



# The Rotoreador

Publication of the Rotary Club of Longmont  
 Meetings: Tuesdays, 12:00 noon at the First  
 Lutheran Church, at 3rd and Terry Street.



October 16, 2007

Club Officers  
 2006 - 2007

- President: Bob Parsons
- President Elect: Tom Dueber
- Vice President: Pam Alexander
- Past President: Jeff Korringa
- Secretary: Steve Beck
- Treasurer: Jerry Buchholz
- Directors:
  - Rose Crispin
  - Bruce Davies
  - Wes Goodson
  - Debby Paris
  - George Stroh (Rotoreador)
  - Joanne Wheeler Smith
- Rotary Foundation
  - John Caldwell
- Charity Fund
  - Dan Gust

## MENU for Oct 23.

Meatloaf, mashed potatoes  
 and gravy and steamed veg-  
 gies, spinach orange salad  
 and dessert

## Coming Up

- Oct 23 - Longmont Humane  
 Society, **Clay Evans**
- Oct 30 - Seagate, **Rob Pait**
- Nov 6 - Silver Creek HS Ro-  
 botics Club, **Scott McLaughlin**

## VOCATIONAL SERVICE MONTH



was presented by **John Poynton**. Due to the  
 absence of all of our Music Committee mem-  
 bers, music was a cappella, led by **Bob Par-  
 sons**.

**Marcello Bergquist** gave the *Attendance  
 Report*: **Connie Lehman** was our sole *Visit-  
 ing Rotarian*. A Rotaract representative  
 named **Christina Edstrom** was a *Guest of  
 the Club*. The following were *Non-Rotarian  
 Guests*: **George Nowell** was a guert of  
**Debra Edwards**. **Randy Ahlberg** hosted his  
 mother, **Corrine Ahlberg**. And **Scott Olson**  
 was hosted by **Dan Kapsak**.

Lots of *Make-ups* were reported. **Leona  
 Stoecker** made up at the District President's  
 Meeting; **Dick Richards** made up at the  
 Parker-Cherry Creek Club and the Smoky Hill  
 Club. **Jeff Korringa** made up at e-Club.  
**Dennis Coombs**, **Edwina Salazar**, and  
**Marcello Bergquist** attended the District  
 Literacy Conference; and **Pam Aultman** at-  
 tended the Longmont Rotary board meeting.

*Birthdays* celebrated were for **Betsy Gray**,  
**Guy Scoma**, **Leona Stoecker** and **Ben Weir**  
 for a total of 257 years.

**Josh Atherton** joined the club one year ago  
 as did **Deb Roberts**. **Kathy Weber-Harding**  
 joined 6 years ago but **Gordon Pedrow** has  
 been a member for 14 years, having joined  
 on October 19, 1993.

## Meeting Notes

President **Bob Par-  
 sons** greeted us and  
 we rose to say the 4-  
 way Test.. The *Mo-  
 ment of Inspiration*

## FAMILY OF ROTARY

Congratulations to **Mike Butler** for receiving  
 The *Partner's Community Light Award*.

**Buck Jones** sends his thanks for the card.  
 We hope to see him back to our meetings  
 soon.

## ANNOUNCEMENTS

**Flu Shots on October 30** Representatives  
 from the Longmont Clinic will be giving flu  
 shots at the October 30 meeting from 11:45  
 until 12:30. Medicare or many insurance pro-  
 grams cover the cost, which is \$23.

**District 5450** is welcoming the Rotary Clubs of  
 Castle Rock & Castle Rock High Noon on Sat-  
 urday, November 3, 2007, from 5:00 - 7:00 pm  
 at Christ's Episcopal Church, 615 4th Street,  
 Castle Rock. RSVP the District 5450 office,  
 303-477-0654 no later than Oct. 26. Entertain-  
 ment will be provided by banjo playing and  
 singing Steve Gilbert of the Parker Rotary  
 Club.

**Coat Drive**. Phyllis Dwyer announced that the  
 drop-off for the coat drive has been changed.  
 Thanks to Tom Redman, new space has been  
 provided in the Vista Business Park . New  
 directions will be forthcoming. Phyllis also  
 noted the 45 members have volunteered to  
 participate in the coat drive.

The **Literacy Committee** will meet at 7:30  
 a.m. on October 26 at the O.U.R. Center.

**Snow Ball** It's still not too late to buy your  
 tickets to the Snow Ball on November 30.

Editorian

George Stroh

## PROGRAM

### “Go for the no.”



Our speaker was John Geiman, a sales consultant from the Sandler Sales Institute. He advocated a different approach to selling. The motto of the Sandler Sales Institute is: “Break all the Rules and Close More Sales.” In a nut shell, the approach he advocated was first to bond and gain rapport. Make an up-front contract with the prospect that it is ok to say

“no”. Find out where the pain (problems the client has) is and address these issues. Find out the client’s budget. Seek a decision, fulfillment and then post sell activity.

## VOCATIONAL SERVICE AWARD



**Randy Ahlberg** is awarded the *Vocational Service Award* for the ethical and compassionate way he does business as the owner of the Ahlberg Funeral Home. Diane Stow told us about Randy. Her presentation was heart-felt.

## 4 Way test in Schools 2007

**Steve Strong** monitors a group of 9th Graders during the 4 Way Test in Schools program on Friday, October 19 at Longmont High School.

