

# ROTARY CLUB OF COCOA

SINCE



1924

P.O. Box 244  
Cocoa, Florida 32923-0244

Web Site: [www.cocoarotary.org](http://www.cocoarotary.org)

Club #  
4389

Rotary Organized 1905  
Cocoa Chartered 1924

District 6930  
Group 13

District Governor, Leo H. Phillips Jr.  
Assistant District Gov., Fred Bailey  
**Rotary International President**  
John Kenny

### Officers 2009-2010

President.....Pat Hare  
Pres. Elect.....Bill Carey  
Secretary.....Bill Pickens  
Treasurer.....Charlie LaRoche  
Sgt.-At-Arms....Carl Johns & Lowell Loadholtz

### Directors 2009-2010

Fundraising.....Mary Ann Alderman  
Club Service.....Mary Ann Alderman  
Youth Services.....Jack Masson  
Vocational Services.....Drew Wales  
Community Service.....Ralph McCoig  
Past President.....Jay Schenck  
Membership .....Mark Amos

### “Celebrate Rotary”

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

**FIRST.** The development of acquaintance as an opportunity for service;

**SECOND.** High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian’s occupation as an opportunity to serve society;

**THIRD.** The application of the ideal of service in each Rotarian’s personal, business, and community life;

**FOURTH.** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.



### OUR OPENING SONG

*I want to wake up in the morning  
Where the orange  
blossoms grow,  
And the sun comes peeping  
Into where I’m sleeping  
And the song birds say hello.  
I want to wander in the  
orange grove  
As I used to long ago,  
And go drifting back to Florida  
Where the orange  
blossoms grow...*

Tuesday	7:30am	Melbourne Beach	Beach Street Eatery, Ocean Ave.
Tuesday	7:15 am	Cocoa Bch Daybreak	Roberto’s Little Havana, CCB
Tuesday	7:15 am	Titusville Sunrise	LaCita Country Club
Tuesday	12:15 pm	Cocoa	BCC Community Dinning Rm.
Tuesday	12:15 pm	Eau Gallie	Palm Café, Kiwi Tennis Club
Tuesday	6:00 pm	Viera	Viera East Country Club
Wednesday	7:15 am	Merritt Island	Victoria’s Restaurant
Wednesday	12:15 pm	Indialantic	Eau Gallie Yacht Club
Wednesday	12:15 pm	Cocoa Beach	Holiday Inn, Cocoa Beach
Thursday	7:15 am	Rockledge	Rockledge County Club
Thursday	12:00 pm	Titusville	LaCita Country Club
Thursday	12:15 pm	Merritt Island	Piccadilly, Merritt Sq. Mall
Thursday	12:15 pm	Palm Bay	Rancho Viejo
Thursday	6:30 pm	Melbourne	Melbourne Hilton Rialto Place
Friday	7:30 am	Suntree	Suntree United Methodist



