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 Public Relations Committee



# Rotary Club of Sandpoint

President Jon Saylor (208)-265-9160

May 6, 2009 Volume 1, Issue 14



*Virtual window-shopping of a different sort happened for the nearly full crowd of Sandpoint Rotarians who lunched at the Coldwater Creek facility in Ponderay last Wednesday. What you see here is a hallway inside one of the larger buildings where Coldwater Executives and artisans put together one of two interior “virtual” stores. Every detail is planned and tested with a walk-through once a new seasonal concept is finished. This trademark sets Coldwater Creek apart from most other clothing retailers as everything in the store is color-coordinated, including items for interior decorating. Window displays and artwork are carefully designed to match as well.*

### Member Spotlight

A life-time Sandpoint area resident, Dale Reed received an Associates Degree in Business Administration and a Bachelor’s Degree in Business Management from the University of Idaho. He works in the insurance and financial services industry, being associated with State Farm Insurance.

Dale is married to Melanie and has a daughter age 21, a son age 19, and a step daughter age 17.

When not at work, Dale loves to hunt, fish and camp. He loves to travel especially if it involves camping in the back country. His last trek was to the North Fork of the Clearwater River.

Dale has been an active member of the Sandpoint Rotary Club since 1990. His most recent book read was Good to Great ~ Tim Cochran

### Coldwater Creek Tour

Rising up out of nowhere in the heart of the Sandpoint area, Coldwater Creek has not only become a significant employer in North Idaho, it has helped put our community on the map.

Catering primarily in women's apparel, jewelry, accessories and gifts, Coldwater Creek has assisted greatly in establishing an Aspen, Colorado-image for Sandpoint, Schweitzer and Lake Pend Oreille.

Their merchandise is offered through a still-growing number of retail stores across the country. You can also order from them on their website at [www.coldwatercreek.com](http://www.coldwatercreek.com), as well as through direct-mail catalogs.

The store line began in 1984 as a home business with only one phone, an extra-long cord, a closet stuffed with merchandise and a fierce determination to set new standards for mail order service. Today, the company employs more than 10,000 and that home office now includes a 20-acre campus in direct view of Schweitzer Mountain Resort. Their East Coast Operations Center in Mineral Wells, West Virginia, ships packages to a large base of customers, while also replenishing outlets all over the country. A complete list of current and future Coldwater Creek store locations can be found by using their Store Locator tab on their website home page.

*Always on display in the conference room where we ate, is this huge wall-hanging quilt, the patches of which represent more than 300 of the first Coldwater Creek stores situated through the U.S. Despite a struggling national economy, Coldwater Creek continues to hit the heart of the American female shopper.*



### This Week

Greg Parker, a Naval Aviator, is Outgoing Commander of the Garudas Squadron based out of Afghanistan. He’ll talk about his experiences there. He’s the son of proud parents, Jack and Shirley Parker. ~Toby McLaughlin



### **Proposing Membership**

All Rotarians have the privilege and obligation to seek qualified members, as this provides vitality and sustainability for a very good thing. A vital club achieves full representation through all sectors of community life.

Rotarians are adults of good character and good business or professional reputation. As leaders, they hold or have held executive positions of influence wherein they've exercised discretionary authority.

Because Rotary is a service club, active Rotarians are asked to participate in club projects, fundraisers and service-oriented programs that bring benefit to the community of the club. Besides, it's great fun and always interesting.

*Held wonderfully captive under the testing eye of Sergeant at Arms, Julie Meyers, some 45 Sandpoint Rotarians lunch in the conference room at the Coldwater Creek facility in Ponderay. The conference room is used for training employees in all sorts of retailing methods as well as instructing personnel in the finer workings of store layout and design.*

*Events like this luncheon tour help make Sandpoint Rotary one of the more progressive and proactive clubs in District 5080. Participation in a service club of this quality means not only contributing to one's community, but gaining the benefit of influence as well.*

### **Events Calendar**

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

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

#### **Club**

- May 8                   Graj Mahal Drop-off for Yard Sale, 9-11 AM
- May 28-31           District Conference 2009 in Cranbrook
- July 31-Aug 1       Rotary Yard Sale

#### **Community**

- May 7                   National Day of Prayer at Farmin Park
- May 8                   Advance Sandpoint Simulcast in FCC building
- May 14-17           24<sup>th</sup> Annual *Lost in the Fifties*

*~ Jerri Anderson*

### **Bring Quality Items**

*Sandpoint Rotarians are challenged to donate quality items to our annual yard sale.*

*You can drop items off at the Graj Mahal storage site every Saturday from 9:00 to 11:00 AM. Signs will direct you from the Great Northern Road (along the tracks off Baldy Mountain Road), adjacent to the Quest entry road.*

*Presiding officers will not, however, accept clothing or old electrical appliances. So bring really good stuff.*

*This is our primary fundraiser, so your best contributions are graciously encouraged and accepted. Revenue from this event supports local Rotary projects and scholarships. Items worth \$100 or more are tax deductible.*

### **Duty Roster**

	<u>GREETER</u>	<u>RAFFLE</u>	<u>PRAYER</u>
May 6	Bob Farmin	Dave Eacret	Tom Harvill
May 13	Debbie Ferguson	Bob Farmin	Stan Hatch
May 20	Sean Fitzpatrick	Debbie Ferguson	David Keyes
May 27	Phyllis Foro	Sean Fitzpatrick	Bob Linscott

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

*May 2<sup>nd</sup> is your 2<sup>nd</sup> opportunity to drop off quality items at the Graj Mahal, 9:00 to 11:00 AM at the end of Airpark Lane just north of the Quest entry. Look for the Rotary sign. The Great Northern Road goes north off Baldy Mountain Road toward the backside of the Fair Grounds.*