



Tuesday, June 20, 2017

The meeting was convened by President Nikki Hutchinson. All recited the Pledge of Allegiance and Margie Walke gave the invocation.

Club meeting:

- ❖ Motion was made by Nikki Hutchinson to move the July 4th meeting to July 5th and seconded. Motion passed.
- ❖ Anna Ibold at the Batesville Chamber of Commerce is interested in bringing Thaddeus Rex in for training on branding for local businesses.
- ❖ BHS Spirit Store – The high school is getting bids for a cart to house the merchandise. The school ask if one of the Rotary members could build the cart. Nikki will ask Dennis P. and John K. if one of them would be interested.
- ❖ Critical Issues – next forum will be on Domestic Violence. The date will probably be in Oct 2017.
- ❖ Batesville Job Fair will be Sept 19 from 3 PM to 7 PM at the Knights of Columbus. The Rotary Club was asked to provide the signs advertising the event.
- ❖ The officers for 2017 – 18 are as follows:
 - President – Donald Mobley
 - President-elect – Donald Mobley
 - Secretary – Margie Walkie
 - Treasurers – Melanie Mobley and Mike Kruse
 - Motion was made by Nikki Hutchinson to have Melanie Mobley and Mike Kruse open an account at Friendship State Bank and seconded. Motion passed.
 - Both Melanie Mobley and Mike Kruse will be authorized signers.
 - The Tax ID # is 35-1594348.
 - Service Chair – Nikki Hutchinson
 - Publicity Chair – Margie Walkie
 - Foundation Chair – Mike & Vicki Kruse
 - Membership Chair – Dennis Pinkerton
- ❖ Reviewed the **Cost Factor** in the “Checkmate Your Competitors” Workbook.
 - 1) Can you build economies of scale that allow you to operate at a lower cost and/or negotiate better deals with suppliers than competitors can hope to match? **Answer – NO**
 - 2) Can you operate at a lower cost than competitors, and maintain it for the long haul? **Answer – NO**
 - 3) Can you subsidize your operating expenses with government subsidies or outside investment? **Answer – NO**
 - 4) Can you implement new technology that allows you to operate more efficiently than your competitors? **Answer – Use Facebook, Instagram, Snap Chat, and Twitter**

- 5) Are you able to implement a more efficient culture than your competition, easily motivating higher productivity from the team? **Answer – Social media**
- 6) Do you have any trade secrets, or proprietary processes in place, that allow you to produce more Stuff in less time? **Answer – NO**
- 7) Do you have competitors who are unlikely to lower their prices? **Answer – NO**
- 8) Can you articulate a plan that would allow you to maintain a low-cost competitive edge for more than a decade? **Answer – Cannot articulate a plan**

The club will review the **Features and Location Factors** at the July 5th meeting.

Coming Programs/Events:

Note: If you just can't make it for a whole lunch hour, please try to come for the 2nd half to support our speakers. Thanks.

- Batesville Memorial Public Library **on the first and third Tuesdays @ noon and on the last Tuesday of the month at a local restaurant 6 PM for a dinner social.**

Words to Inspire:

“I am only one; but still I am one. I cannot do everything, but still I can do something; I will not refuse to do the something I can do.” - Helen Keller.

Other Notes of Interest:

- ❖ Websites: Our club: <http://batesvillerotary.wordpress.com/>
- ❖ District: <http://www.rotary6580.org/>
- ❖ International: <http://www.rotary.org/>
- ❖ KIVA loans: http://www.kiva.org/team/batesville_rotary



- 1st Is it the Truth?
- 2nd Is it Fair to all concerned?
- 3rd Will it build Goodwill and better Friendships?
- 4th Will it be Beneficial to all concerned?

The Rotary Club of Batesville meets Tuesday at noon, at Batesville Memorial Public Library in Batesville.
 Local clubs to make up attendance: Greensburg Monday 12:00 Noon Country Club
 Rising Sun Wednesday 12:00 Noon Grand Victoria Casino
 Shelbyville Thursday, 6:15 p.m. Fiddlers' Three
