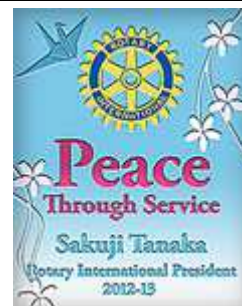




ROTA-BITS



SERVICE ABOVE SELF

VOL. 14, NO. 19, NOVEMBER 8, 2012 * EDITOR: * DOUG GROSE*

November is Rotary Foundation
Month in the Rotary International
Calendar

OCTOBER 25 MEETING

Reported by Bob Zyromski

Sgt.-at-Arms: Signore Lariccia

Prayer: Ted Hieronymus, imploring blessings on our military folks and more than a little heavenly TLC for the very-long-suffering on the East Coast; and for guidance that club members do the best we can for those who need our help.

Guests/visitors: Her Glibness Maureen Kelly, our recent speaker, from that club to the East; Bob Mastronicola, LEC's vets program chief; T.R.'s buddy Michael DiFranco; and Andy Rhodes from the Cleveland club.

Rotabuck/WFD: Vicki Curtis pulled ticket 906 (to more than the usual number of audible groans, it seemed), whereupon Carl Myers discovered a mere eight of Clubs. The Word? Myers's response: "I don't know, don't ask me." But Mr. M got off the hook since, without power, apparently no newsletter escaped from Mr. G's computer this week.

Announcements: Sign-up is mandatory for our 11/29 off-site adventure to the Classic Airpark adjacent Lost Nation Airport in Willoughby.

The OSU/UM football bash on 11/24 still has a few tally-sheet open slots for adventurous risk-takers and score-predictors. It's twenty bucks for the event, with great grub and lots of giveaways. Mike and Shane are

looking for a couple more volunteers to help the shindig go. The party is at the Grand River Yacht Club which graciously provided the facility at no charge.

The Dictionary Dude's still looking for a few more hands to visit third-graders with the appreciated word books. Contact Mr. Ted now. Please.

The fall high school play schedule was recently emailed. Experience, an artsy background, deep critical thinking, and all that other esoteric stuff is definitely **NOT** a prerequisite for reviewing shows. Being alert, open-minded and fair, however, is. And being ready for a good time in the theatre with Rotary buds. Try it! And bring a spouse, significant other or pal.

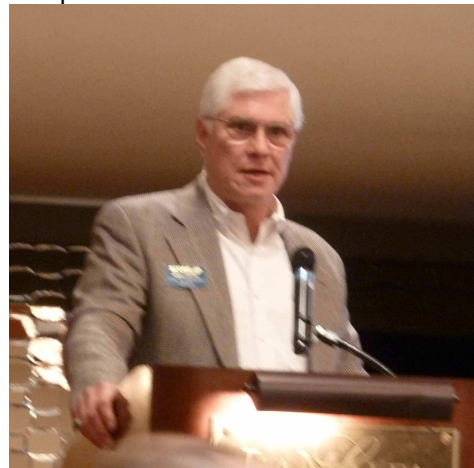
In honor of 11/11 vets' day, today we recognized early the numerous club members who have served us and their country. Each service member stood to declare his affiliation. Seems all branches were represented. Also, next Thursday we'll entertain a few ex-military special guests.

PROGRAM: SCORE – Jon Slaybaugh

Slaybaugh has the distinction of having moved from – and returned to – Cleveland four times! Further delineating his devotion to the area is his volunteer work with SCORE, the SBA-founded program that helps small businesses get off the ground – and keep flying!

Originally the Service Corps of Retired Executives, SCORE

broadened its vision to entrepreneurs who are the bedrock of American business and economy. Counsel to literally hundreds of burgeoning business in Northeast Ohio, SCORE operates out of Painesville's Port Authority offices on Thursdays, from KSU Geauga on Fridays and has begun counseling at KSU's new Twinsburg campus.



Jon Slaybaugh addressing the Mentor Rotary Club. Photo by Dan Welker.

As Slaybaugh noted, the variety of SCORE experts acts as a "free board of directors." Advice by appointment is usually rendered by phone, sometimes by email, and most effectively face-to-face. Slaybaugh also stressed that advisers don't tell clients what to do, but merely lavish methods and examples from their business experiences. Clients glean what wisdom suits, and make their own decisions. He also stressed that an imperative step number one is a business plan. First up: a road-map.

And SCORE always needs willing volunteer experts in various fields. So let's get the "ask" in early. Want to share your expertise with hungry entrepreneurs? Call Slaybaugh at 440-

A NEWSLETTER PUBLISHED BY THE ROTARY CLUB OF MENTOR, OHIO

357-2290 or email him at jonslaybaugh@yahoo.com. Your time certainly will be rewarding.

His dedication to small business is driven by reality. Small business bolsters U.S. economic growth. The 29+ million small businesses account for 99.7% of employers, 64% of all employment, and create 60 to 80% of all new business jobs in America.

One key, not-so-impressive statistic: roughly 55% of new businesses fail within the first four years of existence. Why? These owners all had a dream and an idea to pursue. Many risked life savings. Yet the dream turned into nightmare because their business proposition was not clearly thought through. With disastrous results.

Slaybaugh's counseling experience revealed a key reality: most small business owners are too focused on their technical abilities and not on the bigger picture – how to assure success for their business. His Road-map for Success program aims to remedy that myopia.

A lot of the road-map program is about marketing, which is not simply the advertising and promotion activity of a business. Slaybaugh's key definition: "Marketing ... is a total business philosophy aimed at improving ... performance by identifying the needs of each key customer group and then designing and producing a product or service package that will enable the organization to serve selected customer groups or segments more effectively than its competition." Advertising and promotion are only tactics used to accomplish a marketing strategy.

