

Home of  
District Governor:  
Jim Squire  
&  
Past District Governors  
Frank Bentley,  
Ralph Thurmond,  
and Barry Smith

## Meetings

February is Peace and Conflict  
Prevention/Resolution Month

## Our Rotary Family BIRTHDAYS

2/2 Jim Squire  
2/5 Scott Einfeldt  
2/12 Will MacArthur

## WEDDING ANNIVERSARIES

2/6 Benjy Dubovsky (47)  
2/7 Fran Farias (33)

## Rotary Online

<https://sandyspringsrotary.org>  
<https://rotary6900.org/>  
<https://rotary.org/>

## ROTARY CLUB OF SANDY SPRINGS

Mondays, 12:15 pm  
Hilton Suites  
6120 Peachtree Dunwoody  
Road, NE

Sandy Springs, GA 30328



### PRESIDENT'S CORNER

## President Nancy Schroeder's Welcome Message

On behalf of the Rotary Club of Sandy Springs, I welcome you to visit our club and experience the Rotary Club of Sandy Springs' hospitality and energy. We meet on Monday for lunch at 12:15 p.m. to 1:15 p.m. at the Hilton Perimeter Suites, 6120 Peachtree Dunwoody Road, Sandy Springs, GA 30328. You can reserve a spot by going to our website at [www.sandyspringsrotary.org](http://www.sandyspringsrotary.org). Join your fellow professionals, and community and business leaders, and learn how Rotary can fit in your future. Experience Rotary Making A Difference!



### Past Program

## Say yes to profits' CEO Octavia Conner reveals her plans for increasing profits.

On February 3<sup>rd</sup> Octavia Conner, CEO of Say Yes to Profits, presented the Rotary Club of Sandy Springs.

In an effort to help businesses find more profits, she devised an easy to remember acronym, P.R.O.F.I.T.

**P** stands for **Positioning**. Octavia explained how she uses a system, "The What, the How, the When, and the Who", to help identify and pinpoint specific goals.

**R** stands for **Revenue model clarity**. She explained how her custom "Profit finder" exercise can reveal unnecessary business expenses.

**O** stands for **Overspending must stop**. Octavia emphasizes that wasteful spending is a natural phenomenon and when stopped can increase profits.

**F** stands for **Forecasting more money**. Conner notes that while having a budget is good, there is a need to go beyond it by forecasting revenue.

**I** stands for **Identify and close the cash gap**. The cash gap, she explained, is the time from spanning the invoice date until it is paid. She offered two ideas to structure a prompt payments and increase cash flow.

**T** stands for **Tracking your financial progress**. She suggested software solutions for helping businesses and hiring an accounting firm such as hers which can help accomplish all of your business goals.



Octavia Conner, CEO of Say Yes to Profits, speaking at the Rotary Club of Sandy Springs



Octavia Conner explaining her "Profit Finder" exercise



From left to right: Nancy Schroeder, 2019-2020 President of the Rotary Club of Sandy Springs with Octavia Conner, CEO of Say Yes to Profits.

## LEADERSHIP

President	Nancy Schroeder
Treasurer	John Neill
Secretary	Mike Stacy
Foundation	Rick Doyle, III
Membership	Adam Bowling
Public Image	Todd Lawrimore

The Rotary Club of Sandy Springs would like to thank Octavia Conner for visiting and sharing her professional experience.

More information about Octavia Conner and her company Say Yes to Profits can be found here: <http://sayyestoprofits.com/>

These photos and more can be found for free at:  
<https://rotaryclubofsandysprings.zenfolio.com/p356...>



### Upcoming Program

## Jack Barsky - A marked man



On February 10th, at 11:45, Jack Barsky will be visiting the Rotary Club of Sandy Springs to tell us his fascinating and widely publicized story.

Jack Philip Barsky (born Albrecht Dittrich in 1949) is a German-American author, IT specialist and former sleeper agent of the KGB who spied on the United States from 1978-88. Exposed after the Cold War, Jack became a resource for U.S. counterintelligence agencies and was allowed to remain in the United States, where he now lives as a US citizen.

Jack's story was featured in 2015 on *60 Minutes*. He also has had numerous guest appearances on TV in the US and abroad. His memoir "Deep Undercover" was released in 2017, and has been translated into German, Swedish and Polish. The book was recently optioned as a TV series under the working title, "An American Citizen". As a public speaker, Jack appeared throughout the United States, and in Germany, Ireland and Poland.

Jack lives with his wife, Shawna, and daughter, Trinity, in Atlanta.

Everyone is urged to attend this special meeting. Please be prompt.

**PLEASE NOTE THAT THIS MEETING WILL BEGIN AT 11:45AM. (NOT THE USUAL 12:15)**

For a sneak preview, an interview with Jack Barsky can found at:  
[https://www.youtube.com/watch?v=\\_H\\_79za\\_yk4](https://www.youtube.com/watch?v=_H_79za_yk4)

[A link to Jack's book "Deep Under Cover" can be found here: -](https://www.amazon.com/dp/B01I5J0OVM/ref=dp-kindle-redirect?_encoding=UTF8&btkr=1)  
[https://www.amazon.com/dp/B01I5J0OVM/ref=dp-kindle-redirect?\\_encoding=UTF8&btkr=1](https://www.amazon.com/dp/B01I5J0OVM/ref=dp-kindle-redirect?_encoding=UTF8&btkr=1)



### A Look Ahead

**Here's a quick glimpse of our Rotary meetings to**

**come**



**\* The February 10th regular meeting will start at 11:45. (not the usual 12:15)**

**\*\*The board of directors meeting will be on the 17th. (not the usual 2nd week)**

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*If you have inquiries please send them to [tlawrimore@gmail.com](mailto:tlawrimore@gmail.com)*



**Is your name mentioned below?**

**Greeters and Invocation Leader for February 10,  
2020**



Rotary Club of Sandy Springs Greeters & Invocation leader for next meeting.  
(02/10/2020)

**Greeter A:**

*Joe Jones*

**Greeter B:**

*Scott Einfeldt*

**Invocation Leader:**

*Phil Farias*