

New Horizons

Club Calendar

- Sept. 11 – Club Picnic at Robbe's
- Sept. 15 – David Ward, Chester County Planning Commission
- Sept. 22 – Marianne Martelli, Chester Co. Leadership Connection
- Sept. 29 – Will Knecht

Today's Program

— Submitted by Lenore Guthrie
 Joyce Chester of OIC will be the speaker. Ms. Chester will bring two students with her to tell their stories of how they went from troubled to working on the "right track". One is a graduate of the at-risk youth program where he received a GED. The other student who came to the program was homeless and has since acquired stable housing for her and her young son, while working full time. OIC is about getting the disadvantaged to work and self-sufficiency.

GWCSR Club Program September 1, 2010

— Submitted by Lenore Guthrie
 Alyssa Conaway was inducted by Dawn deFuria. Alyssa will be an asset to our club with her youth and her enthusiasm.



Photo (L to R): Dave Johnson, Alyssa's guest Nick Anderson, Alyssa Conaway, and Dawn deFuria.

Joe Kienle and Barbara DeBaptiste recognized members with perfect attendance. They were Dawn deFuria, Lenore Guthrie, John

Saling, Dave Johnson, Barbara DeBaptiste, Allen Kramer and Roger Tellefsen.



Cynthia Ericson advised of the club participation in helping put together the newsletter. Gwenn Knapp and Alyssa Conaway will put the articles together to form our newsletter.

Announcements

Club Picnic, September 11

Get together for our summer fellowship event at Robbe Healey's. Thanks for opening your home Robbe!

Pancake Breakfast, Oct. 16

Save the Date! All hands needed for our annual community and fellowship event.

Sid & Gary's Christmas Party, December 11

Thanks for opening your home Cynthia!

Rotary Holiday Party, January 8, 2011

Our winter fellowship event will be at Dawn deFuria's. Details to follow later in the year. Thanks for opening your home Dawn!

Charter Night, April 23, 2011

Rotarian News

What's happening in your business & profession

— Submitted by Ed Fronczkowski

Cynthia Ericson

Last Week was a BIG week for Cynthia Ericson's company Ericson Strategic Marketing Solutions - her company was awarded an Entrepreneurial Leadership Center Grant to hire an intern for the Fall Term! Sarah, a senior at West Chester University and Marketing Major, will begin working with Cynthia in September!

What does Ericson Strategic Marketing Solutions do?

Ericson Strategic Marketing Solutions offers a comprehensive portfolio of marketing services to help achieve increased market share while deepening the relationship with the customer. Our strategy focuses on the identification of high potential customer life events which represent the greatest opportunity for enhanced profit contribution. Developing the appropriate product and service configurations and creating automated marketing distribution channels to insure customer-meaningful and sustainable differentiation from your competition.

Ericson Strategic Marketing Solutions (ESMS) is a full service marketing consulting company, providing high level business and /or

marketing plan development through project implementation. Our average client is a privately held, Chester County Company that has been in business, on average, 48 years with \$8,450,000.00 in average annual sales. Our clients are both profit and non-profit and are across all industries. We deliver "The Right Product/Service at the Right Time to the Right Person"! View Cynthia's website at www.ericsonsms.com

What will Sarah be doing as a Marketing Assistant?

The Marketing Assistant (MA) will help take ESMS to the next level of business growth, in both the depth of services provided for the existing client base, and the prospecting and acquisition of new client relationships. The MA will critique the existing ESMS website and assist in developing new pages and maintaining the existing content. The MA will assist in maintaining all spreadsheets to include: client lists, radio schedules, financial data, birthday and event mailings, radio guest master lists. The MA will manage two radio shows "This Week in Business" and "This Week in Service" relative to confirming and booking guests and all follow-up on interview content routed to ESMS. The MA will assist in the development of a social media marketing plan / facebook. The MA will assist with client reports and client communication. The MA will research newsletter formats and present a strategy for the development of a newsletter for ESMS and take this through to development and completion. The MA will have the opportunity to go on client and prospecting meetings.

