

How to Makeup Meetings Online

- Go to www.Rotary7670.org and click on Makeup On Line (this takes you to the eClub One web site)
- Click on the tutorial on the left, or listen to the helpful Rotarian who pops up on the screen, for instructions. Spend 30 minutes on the site reading articles or watching videos, all of which can be found at top under Makeup Programs (be sure to record the titles of the programs you read or watched – you'll need those later)
- When you have completed your 30 minutes, click on Request Makeup (also at top) and donate if so inclined (recommended amount is what you might normally pay for lunch at your club and simply helps to maintain the site)
- Click on Request Makeup Form button, answer questions on form, including the program titles
- Give them Jerri Wilfong's email address: jerri.wilfong@firstcitizens.com ...You're done!

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Rotary Spoke

Hickory Rotary Club

Established 1921

November 8, 2012

Officers 2012-2013

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President-Elect
Jerri Wilfong,
Secretary
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Assistant Secretary
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David Moore
Steve Mull
Mark Seaman
Mary Texer

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Hickory Rotary Club is pleased to welcome Tom Howe as today's featured speaker. Tom is the director and general manager of member-supported UNC-TV, North Carolina's statewide public television network, which consists of 12 stations. As the chief executive, he manages a budget of \$26.5 million and a staff of 160 employees.



Under his leadership, UNC-TV launched the state's first statewide weeknight television information magazine, North Carolina Now, which is a staple in many North Carolina households. Since 1992 Tom has overseen improved transmission statewide. He has overseen the FCC-mandated conversion to digital television, which converted from analog to digital 11 major transmitter sites, over 20 translator sites, the 35-site microwave interconnection system, and the network program origination center. This also led to UNC-TV's expansion from a single program service to four full-time services. During his tenure, statewide viewership has increased significantly, and now more than four million viewers watch UNC-TV weekly. This, along with a variety of new series and specials and a significant increase in original local productions, makes UNC-TV a very active facility, indeed.

A graduate of San Diego State University, where he earned both a bachelor of science and a master's degree, Tom has devoted more than 40 years to public television. Before coming to North Carolina, Tom spent ten years

as an executive at KCTS in Seattle; and prior to Seattle, he served in programming and production management positions in Albuquerque, New Mexico; in Nebraska; in Hawaii; and in San Diego, California. During his career he has supervised programs that have won numerous program awards, including a national Emmy, a Peabody Award, and more than 40 local Emmys. In 2003 the North Carolina Association of Broadcasters awarded Tom its Distinguished Service Award, and in 2004

he received the Governors' Award for Lifetime Achievement from the Board of Governors of the Nashville/MidSouth Chapter of The National Academy of Television Arts and Sciences. The University of North Carolina at Greensboro's Department of Broadcasting and Cinema named him the 2005 recipient of its Distinguished Broadcaster Award. An additional honor from the North Carolina Association of Broadcasters came in 2012 with induction into the NCAB Hall of Fame.

Tom presently serves on the North Carolina Association of Broadcasters Board of Directors, the Elon University School of Communications Advisory Board, and the UNC Chapel Hill School of Journalism and Mass Communication Board of Visitors. He is also a member of The Fifty Group. He and his wife Lindi live in Hillsborough and have a son Sean, who is a lawyer living in Seattle.

Bruce Bumbarger is in charge of the program.

Photo: Rose Mary Cheek



John Bates

In music, the symbol "ff" means "fortissimo" or to be played very loudly or strongly. I think the two "f's" that are Rotary's fortissimo or great strength are friendship and the Rotary Foundation. I have previously written and spoken of the importance and value of the Foundation, so today I will talk about friendship.

