



Cowbell – April 10, 2017

Present: Alaina A., Bob B., Lisa B., Melissa C-K., Rob D., Don I., Paul K., Ed K., Robert K., Lou Mc., Julie M., Tina M., Sheri S., Ian S., Jason T., Bob T., Rhoda W.,

Absent: Alaina A., Alex C., Angie C., Don D., Jeff F., Donna G., Rhonda H., Erik H., Blair H., Greg K., Alaina L., Harold L., Cecile M., Mary M., Bruce N., Teresa O., Bob S., Shelley V., Brenna W., Matt W.

Guest: Pam Drury – prospective member

Rotary Minute: Rob Driscoll showed a video done by the Madison, WI, Rotary Club promoting their Rotary Business Link-Up Event. This was a session when leaders from the community came together for discussion groups. This idea has potential for the Town of Sussex.

Rotary Social Media Check-In – Ian Smyth did the social media check-in for the Rotary Club of Sussex.

Introduction of Speaker: Bob Black introduced Lou McNamara. Lou is manager of the local radio station, CJCW, and is a community leader. Lou has been a Rotarian for more than 13 years and has served as President of the Rotary Club of Sussex. He presently sits on the Board for the Chamber of Commerce and is a regular at many community events.

Guest Speaker: Lou McNamara gave an informative talk about what goes on behind the scenes at CJCW. His PowerPoint included slides of new and old equipment and the progression to the digital age. Lou described radio as “theatre of the mind” and says that it is still popular because it is the media that can be listened to “on the go.” The goal of radio is information and music. CJCW focuses on the Top 40 for Contemporary Music with a blend of the 80’s and 90’s. The target audience is the 35-year old female.

Lou is from Cape Breton and studied at the Career Academy in Toronto and at a school in Halifax. His first radio job was in Port-a-Bas, Newfoundland, where he met his wife.

Lou traced the history of CJCW that began June 9, 1975. Presently the station is owned by MBS and operates 24/7. One of the most recent additions to the station is new equipment that allows for online streaming.

Thanker: Robert Kimball thanked Lou for his informative talk and for his part in making CJCW such an important part of our community. CJCW functions because businesses support it with advertising dollars and Lou's influence has promoted volunteer work and advertisements for volunteer groups.

Rotary Induction: Julie Matthews was inducted as a new member into the Rotary Club of Sussex.

Fundraising Dinner: Please collect prizes as quickly as possible and promote ticket sales by having people pick up their tickets at the Scotia Bank.

Committees – Please sign-up for a committee. If you want to stay on a committee you are presently on, please make your intentions known.

Board Meeting: TBA

Leadership Course: Dale Carnegie Leadership Course – everyone was asked to promote this course through social media.

Breakfast Clubs – This Wednesday Lisa Brown is serving at Sussex Middle School and no one is needed on Good Friday. Next week Rhonda Haynes is serving on Wednesday at Sussex Middle School and Mary McNair is serving Friday at Sussex Elementary School.

Happy Bucks / Sad Bucks / Fines – Ian Smyth filled in for Shelley Vail

Chase the Joker – Paul Kearley's ticket was drawn but there was no joker.

Next Meeting – There is no meeting on Easter Monday. The next meeting will be the Annual General Meeting (AGM) on Monday, April 24, 2017.

Adjournment

Respectfully submitted,
Rhoda Wilson