

14 March 2007

CLUB ANNOUNCEMENTS

Ernie Tufo announced that he has the honor and pleasure of participating in MDA's Clinton Lock Up to help "Jerry's Kids". Ernie's bail has been set at \$3,000. You may mail your bail slip and donation slip to Ernie Tufo 49 Rosemount Ringoes Road Ringoes, NJ 08551 or email Ernie at Etufu@flemington.com for further information.

A \$100.00 check was given to Matt Tosun from the club for his birthday.

FOOD PANTRY UPDATE

John Zullo announced that even though there were only 42 people today due to the inclement weather \$80 was collected and 3 members brought food for the Flemington Food Pantry.

MEMBERSHIP COMMITTEE

Ernie Tufo was inducted into the Flemington Rotary Club. Ernie's classification is "Retail Auto Sales".

MEMBER NEWS

The club sang Happy Birthday to Matt Tosun, our foreign exchange student and Ira Liebross.

GUEST SPEAKER

Glen Kessler from HCD Research, Inc. gave a very interesting presentation to the club on his company's most recent "Superbowl Ad Project". The study was conducted by HCD Research during February 4-5, among a nationally representative sample of Americans over the age of 18. Each respondent viewed six advertisements that were selected by a panel of advertising experts. The advertisements were placed in random order to eliminate order bias. They were evaluated based on five parameters including breakthrough, creativity, memorability, excitement, and involvement.

In addition, each advertisement was evaluated using an on-line automated response system to determine high and low points of interest. The data was used to create a metric with high scores indicating high advertising effectiveness. Responders were also asked questions regarding their perceptions of the ads. To view the top six ads for the Superbowl you can go to www.mediacurves.com.

IMPORTANT DATES

- March 14** - Program: Open
- March 21** - Program: George Wagner, County Director of Emergency Preparedness
- March 28** - Club Assembly
- April 30** - Annual Golf Outing Fundraiser
- June 2** - Annual Pedals for Progress Bicycle Fundraiser, 9am-12noon
- May 19** - Progressive Dinner
- June 27** - Changing of the Guard Dinner
- September 15** - 4th Annual Ride for Rotary Motorcycle Run

HCD Research is a communications research company headquartered in Flemington, NJ and was founded in 1991. The company's services include traditional and web-based marketing and communications research. For additional information on HCD Research, access the company's web site at www.hcdi.net or call HCD Research at 908-788-9393.

MediaCurves.com is a service of HCD Research, Inc. HCD Research, Inc. is a communications research company that created MediaCurves.com to provide a venue for the media and general public to view Americans' perceptions of popular and controversial media events and advertisements.

MediaCurves.com conducts national surveys online to obtain Americans' views on advertisements, talk show appearances by political figures, and controversial statements by actors, actresses, political figures and sports personalities. The participants in the survey view a video of the popular or controversial event and move their mouse back and forth on a scale which for example may indicate the participant's believability or agreement with the video. The responses are compiled and curves are created so that you can see when people agree/disagree or believe/disbelieve what is being said in the video.

To sign up to take surveys you can go to www.mediacurves.com and you will be paid \$5.00 for each survey.

— AREA ROTARY MEETINGS —

- Branchburg** Wednesdays 7:30 pm, Loukas' All American Diner
- Clinton Sunrise** Thursdays 7:15 am, Holiday Inn
- Lambertville-New Hope** Mondays 6:30 pm, Stockton Inn
- North Hunterdon** Fridays 12:15 pm, Beaver Brook Country Club
- Somerville-Bridgewater** Thursdays 12:15 pm, Bridgewater Manor
- Whitehouse** Tuesdays 12:15 pm, La Casa Bianca

ROTARY FOUR-WAY TEST

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

*Service
Above
Self*

ROTARY ATTENDANCE REQUIREMENTS

1. Attend at least **60%** of club meetings in each half of the Rotary year, including make-ups.
2. Attend at least **30%** of the meetings in one's home club in each half of the Rotary year.
3. Miss no more than **4** consecutive meetings.
4. Make up missed meetings within **14** days, before or after absence.

