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 Public Relations Committee



# Rotary Club of Sandpoint

President Jon Saylor (208)-265-9160

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## Modeling a Better Economy

Looking across the face of Lake Pend Oreille from the top of the old Chair One last week, we heard a strong and continuing vision for Schweitzer Mountain Resort from CEO Tom Chasse.

A highly skilled marketing executive, Chasse has taken his team to new levels, giving not only Schweitzer Mountain Resort, but the Sandpoint-area at large and the lake as well, exposure we've never had before. Chasse showed himself as a decisive leader who monitors pertinent details several times a day during the season to learn more about visitor use and interests.

Serve Wilson, attending the luncheon, commented that literally every person he met working at Schweitzer was courteous and attentive to the needs of the skiers. Chasse replied he'd like to see, "the same level of service across the whole community."

Speaking of Sandpoint and Bonner County at large, he said with the number of first-time visitors on the Mountain, the whole valley has a genuine opportunity of impressing its positive-lifestyle image on new people coming into the area.

Such attentiveness and courtesy among service workers in our communities could benefit the local economy immensely.

It takes place at the point of contact. But it doesn't just happen. It requires the spark of vision first. Caldwell Mayor Garrett Nancolas, speaking recently to the Friends of Pend d'Oreille Trail said, "**A vision without a plan is only a dream; but a vision without a funding mechanism is hallucination.**"

I agree heartily with the wisdom encouraged by both these leaders and therefore solicit Rotarian thoughts regarding ways to enhance and assist Tom Chasse in these strong marketing efforts.

~ Dwayne K Parsons, 208-290-2300

## Dick Creed, Member Spotlight

A Sandpoint resident since 1966, Dick Creed has been an active Rotarian for 11 years. He has served as Club President and has led several of our fundraiser projects including last year's Rotary Garage Sale, as well as several trip raffles.

Dick and his wife, Elise, have two children ages 47 and 42. Semi-retired, he likes to fish and spend time in his workshop building "elaborate bird houses". Dick retired from the U.S. Forest Service. He has a degree in Civil Engineering and spent three years of his younger days flying for the Navy as an aerial photographer.

He is currently reading a biography of John Paul Jones by Samuel Eliot Morison.

~ Tim Cochran



~Ross Hall photo 1963

*Overlooking the beautiful panorama of Lake Pend Oreille, Chair One is now a 3-person chair. Still it is next on Tom Chasse's list for renovations. Schweitzer Mountain Resort's nationwide promotions are attaining new levels of exposure for Bonner County and its lake communities. That's Schweitzer's first racing coach in the old 2-seater, Austrian, Werner Beck.*

## It's Club Day!

Featured speakers today are Kim Queen, Toby McLaughlin, Dwayne Parsons, Lynda Metz and Sean Fitzpatrick.

New member, Julie Meyers was not able to attend, but will give her presentation at an upcoming meeting.

## Next Week

Our speaker for March 11 will be Bonner County Sheriff, Daryl Wheeler (R) who won the general election in November by more than 7500 votes over Democratic candidate, Larry Hanna.

*"Make dreams real for the world's children. This will be our theme, and my challenge to all of you."*

~ Dong Kurn Lee

Rotary International President 2008-09



~Dwayne Parsons photo

### Who Will Host Tatiana?

There's been considerable difficulty finding a host family for this year's exchange student, **Tatiana Ferrayra Arias**. Royal and Jana Shields have been very kind to take her for most of the winter, but we're still looking for residence during the remaining months of March, April and May. If you are able to help with Tatiana's American experience, please contact Royal or Jana at **263-7254** or me. This is an important and urgent request!

~ Carole Warren  
**263-1542**

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*"Friendliness pays in a material sense as well as spiritual. It pays, whether one be prince or pauper, minister plenipotentiary or the most menial servant. None can afford to be without it. [It] is not a lone star; it is one of a constellation. Its sister stars are kindness, neighborliness, and cheeriness; they are scarcely less luminous."*

~ Paul Harris, Founder of Rotary



## Events Calendar

*If you become aware of upcoming events, be sure to let Jerri know. Her cell phone is 597-1969.*

### Club

- Mar 6-8 Pre-PETS and PETS
- Mar 6 Ambassadorial Applications due
- Mar 19 Bunco Night, Pend d'Oreille Winery
- Apr 3 Paul Harris Society dinner
- Apr 3 Rotary Leadership Institute Facilitator Training
- Apr 3-4 Spring District Assembly '09
- Apr 25 Rotarians at Work Day
- July 31-Aug 1 Rotary Garage Sale

### Community

- Mar 4- Mar 30 POAC Student Art Exhibit
  - Mar 27 A Day for Heather
  - Apr 5 Spring Annual Food Bank Drive
  - Apr 11-13 Home & Garden Show
- ~ Jerri Anderson

Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall.

~ Steven Covey

## Duty Roster

	<u>GREETER</u>	<u>RAFFLE</u>	<u>PRAYER</u>
March 4	Ron Chaney	Chris Chambers	David Keyes
March 11	Tim Cochran	Ron Chaney	Bob Linscott
March 18	Dale Coffelt	Tim Cochran	Kendon Perry
March 25	Dar Cogswell	Dale Coffelt	Sue Poppino
April 1	Kris Contor	Dar Cogswell	Marilyn Sabella