



ROTA-BITS



SERVICE ABOVE SELF

VOL. 13, NO. 11 * SEPTEMBER 15, 2011 * EDITOR: * DOUG GROSE*

September is New Generations Month in the Rotary International Calendar.

LAST MEETING

Reported by Linda Clements
Sgt. at Arms – Fred Lariccia

Prayer was led by Bob Zyromski

Guests/Visitors: President Wayne's handsome son, Mike Brodnan, was our guest. He works at Visiting Angels.

Rotabuck: Andy Meinhold pulled number ...538. The winner was Dan Welker who proceeded to pick the 10 of spades.

Word for the Day: The word this week was "goal".

Announcements: The members wished a very "Happy Birthday" to Bob Ledenican. Ted led us all in a beautiful rendition of "Happy Birthday".

Two new Board Members were introduced and pinned. Congratulations to Amy Kapostasy and Tom Weiss and thank you for serving



Amy Kapostasy and Tom Weiss are welcomed as new board members by President Wayne. Photo by Dan Welker.

There are some new positions to announce. Amy Kapostasy will be in

charge of the Clambake. Bob Sustar will help Fred with the Bread Day and collect the money. John Solich will be in charge of Marketing the Mentor Rotary.

The site for the Wednesday 7:30 a.m. Board meeting has been changed to the Panera Bread, near Kohl's. It was suggested to review the highlights of the meeting and put them on the website which will be worked on. The Three-Year Strategic Plan was approved. It will also be put on the website and copies will be available. One goal is to grow membership

Three new members were approved by the Board. We heartily welcome Marlene Pelyhes of the Mentor Public Library, Bob Fritts of Raymond James, and Karen Bowersox of Downs Designs, Inc. to the club. Installation will take place in two weeks.

The Membership Drive will take place on Oct. 3rd. Bring someone who may have an interest to the meeting. If you need a letter mailed to a business or a friend, see Vicki to get on the list.

One fund raiser under consideration is a Flag Project. This is a proven moneymaker. There would be a \$25 charge to put up flags six times per year.

Upcoming/ Special Events: Amy Kapostasy reminded the group that the Clambake will be held on Sept. 30th at Mentor Harbor Yacht Club. There are sign-up sheets going around.

Ron Traub spoke about "Its Better in Mentor" Days. There are still a few openings if you can help and people

can always walk or run.

Fred announced that this is "Bread Day" Weekend. The sign-up sheets are going around. Help is needed Sat. morning. Come around 9:00. Bagging will take place on Sunday. Vicki will be in charge of putting the orders together this year. There is also a sign-up sheet for Woodworking at the table.

Program: Ray Somich – Emotion and the Power of Sound

Ray Somich is the President of the Rotary Club of Willoughby. He works for WELW and Spirit Media. He has hosted radio and TV shows that have been seen in over 150 countries. He is very active with The United Way. There was mention of Polka affectation.

He has been married to a wife that has "tolerated" him for 33 years, has 4 grown children and grandchildren. He invited us to a make-up meeting at Gavi's in Willoughby at noon on Monday.



Ray Somich explains how parts of our brains handle our sights, sounds and memories.. Photo by Dan Welker.

A NEWSLETTER PUBLISHED BY THE ROTARY CLUB OF MENTOR, OHIO

Ray condensed a 90 minute talk seminar into this brief and very interesting presentation on "Emotion and the Power of Sound". There is a scientific basis to this information on sound. This could be of use both in business and personal lives.

He began by telling us that there is an Emergency Alert System (EAS) that was created to give the Federal Government authority to control of all of the airways. No president has ever used any version of this – not even during 9/11. It was felt that it would induce panic. On November 9, 2011, President Obama plans to address the entire country and utilize this system. An interesting scenario.

Continuing with the presentation, we learned that the Ear is far superior to the Eye. The ear drives the eye and works the mind. In the frontal lobe of the brain, the decisions are made and the emotions are stored. Behind the pre-frontal cortex lives the imagination. The auditory storage area of the brain is larger.

We remember everything we have seen or heard; although we may not recall it. Iconic memory, or information taken in by the eye, is gone in less than one second. Echoic memory, or information taken in by the ear, rattles around in the mind for 5 seconds.

