



Richmond Kiwanis



<http://richmondkiwanismo.weebly.com>



Richmond
 President: Marti Cowherd
 President-Elect: Bill Dooley
 Vice-President: John Richardson
 Treasurer: Steve Meyer
 Secretary: Jerry McCarter

February 19, 2013 **Kiwanis: " Changing the world one child and one community at a time."** J. McCarter,

The meeting was called to order at the 19th Hole Restaurant by President Marti Cowherd with 19 members present. Also present: Guests of Marti Cowherd: Lynnsey Shade and Ashley English. **John Richardson** led the song; **Carole Jones** led the Pledge and **John Johnson** the Prayer.

Announcements:

It was decided that we should reimburse the United Christian Presbyterian Church for the use of their building for the Chili Supper. Bob Swafford moved that we donate \$250 to the Church, seconded by Don Kerin. The motion passed.

Sergeant at Arms Report: Bob Swafford assessed the following fines:

Missed Meetings: Bob Swafford, Bill Dooley, John Richardson, Marti Cowherd, Joy Story, Brandi Claypole and John Johnson.

Last one in: Steve Meyer

Anniversary: Ed Hughes, 27th Wedding anniversary

Picture/Name in the paper: Bill Dooley and JoEllen Dale.

Took a Trip: Bill Dooley

Name in Rep. Joe Don McGaugh's newsletter: Bill Dooley and John Richardson

Badge Violation: Ron Brohammer, Levan Thurman and John Richardson

Other fines: Jim Rippy and Don Kerin

Before the program President Marti ask if all had a chance to tell the club about themselves and only found one volunteer: Jim Rippy.

Program Chair for February, Carole Jones introduced our guest speaker, Nicole Bullard. Nicole works with Industries for the Blind, Inc. They are a 501©3 company. The company she represented is "Top Productions". In other words she works with promotional products and basically had good information for a company, organization or individual wanting to promote itself.

Visualize the group of pens on the next column with the name of "Richmond Kiwanis Club" emblazoned on

its side. We presently are using a letter opener as our "gift" to our guest speakers.

She discussed the various factors to be considered when selecting a product to promote yourself or a product you are selling.

Number one principle one should consider is the "usability" of the product. It also needs to be flexible and adaptable to the market and economy:

The following 5 points need considered when you select a promotional product:

- Always use a promotional product that is going to be useful to your target audience,
- A product viewed as a gift will be appreciated,
- Products will be kept longer than a printed piece,
- Products will be used over and over and seen by multiple people and
- Products are available for any budget.

Her bottom line was the simple pen or pencil IS the best promotional item available.

Would this help promote the Richmond Kiwanis



Club?

Today's 50/50 lotto winner was: Bruce Taylor.