

Rotary



THE ARCLIGHT

The Weekly Members' Bulletin of the
ARLINGTON ROTARY CLUB
February 26, 2018

<http://www.arlingtonrotaryclub.org>

Meetings: Thursday, 12:15 pm
Washington Golf & Country Club
3017 N Glebe Rd, Arlington, VA 22207
WGCC Phone: (703) 524-4600

Chartered July 4, 1929 – Now In Our 89th Year



**ROTARY:
MAKING A
DIFFERENCE**

Thursday, March 1 - Lunch Program at the WGCC, 12:15-1:30 Carla Fleming, CEO/Founder, Pivoting Strategies



What the Heck Do You Know About Your Customer?

How often have you sat at your desk with a jam-packed schedule and many decisions to be made, wishing you had more time to know a lot more about your customer than you do today? What do they prefer? What type of experiences do they want to have that will make *their* lives easier? Frequently, as busy executives, we get so absorbed in checking off this week's to-dos and closing this month's business deals that we miss the opportunity to be curious. Or we miss a chance to gain a fresh perspective on a new market, prospects, customer experiences, revenue stream, or address a gap in the market.

Carla's firm, Pivoting Strategies, is a Washington marketing and business strategy consulting firm that employs design thinking to help companies uncover what their customers and prospects truly desire. The work we do allows our clients to develop deep-dive insights of their customers and prospects to extend their lifetime value and provides more meaningful, relevant customer engagement. The result? More revenue and happier customers.

Ms. Fleming has over 25 years of marketing and sales experience; she has taught at GWU and the Johns Hopkins Carey School of Business. She worked at IBM in a variety of marketing and sales positions, building strategies to grow small, medium, and large enterprise markets, both nationally and globally.

Last Week

Cassie Hurley, Manager for Individual Gifts and Sponsorships at the Newseum, described the Newseum's mission – broadly, a focus on the First Amendment and freedom of speech; and more specifically on the importance of a free and fair press in a democratic society. Some of us apparently have heard rumors of financial troubles at the Newseum (?) – Cassie noted that the Executive Board is reviewing operating costs as a part of strategy for the museum's future but no decisions have been made yet.



Our Spring Fundraiser: Mala Tang – April 19, evening

Rotarians, details are coming together on our spring fundraiser. Please mark your calendars now to attend. The cost is \$55 per person, 15 is deductible on your taxes. We have a fresh venue* – the Mala Tang Restaurant, 3434 Washington Blvd. in Arlington – and a new and different family-style menu comprising five first courses, six main dishes, and two desserts. You can park free directly across the street (American Legion Hall). We're still working on a speaker. One thing that won't change is a festive, Rotary-fellowship evening of good food and most important, presentation of our scholarship winners for this year.

*You are all aware that our former venue, the China Garden Restaurant in Rosslyn, is no longer available. We will miss them because of the great food, but also because of the very generous deal they offered us (thanks, Lorna!)

Other Upcoming Events and Programs

Mar 7 – Happy Hour at Pinzimini, 6-8 pm

Mar 8 – Lunch at WGCC: Chelsi Dildine – Classification Talk

Greeters for March: Ali Kayani, Sherry Rock

NOTE: If you are a greeter and cannot arrive 15 minutes before any weekly meeting during your month, IT IS YOUR RESPONSIBILITY to make sure your partner will be in attendance or to find a substitute for yourself. Contact **David Sutfin**, djsutfin@gmail.com with any questions.

ARLINGTON ROTARY CLUB
P.O. Box 100038
ARLINGTON, VIRGINIA 22210
ROTARY CLUB NUMBER 5787, DISTRICT 7610
CHARTERED JULY 4, 1929

2017-2018 OFFICERS

PRESIDENT	DAVID SUTFIN
PRESIDENT-ELECT (RY 18-19)	ROBERT MARTINSON
PRES-NOMINEE (RY 19-20)	TBD
IMMEDIATE PAST PRESIDENT	SHANNON PRENDERGAST
SECRETARY	KIM DURAND
TREASURER	LINDA VALENTINO
SGT.-AT-ARMS	HUGH BARTON

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SERVICE PROJECTS	JOHN BECKER
TRF/FUNDRAISING	SHERRY BARNDOLLAR ROCK
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WEBSITE/SOCIAL MEDIA	KIM DURAND
YOUTH PROGRAMS	DAVID BAAS

ARLINGTON ROTARY EDUCATIONAL FOUNDATION
PRESIDENT, SHERRY BARNDOLLAR ROCK
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THE ROTARY FOUR-WAY TEST

-- OF THE THINGS WE THINK, SAY, OR DO --

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?