REINBACHER, Green, Liebross
THE ROTARY FOUNDATION
Gwidt,
PUBLIC RELATIONS
Woske Owens, Phillips, Rogow, Wise, Copeland, Angelo, Burgard,
MEMBERSHIP
Langley, Mazujian, Owens Harrison, Burgard, Chittenden, Harrison, Burgard, Chittenden,
BUDGET & FINANCE
Langley, J. Williams Chittenden, Burgard, Franklin, Weinstein (200__)
WEBSITE (200__)
Sollner, all recipients Schaible, Proctor, Zullo
ROTARIAN OF THE YEAR
Stofoff, all recipients Schaible, Proctor, Zullo
PROGRAMS
Stofoff, all recipients Paul Harris Burgard, S. Clark, Kasser
NEWSMONGER (1950)
McWilliams, Proctor Reinbacher, Mazujian, Martin,
INVOCATIONS
bill new members Mattison, Sivilli, Rogow, Greeters Langley Boher, B. Fisher, C. Fisher, HISTORIAN Shallo, Sivilli, Steinly, Zanetti Fuza, Krieg, Mattison, Proctor, Venditti, Angelo, Cunningham, FELLOWSHIP G. Williams, Stess McWilliams, Burgard, B. Fisher, FAMILY OF ROTARY CLUB ADMINISTRATION
SERVICE PROJECTS

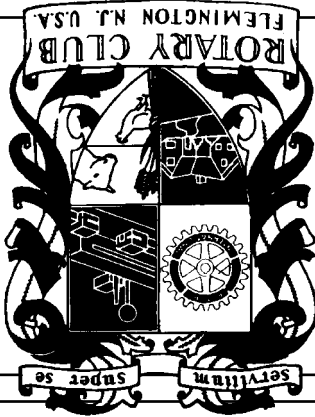
2006 • Committees & Projects • 2007
CAREER NIGHT (19__)
Brown, Kraus, Reed, Sivilli, Skowronek, Weinstein, Wright
DONATIONS
Martin, Davidson, Langley, Liebross, Mazujian, Wise, Zullo
FOOD DISTRIBUTION (1989)
Zullo, Angelo, Sivilli, Deardorff, Herr
FRESH AIR PROGRAM (1931)
G. Williams, Reed, Bowlby
FUNDRAISING
Wise, Loew, Venditti
GOLF OUTING (1995)
Cunningham, Loew Lupu, Mattison, Parente, Phillips, Venditti, Wise
INTERACT (1967) & ROTARACT (2004)
Wright, Davidson, Skowronek Cunningham, Angelo, Brown, Burgard, Chittenden, J. Clark, Cox, Langley, Lupu, Mattison, Owens, Reed, Shallo, Steinly, Van Gulik, Widico, Zullo
PEDALS FOR PROGRESS (1991)
Ziegler, J. Clark, Deardorff, C. Fisher, Herr, Sivilli
READING WITH KIDS (1992)
Weinstein, Woske Parente, Martin, Mazujian, Phillips, Reed, Stess, Weinstein (2004)
RIDE FOR ROTARY
Chittenden, Brown, Burgard, J. Clark, Cox, Franklin, Fuza, Kraus, Krieg, Langley, Owens, Reinbacher, Van Gulik, Widico
SCHOLARSHIP (1927)
Weinstein, Davidson, Kamnitsis, Morris, Reinbacher, Skowronek, Stess, Zullo
SERVICE ACTION COMMITTEE (1982)
Widico, J. Clark, G. Williams, Mazujian, Stofoff
THREE LIGHTING (1923)
Stofoff, Bowlby, Chittenden, Deardorff, Franklin, Lupo, Morris, Owens, Zanetti
YOUTH EXCHANGE (1931)
Widico

Revised December 6, 2006

President..... Bob Chittenden
President-Elect..... Chris Venditti
Secretary..... Bob Burgard
Treasurer, General..... Jeff Harrison
Treasurer, Lunch..... Terry Owens
Assistant Treasurer, Lunch..... Harry Mazujian
Board Members..... Sandy Clark, Catherine Langley,
 Karen Widico, Gwen Williams, Harry Woske
Sergeant-at-Arms..... Darren Loew
District Governor..... Michael Hart
RI President..... William B. Boyd

Rotary Club of Flemington

Founded October 3, 1923 • Charter #1529 • District 7510



RI President's Call for Action in 2006-2007
"Lead the Way"

