



Decatur Rotary Club

SPOKE 'N WHEEL

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September 1, 2010

We wanted to remind you that our 1st Thursday Social will be tomorrow, September 2 from 5:30 to 7:30 at The Iberian Pig. The Iberian Pig is located at 121 Sycamore Street, Decatur, GA 30030. We hope to see you there!

Please remember to visit our website at www.decatur-rotary.org where you can update your contact information, view videos from past Rotary meetings and find out who our upcoming speakers are. Don't forget to join our [LinkedIn Group](#) and [Facebook Page](#) as well!

Elliott Augustine & Andrea Greengard

The Four-Way Test:

In everything that we think, say or do:

Is it the **TRUTH**?

Is it **FAIR** to all concerned?

Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?

Will it be **BENEFICIAL** to all concerned?

President's Corner



Immediate Past President Bryan Downs presided in the absence of **President C. J. Becker**.

Announcements:

Past President Bryan announced there will be no meeting next



Announcements

A new Decatur Rotary directory is in the works. Has your contact information changed? If you have NOT sent in your updated information, we need it now. Email your changes to **Vee Nelson** at vee@vnelson.com.

Rotary Networking Resources

District 6900 has created this resource to help Rotarians in our district find employment. To find out more visit the district web site www.rotarydistrict6900.org and look for Career Networking.

Decatur Rotary is now on Facebook. Check out the page for updates and become a fan.

[Decatur Rotary Facebook Page](#)

Decatur Rotary is now on LinkedIn. Check our page for updates and to join our group.

[Decatur Rotary LinkedIn Group](#)

NEW!! Link to the most recent District 6900 Newsletter:
[District Newsletter](#)

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**Book Of
The Week**

Friday but instead a social will be held at Decatur's Iberian Pig "upstairs and in the back."

Two new members were inducted into our club: **Brock Peyer** is the Decatur Branch Manager of Fidelity Bank. He was introduced by **Bobby Atwater**. Our other newest member is Solicitor General of the DeKalb State Court, **Robert James**. He was introduced by Juvenile Court Judge **Desiree Peagler**.

Steve Beshara: Four Laws of Powerful Presentation Techniques

Former president **Jim Phillips** introduced our speaker, **Steve Beshara**. Steve is the founder and president of Vista Branding, a veteran authority in brand building and cross-platform marketing. He works with a myriad of well-known companies such as Coca-Cola and IBM and for his speech gave a power point presentation with graphics and videos on the "Four Laws of Powerful Presentation Techniques". Those four laws are as follows:



Law #1. The Law of Brevity:

Steve discussed the fact that people have short attention spans. "Less Is More," he reminded us, pointing out that Lincoln's 288-word Gettysburg Address had been preceded by a two-and-a-half-hour speech by another dignitary.

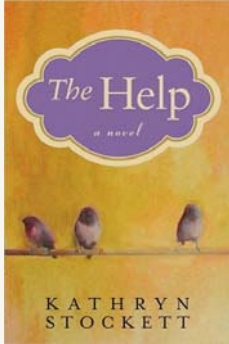
Law #2. The Law of Showing and Telling:

The "Law of Showing and Telling" can help you to avoid a major disaster. The example given to us by Steve was the unfortunate explosion of the space shuttle - when engineers were unable to demonstrate beforehand to Mission Control a simple experiment that O-rings could not hold up to extreme cold temperatures. If they had "Shown and Told", then perhaps this disaster could have been avoided.

Law #3. The Law of Moment Creation:

Steve gave us an example of the "Law of Moment of Creation" by referencing the dramatic courtroom "glove" demonstration in the O. J. Simpson trial. The contention of the Defense that "If the glove doesn't fit, you must acquit." creates a moment that will forever be remembered.

"The Help"
Written By:
Kathryn Stockett



Book Selected By
President C.J. Becker

Guests & Visitors

Former President Bill Breen gave the invocation.

Our Guests included:

Miguel Alandere, guest of
Geoff Koski

Alina Crews, guest of
Richard Puckett
Daniella Downs, guest of
Betty Spiker
Jake Slocum
& Lauren Chandley, guests
of **Linda Morris**

Our Visiting
Rotarians included:

Former District Governor
Robert Hall

Henry Mullins
(Midtown Atlanta Rotary)

**Speakers At-a-
Glance**

Law #4. Drama:

Invoking drama while using data in a speech or presentation to dramatize a point of view can help to make any presentation more attention-getting.



Steven Beshara

The library book donated to the DeKalb County Library in recognition of our speaker Steve Beshara's appearance was *"Brands and Branding"* written by Rita Clifton from Bloomberg Press.

The meeting was then adjourned.

Reported by Linton Broome

Photography by Mark Burnette

'Round the Room...

September 3, 2010:
No Meeting

September 10, 2010:
Jerry S. Wilson

September 17, 2010:
TBA

Officers of the Decatur Rotary Club:

President:
C.J. Becker

President-Elect:
Jason Conn

Past President:
Bryan Downs

Secretary:
Betty Spiker

Treasurer:
John Bennett

Sergeant-at-Arms:
Doug Torbush

District Governor:
Casey Farmer



Our **Past President Bryan Downs** and
our speaker **Steve Beshara**

Birthdays!



September 2:
Alton Dowd

September 6:
Robert Lanier

September 8:
Jason Conn

September 8:
Jimmy Smith III



Past President Bryan Downs, our new member **Robert James**,
and **Desiree Peagler**

September 11:
Brad Bryant

September 17:
Scott Thompson

September 18:
John Hegman
Vee Nelson

September 19:
Kirby Thompson

September 20:
Mark Burnette

September 20:
H G Pattillo

September 20:
Kyle Williams

September 22:
Eric Lucas

September 24:
George Carley



Our speaker, **Steve Beshara** along with
our former President, **Jimmy Phillips**



Tom Adams, Past District Gov. Robert Hall, and Jim Crabb



Vee Nelson and **Bill Moon** talk after the meeting

Sincerely,

The Rotary Bulletin Committee
Decatur Rotary Club

Directions: [Old Courthouse on the Square](#)