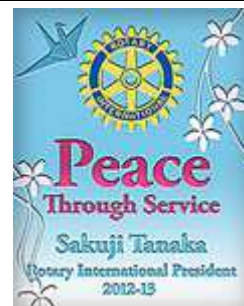




ROTA-BITS



SERVICE ABOVE SELF

VOL. 14, NO. 17, OCTOBER 25, 2012 * EDITOR: * DOUG GROSE*

October is Vocational Service
Month in the Rotary International
Calendar

LAST MEETING

Reported by Dianne McDermott-
Munson

Prayer:

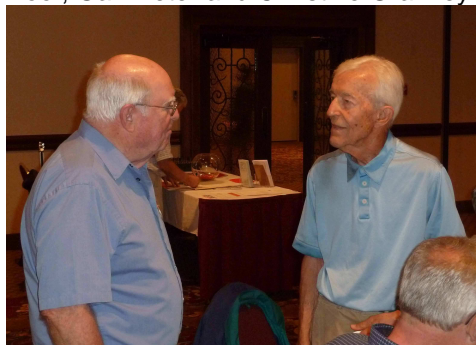
Tom Weiss

RotaBuck Winner:

Doug Grose

Guests:

We welcomed Frank Injic, Stearns
Poor, Gail Meter and Christine Gramley.



Dan Welker caught me talking to our guest,
Stearns Poor, a Past President of our club,
and my sponsor when I joined the club back
in 1985.

Announcements:

- Lee reminded us that November 15 is Spouse's Day.
- Ted will be sending around a sign-up sheet for dictionary distribution with the goal of making sure that every third grader has a dictionary. The dictionaries and stickers are on order.
- Dennis Nowacki reminded us that United Way of Lake County needs volunteers for its Warm Hands 5K. All volunteers should bring mittens. Cheryl Noviski added that anyone

who wants to walk or run is also encouraged to participate in the event.

- Bill Richardson noted that a list is going around for people to sign up if they want to attend and judge high school plays. He noted that this is a fun way for red badgers to earn their way to become blue badgers.
- Dianne McDermott Munson encouraged anyone who wanted to hear from a learning coach to attend Neil Ducoff's talk on November 1 ... sponsored by Leadership Lake County, Lake National Bank and Lake Erie College. Postcards are available now through the event.
- T.R. Hach also endorsed Leadership Lake County's Youth Program.

Speaker: Jeff Heinen, CEO of Heinen's Fine Foods

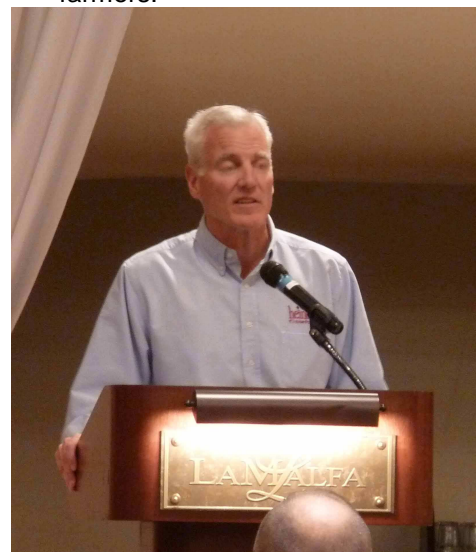
Jeff spoke about how he and his brother John run Heinen's and how they are third-generation family owners. He talked about how 10% of privately owned companies get to the third generation of family ownership and how the Heinen family beat the odds.

It's all about differentiating ourselves from the competition. The food business is a zero-sum game with lots of competitors. Everyone is trying to differentiate themselves. Jeff's grandfather opened Heinen's 83 years ago. Today, the company has 17 stores in the Cleveland area and another just opened in Chicago two months ago.

What we do to differentiate ourselves:

- We want the best product grown.

So we purchase our produce directly from local, regional and national growers. Local is a big buzz in Ohio, so in June through October we purchase from 50 local farmers.



Jeff Heinen addressing the Rotary Club of Mentor. Photo by Dan Welker.

- From ranch to retail ... 15 years ago, we were forced to buy our beef from one of three main guys – no one had any type of consistency. Today we partner with ranchers and scientists in Southern California that grow and slaughter cattle in a certified and humane way that is free from hormones and antibiotics. In fact, there are QR codes on our packages of beef that you can scan with your smart phone to learn more about our ranchers.
- Seafood is the number one ordered meal in mid-level and upscale restaurants, but it makes up 1/5 of the sales compared with other proteins. We work hard to train our seafood associates in culinary education so they can pass that information on to our customers. In

A NEWSLETTER PUBLISHED BY THE ROTARY CLUB OF MENTOR, OHIO

addition, our stores receive seafood orders six days a week because we deal directly with fishermen. We can honestly say that the fish you buy today was in the ocean yesterday! Our competitors can't say that with their twice-weekly deliveries.

