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 Public Relations Committee



# Rotary Club of Sandpoint

President Jon Saylor (208)-265-9160

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## Communicating Across the Planet

At last Wednesday's meeting, Donna Parrish, owner/publisher of *MultiLingual* magazine, proved that statistics don't always have to be boring. Parrish informed the lunchtime crowd about the technical aspects behind the globalization of today's internet sales, using statistics about sales and the world marketplace to help bring her points home.

Parrish made the point that though the internet has succeeded in making our world a much smaller place, localization is still extremely important in the global marketplace. Her magazine caters to people who market to and for products that sell in multiple countries and in multiple languages.

Parrish took over *MultiLingual*, located on 1st Ave. in downtown Sandpoint, several years ago and has been working on growing the business and keeping up with the industry ever since.

Subscribers from more than 60 different companies depend on the magazine and newsletters produced by Parrish's diverse staff to help their clients and companies keep up with world-wide demand.

In her introduction, Debbie Ferguson also pointed out that Parrish spends much of her spare time helping to combat homelessness and poverty in Bonner County.

~ Nikki Luttmann

## Member Spotlight

**Dick Cvitanich** was recruited to Sandpoint to serve as Superintendent of the Lake Pend Oreille School District. He has a Bachelor's degree in History and a Master's in Educational Administration. He has been married to his Junior High sweetheart, Diane for 34 years. They have three sons John 27, Paul 24, and Andy 21. Dick and Diane love to travel, their last trip was to Croatia.

When not working he can be found skiing (both snow and water), traveling with his family, reading, or gardening. Before joining the Sandpoint Rotary Club two years ago, Dick was a charter member of the Vashon Island Rotary Club. Dick is currently reading a biography of Andrew Jackson and Last Child in the Woods which, he says, explores the disconnect between children and the outdoors.

One of Dick's challenges in life is his expressed difficulty in dealing with people that live in the "negative".

~ Tim Cochran



*Donna Parrish, working her computer as she presented her excellent company's story showed the kind of entrepreneurial spirit that's put Sandpoint on the world map.*

### This Week

Karl Dye, the current Executive Director of the Bonner County Economic Development Corporation. Karl will discuss the BCEDC's direction in light of the current economic conditions.

### Next Week

Ken Sorenson, Resident Engineer for the Idaho Transportation Department. Ken will be providing an update on the Bypass construction.

~Toby McLaughlin

## ***Planning Rotary's Annual Yard Sale***

### *Quality Products for a Quality Fundraiser*

Eight Rotarians showed up for the launch meeting of the Yard Sale committee co-chaired by Dick Creed and Jerri Anderson.

This important fundraiser will again be the primary Sandpoint Rotary work project and all Rotarians are asked to participate on some level.

Seven Captains were named to over-see two Drop-Off Saturdays each prior to the July 31-Aug 1 sale dates. They are Matthew Kerr, Jerri Anderson, Dick Creed, Clif Warren, Carol Warren, Jim Michaud and Jon Saylor. Each will be in charge of two weekends of deliveries to the Drop-Off site.

All Rotarians are also asked to contribute quality items for sale and to look for and encourage other quality items from the community and friends.

Last year's event raised more than \$10,000.

"Tax deductions are allowed on items donated through the Charitable Trust," said Clif Warren. But the money raised from those items must go to the Charitable Trust Fund, he clarified.

Dick Creed put out a request for On-Call Truckers (Rotarians who have pick-up trucks) to volunteer hauling in donated items. Last year, some significant items came from residents of Schweitzer and this year we're hoping for the same kinds of contributions from non-Rotarians of Bonner County. The "On-Call Truckers" will also be needed to off-load culled and salvageable but not saleable items.

Jerri emphasized that the Club does not want clothing, bedding or old electrical appliances at this sale.

## **Events Calendar**

*If you become aware of upcoming events, call it in!*

*Jerri's cell phone is 597-1969.*

### **Club**

Apr 18	Yard Sale Drop-off 9:00 to 11:00 AM @ Graj Mahal, Airpark Lane
Apr 25	Rotarians at Work Day Service Project
May 28-31	District Conference 2009 in Cranbrook
July 31-Aug 1	Rotary Yard Sale

### **Community**

Apr 16	Scout Fundraiser Pig Roast
Apr 18-19	PBCA Home & Garden Show
Apr 20	Earth Day
Apr 24	Festival@Sdpt Wine Tasting, Dinner & Auction
Apr 29	Career Fair 2009
May 1-3	64 <sup>th</sup> Annual K&K Fishing Derby
May 8	Advance Sandpoint

*~ Jerri Anderson*

The Drop-Off Location and time will consistently be the same: every Saturday from **9:00-11:00 AM** at the Graj Mahal on Airport Lane (one street north of the Quest entry) on the west side of Sandpoint Airport. Look for the Rotary sign sign pointing east off of the Great Northern Road.

*~Dwayne K Parsons*

## **Duty Roster**

	<u>GREETER</u>	<u>RAFFLE</u>	<u>PRAYER</u>
April 15	Dick Creed	Mike Craven	Dale Coffelt
April 22	Dick Cvitanich	Dick Creed	Mike Craven
April 29	Dave Eacret	Dick Cvitanich	Dick Creed
May 6	Bob Farmin	Dave Eacret	Tom Harvill
May 13	Debbie Ferguson	Bob Farmin	Stan Hatch

## ***Quality Items for a Quality Fundraiser***

*April 18 starts the weekly drop-off at the Graj Mahal, 9:00 to 11:00 at the end of Airpark Lane just north of the Quest entry.*