## COCOA ROTARY CLUB MEMBERSHIP DIRECTORY

Name & Spouse	Office	Home	Since	Classification	Name & Spouse	Office	Home	Since	Classification
P H h Alderman, Mary Ann (Ron)	537-8260	452-4154	95	Comm. Relations	h H E Lanni, Ed (Shirley)	446-5435	639-8915	99	Ship Capt./Ret
h h Amos, Mark (Laura)	631-0511	749-8230	03	Real Estate/Dev.	h H e LaRoche, Charlie	449-4064	58	Sporting Goods	
P H eh Anderson, Bob	636-5858	636-0048	66	Ed. Admn. Ret.	h P H Loedholz, Lowell (Dee)	633-1874	636-0366	71	Ag. Extension
P H h Arnold, Mike (Terri)	636-5858	777-7017	89	C.F.P.	h H Masson, Jack (Joy)	453-2618	632-6791	83	Rec. Administration
H E h Barber, Bob (Lynne)	452-2499	636-9253	75	Prep. Sch. Adm	P H h McCallister, Glenn (Bernice)	633-7050	264-4503	01	Ambulance/Trans
h Barnhart, Lee (Sara)	636-3131	452-2499	83	Consultant/Retired	h H McCoig, Ralph (Edita)	633-4964	633-5655	96	Publishing
h Berry, Roy (Mary)	631-7000	639-1378	86	Dentist/ Oral Surg.	h Miller, Bud (Lucy)	631-0270	638-1247	02	Aerospace/Ret.
H e h Bird, Gerald (Jerilyn)	412-5096	637-8841	08	Home Inspector	h H Miller, Jon (Wetlanie)	638-0855	01	Goldsmith	
h Bolanos, Nelson (Kathleen)	453-4100	453-6114	95	Community Bank	h H Nelson, Diana J. (Al)	632-4277	74	Education Curr.	
P H eh Bronson, Ken (Jean)	452-0420	454-9735	03	Sharing Center	h H Narvaez, Al (Rose)	636-5133	82	Private Banker	
H h Brewer, Nancy (John)	631-0511	636-0817	59	Photo/Equipment	h H Newbern, Tom (Margie)	636-5921	82	Restaurant	
H h Brubaker, David (Dawn)	631-0511	636-6825	00	Risk Management	h H Pickens, Bill (Cindy)	633-7060	452-7449	08	Ed./Coll. Admn.
H E h Bryan, Don (Laurette)	631-5550	284-0109	06	Hosp. Laundry	P h e Pound, Frank (Betty)	636-4275	268-8091	07	Funeral Director
h Carey, Bill (Linda)	636-1889	636-8477	72	Automotive/Tires	P H h Ripley, Steve (Jackie)	639-0505	631-7953	09	Insurance Broker
P H eh Carmichael, Bill (Carol)	636-9951	636-2791	04	Security/Alarms	P h Roll, Lynne (Lee)	636-3034	82	Hosp. Laundry	
h Chavaris, Frank (Bobbie)	636-4056	636-4642	50	Citrus Grower	P H e Rood, Jack	631-8039	636-3642	03	Party Planning
P H eh D’Albora, John (Noretta)	631-1550	633-2370	90	Athy./Litigation	H h Rusnak, Steve (Laura)	726-4955	952-1748	96	Ins. Personal
P H eh Deleo, Joe (Karen)	637-7218	632-7931	00	Hosp./CFO	P H h Sanderson, Sandy (Ruth)	693-2466	632-7005	01	Utilities/Electric
h Farrow, George (Dana)	636-2211	632-7218	04	City of Cocoa	H H Schenck, Jay (Deborah)	751-3523	631-1921	93	RN/Nursing Svcs.
h Fetter, Brenda	433-8686	784-0045	93	Edu./Coll Admn.	h H Simmons Elien (Roy)	632-0550	631-1921	61	Citrus Packing
h H Flom, Elena (Mark)	433-8686	783-9045	60	Orthodontist	P H eh Sullivan, Frank (Jeanette)	784-2427	783-9992	92	Honorary/Theater
P H E Gilley, Phil	631-0383	690-1922	82	C.P.A./General	h H Hawkins-Smith, Stacy	633-0788	868-5592	96	Import/Export
H h Hare, Patricia	634-6500	269-4669	09	Law Enforcement	h H Violet, Suzanne	632-7660	799-2828	03	GC/Const
h Houser, Steve	890-1384	453-7281	87	C.P.A./Tax	h H Witek, Nick (Donna)	632-2205	84	Honorary/Judge	
P H e Ivey, Wayne (Susan)	453-5130	453-5130	72	Fam Counselor	P H H Wohn, Bob (Faye)				
P H e Jackson, Ed	636-0274	454-4818	01	Consul Engineer					
P H e Johns, Carl (Martha)	632-5610	720-0633	09	Edu./Coll. Spec.					
P H h Johnson, Clarence (Shirley)	633-9300	639-1478	96	Auto Sales					
P H h Keller, Ned (Dot)									
P H h Krueger, Gary (Pam)									
P H h Krupp, Linda (Michael)									
P H h Lacy, Daphne									
P H h LaMarr, Rob (Rene)									