Another exhortation: new-business owners must stop being totally TASK focused, and start dedicating time simply to dream. Inspiration and imagination are key. Slaybaugh urged: Dedicate time each day to getting inspired, then imagining what could be.

A business plan must have both quantitative and qualitative analysis. Slaybaugh's program is about process: the what, why and how. A must: a

Unique Selling Proposition. The USP is that group of capabilities, features, services, values and promises that sets one business apart from any other competitor in a served market niche. USP is not simply a product or service. It's telling customers and prospects how a business will solve problems they have and what value it will create for them. In other words, define a business around a USP, one that inherently solves customer problems.

Complementing the USP was Slaybaugh's insistent "It's not about YOU!" It's about creating value for a group of customers with a common problem (especially those that have gone unsolved by competition). "Solving problems creates value. If you are creating value for your customers, you will undoubtedly be creating value for you and for your business."

Slaybaugh also urged using new approaches or technology, creating a superior service-delivery model and developing a first-rate service model ranging from delivery to customer interaction.

"I spent 15 years at Namco. We made low-end position sensors, nothing overly technical, just 'widgets.' We applied these principles continuously. Not that we did not have issues, setbacks and false starts. We did! But over time, committed to continuously applying these principles, the results were stupendous."

In fact, Namco was willing to make drastic changes. It defined a niche: welding automation. Focused all efforts around that defined niche. Completely revamped its sales channel. Put in a new distribution channel (when common wisdom said that would lower its profit margin). And renewed products continuously.

"We found a problem that the historic big players were not willing to solve – we solved it and invented the whole new category of WIFI sensors. Why did the market leaders not do this? It

meant cannibalizing their historic mechanical sensor business."

Slaybaugh's key to success? Vision. Using inspiration and imagination. With a company smaller than competitors' – with little capital and few sales resources – its focus was on vision.

Where are you going? What do you want to be?

Slaybaugh again hammered away at focused niche marketing: developing a group of customers with a common problem. "We found technical solutions specific to the niche versus following a 'one size fits all' or 'me-too' approach. We routinely introduced new product features, offering additional problem solutions. . . No matter what your product or service, you can find a UNIQUE market niche for your business!"

He revealed that at Namco he spent at least 40% of his time traveling to customer locations, or meeting with them in his facility or at trade shows and industry events. Getting close to the customer meant understanding the customer.

He also urged, "Forget 'me-too' solutions." Being just like competitors is not much of a future. When multiple competitors are alike, the customer soon learns to drive PRICE as the differentiator. That can be a killer for the whole market.

Another key bit of advice: do it rapidly and repeat. That is, focus on and recognize unfulfilled needs and respond much faster than the larger competitors act and react. His company routinely had product revisions or service offerings in the market before competitors had released their copy of his original offering.

So, wrapping up the HOW to create a successful business:

1. Create a vision through inspiration and imagination.
2. Focus strictly on market niches.
3. Get close to the customer: identify wants and needs.
4. Forget "me-too" solutions: differentiate.

5. Do it rapidly and repeat: use time as a competitive weapon.

JOCOE'S JOURNAL

Trying to control my dry hair, I treated my scalp with olive oil before washing it. Worried that the oil might leave an odor, I washed my hair several times.

That night when I went to bed, I leaned over to my husband and asked, "Do I smell like olive oil"?

"No," he said, sniffing me. "Do I smell like Popeye"?

A blonde pilot decided she wanted to learn how to fly a helicopter.

She went to the airport, but the only one available was a solo-helicopter. The instructor figured he could let her go up alone since she was already a pilot for small planes and he could instruct her via radio.

So, up the blonde went. She reached 1,000 feet and everything was going smoothly. She reached 2,000 feet. The blonde and the instructor kept talking via radio. Everything was going smoothly.

At 3,000 feet, the helicopter suddenly came down quickly! It skimmed the top of some trees and crash landed in the woods. The instructor jumped into his Jeep and rushed out to see if the blonde was okay. As he reached the edge of the woods, the blonde was walking out.

"What happened?" the instructor asked.

"All was going so well until you reached 3,000 feet. What happened then?"

"Well," began the blonde. "I got cold, so I turned off the ceiling fan."

UPCOMING EVENTS.

November 8 – Learning About Business, Students from LEC –

November 22 - TURKEY DAY NO MEETING...

November 29 – Off-site meeting at the Classic Air Park

BIRTHDAYS

November 3 – Dan Snyder

November 11 – Tom Lemire

November 12 – Tony Spena

November 17 – Denis Nowacki

November 21 – Chet Karchefsky

November 21 – Bill Snow

November 25 – Lee Quinones

November 28 – Bob Sustar

November 29: - Cliff Shandle

November 29 – Carl Myers

November 29 - Karen Bowersox

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

President

Tom Hough PHF

Immediate Past President

Wayne Brodnan PHF

President Elect

John Solich

Vice President

Amy Kapostasy

Secretary

Kevin Newcomb PHF

Treasurer

Curt Jones, PHF

Sergeant-at-Arms

Fred Lariccia, PHF

Board Members

T. R. Hach PHF

Shane Novak PHF

Ron Traub PHF

Bob Fritts

Bill Robertson PHF

Tom Weiss PHF

Bob Boyd PHF

Mike Scruggs PHF

Tom Lemire

Membership Chair

Vicki Curtis

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).

WHERE WE MEET

LaMalfa Center,
5783 Heisley Road,
Mentor, Ohio