- He next discussed "Broca's Area" which advertising and marketing targets and is where the language production and comprehension lives. That area likes to be surprised. It is the part of the brain that makes you laugh and does not like to be bored. It is located near the imagination and the place where we make decisions. Albert Einstein said, "We do things but we do not know why we do them." Most scientists believe the answer to that lies in Broca's Area of the Brain.

Three things cause emotion: fear, pain and greed. Although we may think that we make decisions based on facts, features and benefits, the intellect and

emotions partner and customers buy what they "feel" is the best value.

Ray closed his presentation asking us to close our eyes while he played a tape recalling the events of 911. Those sounds brought it all back: the tension, the fear, the question and the patriotism. The amazing power of sound from ten years ago.

President Wayne presented Ray with an m m m m mug so he would remember us. (Wayne used the auditory trick of the Bracha area that we learned about.) Very Clever!

HELP WANTED

Volunteers *needed* for the IBIM 5 Mile Run/ 2 Mile Walk. Sunday, September 18th from 7am to 10am. Opportunities available for later risers at 8 am. Contact Ron Traub at Traub@cityofmentor.com or (440) 974-5736.

JOCOE'S JOURNAL

Patient: 'Doctor, I have started going deaf.'

Doctor: 'No wonder, you have a suppository in your ear.'

Patient: 'Thank God! Now I remember where I put my hearing aid.'

A man is sitting in the coach section of a flight from New York to Chicago, biting his fingernails and sweating profusely. Noticing his disturbed expression, a flight attendant walks over and says, "Sir, can I get you something from the bar to calm you down?"

The man gives a nod of approval while shaking terribly. Seconds later she comes back with a drink. He downs it quickly and seems to calm down.

Ten minutes later, the flight attendant sees him shaking and biting his nails again. She brings him another drink which he downs immediately. A half hour later she returns to see him shaking uncontrollably, and almost in tears.

"My goodness," the flight attendant says, "I've never seen someone so afraid to fly."

"I'm not afraid of flying," says the man.

"Then what's the matter?"

"I'm trying to give up drinking."

UPCOMING EVENTS

September 11: Bread Baking Day

September 12: Bread Distribution Day.

September 18: IBIM Run

September 19: Woodworking at Broadmoor School 1:00 PM

September 23: 4:30 PM Happy Hour, Location TBA

September 30: Clambake at MHYC.

October 2: Be the Match Bone Marrow testing at Mentor Medical Campus.

October 13: Membership Drive. Bring a guest to the meeting.

October 17: Woodworking at Broadmoor School 1:00 PM

October 19: Board Meeting at Panera Bread (Near Kohl's)

October 21: 4:30 PM Happy Hour, Location TBA

October 27: Club Assembly

BIRTHDAYS

September 8 – Bob Ledenican

September 9 – Neil Sawicki

September 17 – Vince Granito

September 18 – Doug Grose

September 29 – Vicki Curtis

If I have missed anyone, please call 974-2494 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

Wayne Brodnan PHF

Immediate Past President

Mike Scruggs PHF

President Elect

Tom Hough

Vice President

John Solich
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Kevin Newcomb PHF
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Elfie Roman PHF
T. R. Hach PHF
Shane Novak
Ron Traub PHF
Dan Welker
Bill Robertson PHF
Amy Kapostasy
Tom Weiss

Membership Chair

Vicki Curtis

Third Floor, Windows on the River,
Powerhouse. Nautica Entertainment
Complex, 2000 Sycamore at 12:00

FRIDAY

**Chagrin Highlands (Beachwood
area):** at Bar Louie, 24337 Cedar
Rd., Lyndhurst, OH at 12:00 Noon.

WHERE WE MEET

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

OUR MAILING ADDRESS Mentor
PO Box 1177
Mentor, OH 44061-1177

OUR WEB SITE

www.mentor-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 Punderson
State Park Lodge, Newbury, 7:00PM
Cleveland East at Nighttown Restaur-
ant 12387 Cedar Road Cleveland Hts.
At Noon.

THURSDAY

Cleveland at Windows on the River
in the Flats, Bridge View Room,

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