### Key:

P=Past President

H=Paul Harris Fellow: Given a total of \$1,000 or more to RI (lifetime)

h=Paul Harris Sustaining Member: Given \$100 or more during current year

E=Club Endowment Fellow

e=Club Endowment Sustaining Member





This week's program  
**Randy Coleman**  
**Resolutions for 2010**



Father Drew Wales was our guest speaker for the Rotary Club of Cocoa on January 12th, 2010. He spoke to the club about Ethics and Ethics training.



Cocoa Rotary Club President along side fellow Rotarian and guest speaker Father Drew Wales.

**10 Key Principles for making business ethics training and awareness truly effective:**

1. Clarity of ownership & executive buy-in – clear and visible executive buy-in lends credibility and avoids gaps between words and actions.

2. Integrated compliance – getting each business line or policy area to create its own solution may be a way forward but for the most consistent, cost effective and comprehensive solution, an enterprise-wide approach generally yields the optimum outcome.

3. It is about understanding, not information; less is always more – we do not all have to be experts in Sarbanes-Oxley, the Federal Sentencing Guidelines or the Gramm-Leach-Bliley Act. Sensible, relevant and clear information to deliver clarity of understanding is what is required. Reference material is fine – but keep it to be used only when needed. **If any training is much more than 45 minutes to an hour long, you should be asking some very hard questions about its effectiveness. Studies show user retention and commitment plummets after more than 60 minutes on screen.**

4. Value, not cost – a canned solution may be the answer; a swift PowerPoint presentation may be less expensive, but bear in mind that costs relate to scale (generally the more users there are, the lower the cost per head) and that the real measure is the effectiveness of the outcome. Fines for regulatory breaches have never been higher, to say nothing of the real cost of an impaired business reputation.

5. The right combination of spirit and structure – **don't bore users into submission.** Engaging and memorable content is critical. Reinforce personal responsibility, the corporate commitment to making this happen and getting it right.

6. Relevant context setting – nothing turns employees off more quickly than irrelevant, inappropriate or unrealistic case studies and contexts. Actual examples or situations are best. Training needs employee buy-in and an understanding of how it fits into their daily routines and provides guidance on future behavior.

Continued on Page 3.....



**Don Bryant**  
**Won the**  
**50/50**

**4WAY TEST**

**Rob LaMarr**  
**Pays Rent 2x**

**VOCATIONAL PLAQUE**

**Steve Houser**  
**Pays Rent 4x**

**Four Way Test**

1. Is it the Truth?
2. Is it Fair to all concerned?
3. Will it build Goodwill and Better Friendships?
4. Will it be Beneficial to all concerned?

**Rotary = Ethics R Us**

7. Continuous process – once-a-year training or one-offs generally do not work. Reinforcement, updates, campaigns are all part of the mix. Senior executives and regulators usually expect to see annual statistics but **making it stick requires a continuing effort.**

8. Consistency – make sure messages are consistent and that the way training and awareness is delivered runs with the grain of organizational culture and style.

9. Technology should enable – training should work within the context of what is possible within your organization and what will most benefit, and not frustrate, the learner. It is the content that makes the difference; IT needs to be involved but always consider the art of the possible. A good partner will always have plenty of solutions and fixes for working around technology glitches.

10. Project management, project management, project management – above all else the key ingredient and the real reason why most implementations fail. Ensure both you and your chosen partner have good project management capabilities, and ensure all parties are on board. Before starting anything you should have clear internal ownership and accountability. As a minimum insist on a detailed and comprehensive training needs analysis.



**Steve Rusnak 1/18**

**Visiting Rotarians Last Week**

**No Visiting Rotarians Last Week**

**Visitors Last Week**

**Steve Boyles**

**Mike Arnold**



**TURBO LATE WINNER**

**Sandy Sanderson**

**We proudly support our troops and their families.**

