



The Sunrises

February 17th, 2010

Meetings 6:45 a.m. Wednesdays at Trinity United Methodist Church 3737 S. Peoria

Today's program & RoD

Jeff Couch – Adams Hall Assets

RoD: Rich Orvis

"The grown and development of people is the highest calling of leadership." - Harvey S. Firestone

Hilti. Outperform. Outlast.

Upcoming Programs & RoDs

Feb. 24th - Larry Biron – Samoa Trip Review

ROD - Paul Mikes

Mar. 3rd----- Tulsa Sunrise Business Meetings

ROD - Jim Vanderlind

Other News...

- **Wheelchair Foundation** - please give your checks to Bill Bowen.
- **Haiti relief** - so far \$81,000 has been raised for Haiti. Larry is working with other clubs around the country to put together funds to build a Rotary sponsored medical center. (\$110,000)
- Don't forget to make-up online with the Rotary "E Club one".
- For the next two meetings (17th & 24th) bring your extra cell phones for donation.

Last week's program – Ed Miller – Hilti

Training your customers

Which customers do you want to target?

- New customers?
 - Create a good first impression
- Returning customers?
- Purchasing a certain product or spending a certain amount?
 - Cultivate a segment

What does the customer want to hear?

- Thank you
 - Appreciate me, especially now
- Tell them something new
 - Educate me, I need help
- Tone down the pressure
 - Talk to me not at me

Measure everything you can

- Make sure you have test and control groups

What does your boss want to hear?

- This provides a positive return
 - We've got limited resources, especially now
- This is sustainable
 - Can we continue with this?
- Customer's love it
 - Does it differentiate us?

Please send your  announcements to aaron.wendt@hilti.com or call 918-294-5939

ENDPOLIONOW

The Rat Race

100% - *Arruda, Barney, Bibby, Biron, Cantu, Clark, Freeman, Freese, Kelly Grogg, Hays, Lawson, Leithner, Lively, McGay, Mikes, Miller, Morse, Ondracek, Carol Orr, Herb Orr, Orvis, Reid, Bill Rodgers, Smiley, Barney Tonquest, Ellie Tonquest, and Walker.

75%-99% - Blackburn, Branstetter, Brauer, Care, Coffman, Chris Cole, Linda Cole, Cyrus, *Dyson, Ford, Muck, **Sprague, Thompson, Welty, and Wendt. * Return from LOA, **Rule of 85

50%-74% - Alrifai, Bowen, Carpenter, Francis, Gomez, Hardy, Horton, Morgan, **Newkirk, ***O'Neal (23% attendance at Sunrise), Mike Rogers, Sawyer, Schueren, *Scroggs, Shields, Smallwood, Teel, Vander Lind, and **Wasson. * Return from LOA, **Rule of 85., *** Members required to have minimum of 30% attendance at Parent Club.



Less than 50% - Briggs, **Stanley Grogg, **Liichow, **Melott, Rasher, **Reagon, Rollo, *Thyvelikakath, Spike Williams, and **Tommy Williams. *Return from LOA, **Rule of 85., Rule of 85 - Stanley Grogg, D.O., Jim Liichow, Bob Melott, Bob Newkirk, Paul Reagon, MD, Kit Sprague, Don Wasson, and Tommy Williams.

"A kiss makes the heart young again and wipes out the years"
-Rupert Brooke