- Finally, we differentiate with our people. We refer to our employees as associates because employees work *for* someone; associates work *with* us. Associate satisfaction drives loyalty, which drives customer satisfaction and more profit. This allows us to invest in our people.

What do we do to increase associate satisfaction? We make them feel a part of the organization. We take the time to clarify what we are doing and why. People need to understand our vision for the organization. We don't believe you can inspect and supervise your way to the top.

We train our associates to develop their personal skills so they know they can change something in their personal lives.

We also believe in communication, so we have many different types of meetings: store meetings, department meetings, and on and on. But we believe in dialogue – we work hard to listen.

We believe in forming deep, sustainable grooves of separation between ourselves and our competition.

We believe in enabling leaders and making sure people with the right skills are in the right jobs. We don't believe in supervising or inspecting your way to the top.

Most importantly, we believe our customers need to love their store experience. Our goal is for our customers to leave a store in a better mood than they had when they came in.

KUDOS

To the following members who helped 12 Broadmoor students construct napkin holders on October 15:

Phil Plestis, Jack Butler, Doug Grose, Bob Boyd, Fred Lariccia, Bob Wigton, Dick Swain and Bill Picket. Special KUDOS to Bill Pickett who prepared all the component parts for the project.

HUMOR

The following comes to us from the Newsletter of the Langley Park Rotary Club of London, England, contradicting the many "blond jokes" floating around the Internet.:

Three men were hiking through a forest when they came upon a large, raging, violent river.

Needing to get to the other side, the first man prayed: 'God, please give me the strength to cross the river.'

Poof! . God gave him big arms and strong legs and he was able to swim across in about 2 hours, having almost drowned twice.

After witnessing that, the second man prayed: ' God, please give me strength and the tools to cross the river '

Poof! .. God gave him a rowboat and strong arms and strong legs and he was able to row across in about an hour after almost capsizing once.

Seeing what happened to the first two men, the third man prayed: ' God, please give me the strength, the tools and the *intelligence* to cross the river '

Poof! . He was turned into a woman. She checked the map, hiked one hundred yards up stream and walked across the bridge.

UPCOMING EVENTS.

October 25 - Brian Fowler, Lake Metroparks

November 1 - Jon Slaybaugh, SCORE

November 8 – Learning About Business, Students from LEC –

November 15 – Spouse's Day

November 19 – Woodworking at Broadmoor School

November 22 - TURKEY DAY NO MEETING...

BIRTHDAYS

October 16 – Vickie Wildeman

October 17 – Joe Gibson

October 23 – Bill Robertson

If I have missed anyone, please call 257-9827 or email d.grose@sbcglobal.net

THE 4-WAY TEST

Of the things we think, say or do...

Is it the Truth?

Is it Fair to all concerned?

Will it build Goodwill and Better Friendships?

Will it be Beneficial to all concerned?

OFFICERS MENTOR ROTARY CLUB

2011\2012

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Tom Weiss PHF

Bob Boyd PHF

Mike Scruggs PHF

Tom Lemire

Membership Chair

Vicki Curtis

WHERE WE MEET

LaMalfa Center,
5783 Heisley Road,
Mentor, Ohio
Thursday at 12 Noon

OUR MAILING ADDRESS

PO Box 1177
Mentor, OH 44061-1177

OUR WEB SITE

www.mentor-rotary.org/

ROTARY INTERNATIONAL

www.rotary.org

MEETING MAKE-UPS

Following are a few nearby Rotary Club meeting sites and times for makeups;

MONDAY

Willoughby at Gavi's, 12:00 PM

TUESDAY

Painesville at Hellreigel's Inn at 12:00 Noon.

WEDNESDAY

Burton-Middlefield at Welshfield Inn Banquet Hall, 14001 Main Market Rd., Burton, at 7:00PM

Cleveland East at Nighttown Restaurant 12387 Cedar Road Cleveland Hts. At Noon.

THURSDAY

Cleveland at Windows on the River in the Flats, Bridge View Room, Third Floor, Windows on the River, Powerhouse. Nautica Entertainment Complex, 2000 Sycamore at 12:00

FRIDAY

Chagrin Highlands (Beachwood area): at Mitchell's Fish Market, 28601 Chagrin Blvd., Woodmere (at Eton Square).