The reason I asked to transfer my Rotary membership to this club when I relocated to Hickory in 2009 was because it was the most welcoming and friendly club I visited. I have visited Rotary clubs across the United States and in several other countries; I have attended two international conventions (not including 1949 when I was with my father). I have always been greeted and welcomed warmly. In 1931 the president of the 13-year-old Americus (GA) Rotary Club summed it up with his comment: "Are we really accomplishing anything with this thing we call Rotary? I have come to realize that of all things in the world of human beings, friendship is the

most important. All men are brothers; we are bondsmen for one another....Every club or society is cemented by friendship. Men might work together, fight together, or pray under other bonds; but we cannot possibly play together without friendship. These bonds of friendship have made the Americas [and all] Rotary Club[s] the success story it is and always has been."

One of my Rotary mentors, an Americus Rotarian who was the third district governor in three generations of his family, conducted many new member inductions and usually included in his remarks an emphasis of the importance of friendships and the international aspects of Rotary with the comment: "When enough people throughout the world know each other and are friends, war and suffering will no longer be acceptable alternatives."

In this age of divisiveness, it is good to know that, in Rotary at least, friendship is the basic assumption.



Loyalty to country ALWAYS. Loyalty to government, when it deserves it. — Mark Twain

Song of the Day



You must remember this
A kiss is just a kiss, a sigh is just a sigh.
The fundamental things apply
As time goes by.

And when two lovers woo
They still say, "I love you."
On that you can rely
No matter what the future brings
As time goes by.



New Member Orientation

The Membership committee has proposed a series of dates for future New Member Orientation sessions as a way to streamline the process for new member applications. Those dates have been approved by the board and are as follows:

- December 13
- March 28
- June 6

These meetings will be held at Lake Hickory Country Club from 10:45-11:45, unless otherwise stated.

Last week...

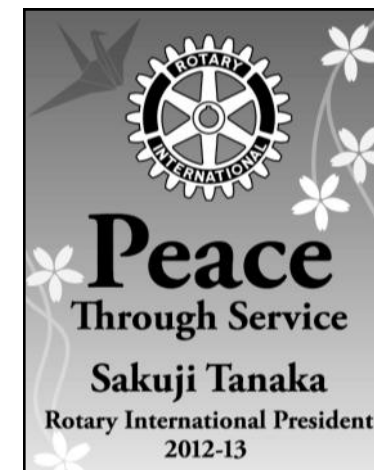
The club welcomed Students of the Month, Leah Jones, Keisha Ramseur and Donna Keller.



The club learned about CPS-3, a long-term study to help prevent the occurrence of cancer. Shown above are Jason Abernathy (Community Manager), Aliasha Hendrix (Mission Delivery Manager), Denise Goodwin-Hockaday (Regional Mission Delivery Director), Cheryl Burgess (CPS3 Community Champion) and Hani Nassar (CPS3 Community Champion). To learn how you can help, visit goo.gl/bfMXM.

Club Assignments

Date	Today	15-Nov	22-Nov	29-Nov
Program	Bruce Bumbarger	Rich Brown	No Meeting	Jeff Hale
Rotary Moment	Bob Warmuth	Susan Allshouse	No Meeting	Addison Fox
Raffle	John Tippet	Pedie King	No Meeting	Doug Rongo
Visitors	Cliff Goddard	Andrea Surratt	No Meeting	Mark Seaman
Greeter	Linda Lutz	John Norwood	No Meeting	Deborah Sellers
Music	Allen Finley	Allen Finley	No Meeting	Mary Texer
Message	John Bates	Cliff Goddard	No Meeting	Bob Conklin



District 7670

Frank Dean,
District Governor
Jeff Cline,
Assistant D.G.

The Rotary Four Way Test

- Is it the truth?
- Is it fair to all concerned?
- Will it build good will and better friendships?
- Will it be beneficial to all concerned?

The Rotary Spoke

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Editor: Stan Bumgarner
E-mail: stan611@gmail.com
Phone: 328-4622

Rotarians, please e-mail information on your upcoming program or other Rotary event to the editor **two weeks** in advance of publication. (Send text or a Word document via e-mail; no PDF, no fax, please.)

Visit us on the web at www.hickoryrotary.org.