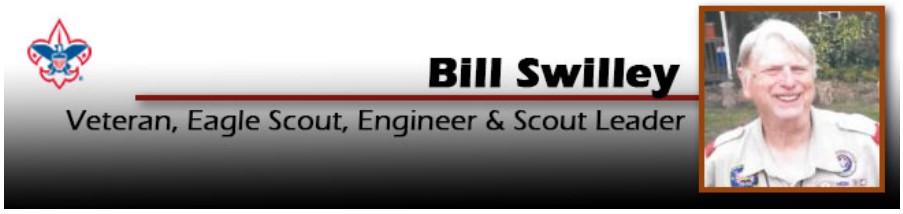
Sandy Springs Rotary Club

Sandy Springs

NOVEMBER 1, 2020

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: 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 Ill 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.

MEETINGS

November is Rotary Foundation Month

11/2	Weekly Meeting
11/9	Sandy Springs Board Meeting
11/23	Weekly Meeting
12/7	Weekly Meeting
12/14	Weekly Meeting
12/21	Weekly Meeting
1/4	Weekly Meeting
1/11	Weekly Meeting

BIRTHDAYS

11/6	Turner Wilson

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
Sandy Springs, Georgia
Wyndam Atlanta Perimeter
6120 Peachtree Dunwoody Road, NE
Sandy Springs, GA 30328

LEADERSHIP

President	John Neill
President-Elect	Nancy Schroeder

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.

Treasurer	Zac Boswell
Secretary	Scott Einfeldt
Public Image	Todd Lawrimore

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

https://us02web.zoom.us/j/86735843836?pwd=cTdyMTFSU0c3a1RkbERqVmlRNStOQT09

Meeting ID: 867 3584 3836
Passcode:086913

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 in 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.

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.

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