John Diffey

Last year, the oldest organization not-for-profit organization serving older people in the city of Chicago asked us to help it rebuild its retirement community on its existing site on the north side of Chicago. Over the past eighteen months, we have spent a lot of time in Chicago working on this project.

Below is a link to the announcement about the formation of the relationship between Kendal and the not-for-profit retirement community called "The New Admiral at the Lake" that is being re-established overlooking Lake Michigan at the north end of Lincoln Park in Chicago.

The description of the project may help to answer that "Where have you been?" question that I get asked sometimes on the Wednesday mornings.

Here is the link to the website of "The New Admiral at the Lake" (including access to virtual tours):

<http://www.thenewadmiral.com/>

And here is the link to the description of Kendal's work in support of The New Admiral at the Lake:

<http://www.thenewadmiral.com/Repository/5/Document/AdmiralAnnounceWEB2.pdf>

The New Admiral at the Lake is nearly 80% reserved and will open in the late summer of 2012. We expect to announce a ground-breaking date soon. I will share that information with you when it is made public.

Rosemary Dempsey

There are a lot of interesting things going on in my business these days.

First, The Women of uFinancial are being featured in *The Women's Journal* Northern Chester County September/October addition. I will bring in copies of the magazine for everyone when it is published.

Secondly, Massachusetts Mutual Life Insurance Company (Mass Mutual) (uFinancial is a Mass Mutual General agency) is launching a brand new Term Life Insurance Product on September 1, 2010, which will feature affordable, flexible, quality term life insurance. The product is called Vantage Term. Mass Mutual is a mutual company that has been in business since 1851, and focuses on whole Life Insurance as the key flagship product. Now with the new competitive term life product in place all pieces of the life insurance puzzle are in place to help protect families and business owners.

Finally, November 15 marks the date for Medicare Open enrollment! I am authorized to help individuals with their Medicare needs. This year will be especially challenging with all of the changes due to Health Care Reform. Please contact me with any questions or concerns, I can definitely help.

Irv Friedlander

I still have no grandchildren so I borrow them from my friends who have an ample supply. Of course, the real grandpa comes along but I still get to play and enjoy the role of surrogate pop pop.... Here is a picture of 7 year old Romey with me on our recent fishing trip to the Northeast river. We only caught one fish, just under 6 pounds and Romey helped me reel it in.... This picture says it all....



Chris Hasen

I AM HOLDING A SPECIAL SALE AT MY STORE SEPTEMBER 11 – 15 AND AM LOOKING FOR A TOTAL OF 5 FOLDING TABLES ...you know, the kind that that fold in half (or any other folding style) used for parties, etc. If anyone has one (or two), I'd appreciate the loan. I can pick them up or you can drop them at my store...or bring to Rotary on Wednesday. Call me or E-Mail if you can help me out...

Newsletter Submissions

Please submit news items ready for publication in *New Horizons* to Gwenn Knapp mottasia@gmail.com and Alyssa Conaway alyssa.conaway@gmail.com

Cynthia Ericson on WCHE Radio —1520 AM

This Week In Business

Live on Tuesdays from 3–4 pm

9/7 — Best of Show 7/13

9/14 — Sandy McCloskey/Quest
(Full Hour)

This Week In Service

Airs on Thursdays from 4–5 pm

9/9 — Best of Show 7/15

9/16 — Russ deFuria/Rotary

Go to www.wche1520.com and click
on the microphone to listen live.

To recommend a guest for the show,
please contact Cynthia at
Cynthia@ericsonsms.com

Rotary on the Internet

Sunrise Website:

[http://www.rotary7450.org/WestChes
terSun/](http://www.rotary7450.org/WestChes
terSun/)

District Website:

<http://www.rotary7450.org>

To access “Members” only
information please use:

User ID: 7450 Password: action!