FLEMINGTON ROTARY CLUB • 2006-2007 • MEMBERSHIP ROSTER

Angelo, John 2004Mortgage Services
Birkner, Scott 2006Commercial Banking
Bohler, Herb 1977 ●Specialty Advertising
Bowlby, Don 1966 ■Dairy Farming
Brown, Fred 1997 ●Law Enforcement
Burgard, Bob 1992 ■ ▲Ins. Benefits Planning
Chittenden, Bob 2003 ▲Consulting Engineering
Clark, Jim 2005Retail Hardware
Clark, Sandy 1987 ■ ▲Printing
Copeland, Harrie III 1976 ● ■ ▲Auctioneering
Cox, Dennis 2001State Education Administration
Cunningham, Tom 1991 ● ■ ▲Floral Sales
Davidson, Jim 2002Rubber Products
Deardorff, Floyd 1978 sRetail, Pharmacy
Doremus Williams, Gwen 1991 ■ ▲ Purch./Mfg.
Ferrari, Fred 1964Orthodontics
Fisher, Charlie 1961 ● ■Funeral Services
Fisher, Bob 1978Chiropractics
Franklin, Don 2000Forensic Psychology
Fuzo, Frank 2003Banking Operations
Green O'Brien, Ruth 1995 ●Community Banking
Gwidt, David 2003Newspaper Publishing
Harrison, Jeff 1996Psychotherapy
Herr, Cowles 1959General Law
Kamnitsis, Chris 2001Financial Planning
Kasser, Steve 2002Real Estate Sales
Kraus, Bill 1999 ● sGeneral Dentistry
Krieg, Joni 2004Work Force Development

Langley, Catherine 1994 ● ▲Newspaper Publ.
Liebross, Ira 1997Family Medicine
Loew, Darren 2002Orthodontics
Lupo, Gene 1977 ■Food Packaging
Martin, Terry 1993 ■Solid Waste/Recycling
Mattison, Jeff 2003Commercial Banking
Mazujian, Harry 2004Clergy
McWilliams, Nancy 1992 ●Psychotherapy
Morris, Michael 1984Real Estate Appraisal
Muller, George 1964 ● ■Cut Glass Mfg.
Nastasi, Bill 1996General Contracting
Newland, Bob 1998Insurance
Owens, Terry 1987 ● ■Floor Covering
Parente, Steve 2004Sports Therapy
Phillips, Ken 2006Financial Planning
Proctor, Craig 1975 ●Real Estate Consulting
Randolph, R. Wayne 1982Veterinary Medicine
Reed, Lisa 2006Private Investigation
Reinbacher, Otto 1997 ▲Clergy
Rogow, Steve 1973Orthodontics
Schaible, Mick 1998Appraisal Services
Shallo, Evelyn 2000Interior Design
Sivilli, Larry 2002Financial Advice
Skowronek, Ken 1994Family Law
Sollner, Dick 1962 ● ■ ▲Air Transportation
Steinly, Doug 2002Health and Fitness
Stess, Marty 1993Family Dentistry
Stofoff, Dick 1966 ● ■ ▲Sanitary Engineering

Thatcher, Tom 2006Professional Planning
Van Gulik, Rich 2000Technical Education
Venditti, Chris 2002Pre-Owned Car Sales
Weinstein, Ted 1994 ■Pulmonary Medicine
Widico, Karen 1997 ● ■ s Public Health Services
Wise, Bob 1992Hospital Administration
Woske, Harry 1977Cardiology
Wright, D.J. 2003Funeral Services
Zanetti, Ed 1971 ■Plumbing & Heating
Ziegler, Joe 1988 ●Investment Advice
Zullo, John 1987 ■Chemical Engineering

HONORARY MEMBERS

Barlow, Frank 1976 ● ■Public Accounting
Barrick, Steve 1981 ■ ▲Program Publishing
Bowden, Bob 1973Dentistry
Cicccone, Fred 1988 ● ▲Auto Sales
Fowler, Kirby 1971 ● ■ ▲Banking
Glynos, Nick 1975 ▲Restaurant
O'Sullivan, Andy 1980 ●Com'l. Architecture
Sorg, Roger 1960Dentistry
Weidknecht, Bud 1970 ● ■ ▲Air Trans.