P., Painting Contractor, S.A.	

P.D.G. – Past District Governor
P.P. – Past President
S.A. – Senior Active

ATTENDANCE-ATTENDANCE-ATTENDANCE MAKE-UP WITH A NEIGHBOR

Thursday Beimont-Beimont Public Library, 336 Concord Ave. Bedford-Renaissance Hotel, Bistro 44 1st Floor Woburn-Baldwin Park Tavern	Friday Concord-Papa Razzi's Rest. Winchester-Church of the Epiphany, 70 Church St. Burlington-American Legion Hall, 162 Winn St.	7:15 am 12:15 pm 12:15 pm 12:15 pm	12:15 pm 12:15 pm 12:15 pm 12:15 pm
Wednesday Arlington-Am. Legion Hall, 370 Mass. Ave. 7:30 am			12:15 pm

SEE CLUB SECRETARY FOR ADDITIONAL LISTINGS