

# THE BULLETIN

November 1, 2020



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

## Meetings

November is Rotary Foundation  
Month

## Our Rotary Family BIRTHDAYS

11/5 Chris Burnett

## WEDDING ANNIVERSARIES

11/26 Frank Bentley, Jr. (23)

## 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



## LEADERSHIP

President John Neill

## PRESIDENT'S CORNER

### Welcome to the Sandy Springs Rotary Club



Welcome Sandy Springs Rotarians to the new Rotary year. It will be hard to top last year but we'll do it with your help & support. Kudos to past president Nancy Schroeder and PDG Jim Squire for your service and helping the club receive many awards at the District Celebration including our second "Club of the Decade" designation.

Some changes are being made in our club's meeting program to make it more varied & interesting. We will be adding the Sandy Springs Business Spotlight, a third raffle drawing, and wine one meeting a month. Members are now asked to come a little earlier as lunch will begin at noon with the program to start promptly at 12:15. Along with our traditional club events & projects we'll have a couple more service projects/media events, membership events (Rotary Pizza Night at Pontoon) and different Family of Rotary social events. I look forward to engaging with you to make it a exciting year.

Visitors are welcome to experience the Rotary Club of Sandy Springs' hospitality and energy. Meetings are typically the 1st, 2nd & 4th Mondays. Lunch is served at noon and the 1 hour program begins at 12:15. Hilton Perimeter Suites, 6120 Peachtree Dunwoody Road, Sandy Springs, GA 30328. Reserve a spot by going to our website at [www.sandyspringsrotary.org](http://www.sandyspringsrotary.org). Join your fellow professionals, community and business leaders, and learn how Rotary can benefit your future. Experience Rotary Making Things Happen in Sandy Springs!



## Upcoming Program

### Bill Swilley - Sharing his experiences as a Scoutmaster and Eagle Scout



Monday, November 2, Bill Swilley will be addressing the Rotary Club of Sandy Springs.

With a continuous Scouting service since 1943, Mr. Swilley has received many awards from Webelo as a Cub all the way up to receiving the honor of Eagle Scout in 1949.

Educated at the University of Florida, Georgia Tech, and Georgia State Mr. Swilley's vocation is Engineering, Marketing, and Management.

He is also a U.S. Veteran having served with the 82nd Airborne Division and the Florida National Guard.

His Scouting career is remarkable. Here is a short list of his accomplishments:

President-Elect Charan Shikh  
Treasurer Zac Boswell  
Secretary Scott Einfeldt  
Membership GENE Jordan  
Foundation Will MacArthur

Scoutmaster, high adventure committee, leader Philmont& Northern Tier, National Jamboree and various other high adventure programs. Order of the Arrow Chapter, Explorer, Polaris Leadership Corps and Varsity advisor, Special Commissioners Assistance Team, Chartered Organization Representative, Captain Century III Woodruff fund raising team, Hospitality Captain for the National Scout Meeting, Scout and Cub Roundtable Commissioner, Council and District Training and Camping Staff, Member of Friends of Scouting, Chairman Of the Troop Committee, Gilwell Society, Woodbadge Staff and Girl Scout Father Daughter Staff. PRESENTLY: Assistant Scoutmaster, Unit Commissioner, Scout Reach Commissioner, Merit badge Counselor and Member of the Troop Committee HONORS: Silver Beaver, Order of the Arrow Vigil Award, Woodbadge Beads, Jack Langford Distinguished Service Award and District Award of Merit.

The Rotary Club of Sandy Springs meets weekly on Mondays | 12:15 pm Hilton Suites  
6120 Peachtree Dunwoody Road, NE Sandy Springs, GA 30328

Please come out and give Mr. Bill Swilley a warm Rotary Welcome.

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This meeting can be attended live at 12:00 and online at:

**<https://us02web.zoom.us/j/86735843836?pwd=cTdyMTFSU0c3a1RkbERqVmIRNStOQT09>**

Meeting ID: 867 3584 3836  
Passcode:086913

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More information about Mr. Swilley can be found  
here: <http://blog.atlantabsa.org/bill-swilley-good-turns/>



#### **Past Program**

### **Chaitin Maycott Explained the Power of Marketing**



Chaitin Maycott, CEO of Results Magnet spoke to our club this past Monday (10/26/2020) about the power of marketing.

He covered the history of marketing from the Yellow Pages and Billboards to what we see now on social media and everything in between. We still see Billboards and even see digital billboards which show revolving ads. The problem with this is the inability to track its effectiveness. Radio ads have similar issues as billboards. How can it be tracked? Who listens to traditional radio anymore? Many or most people have moved to internet radio to hear what they like and to avoid the advertising. It is interesting that direct mail is still effective. Look at the number of political ad mail we now receive during this election season. Our recycling bins are overflowing!

Tracking your marketing is vital. That is one reason that social media has become such a huge player in marketing. Social media such as Facebook, Instagram and LinkedIn have taken over a great deal of marketing. Through social media the marketers are able to see what we click on and therefore interested in and then know how to market to our likes and needs.



*In photo from left to right: Charan Shikh - Sandy Springs Rotary President Elect, Chaitin Maycott of Results Magnet, and John Neill - Sandy Springs Rotary Club President.*

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The Rotary Club of Sandy Springs would like to thank Chaitin for sharing his expertise in the rapidly changing world of marketing and mass media.

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These photos and more can be found in their original resolution here: <https://rotaryclubofsandysprings.zenfolio.com/p857494945>



#### **A Look Ahead**

### **A quick glimpse of our Rotary meeting dates**



\*Family of Rotary dates are subject to change.

