

Events

March 2015

03/25 - Dr. M.S. Viji, President of "We Serve" Foundation

April 2015

04/01 - Ed Bears, Civil War Speaker
04/08 - Jennifer Adrio, CEO, American Red Cross of Kentucky
04/15 - Clay Campbell, Kentucky Opry

Club Leaders

Jamie Futrell

President

John Williams, Jr.

President-Elect

Phyllis B. Russell

Secretary

Glen Anderson

Vice President

Thomas Scott Taylor

Treasurer

Chris McNeill

Past President

Melanie McNeill

Membership Chair

Debbie DeWeese

Club Executive Secretary

Birthdays

Betty Higdon

March 19

Kyle P Katterjohn

March 22

Lanny King

March 23

Phil Hook

March 24

Bruce Akin

March 26

BA A. Hamilton

March 27

Victoria E Caldwell

March 28

Michael Cochran

March 29

Ann Erickson

March 29

Brandon W Morgan

March 31

Charles R Manchester

April 02

Joseph D. Crawford

April 05

Marvin G. Devers

April 05

Maurie McGarvey

April 07

William Edward Barker

April 07

Laurie Latham

April 09

Edward Grant

April 13



GearTeeth

The Rotary Club of Paducah

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A Small Business Success Story

March 18th, 2015



Todd Duff, CEO and owner of Innovations Branding Warehouse, is a phenomenal success story in downtown Paducah. Statistics show the majority of small businesses are shuttered in 18 months, but Duff's business has grown from a one man shop to a thriving business employing 12.

Todd's recipe for success involves 7 principles:

1. Growth. This means growth for his client's business, as well as his own.
2. Hiring. Find employees with the character, the talent and the will to succeed.
3. Culture. Difficult to describe, but involves the personality and environment to create and everyone understands the goals and comes together to achieve them.
4. Innovation. Being the first to know and understand technological developments, such as drones to better serve clients.
5. Money. Being debt free and a "slow growth" philosophy combined with monetary transparency with employees is important.
6. Data. Always measure, translate and forecast for success.
7. Risk. Sometimes the risk is worth taking to grow by moving to a new location, rebranding your business, if necessary.

The bottom line, Duff said is to "Go in to work each day with people you love to be with and to do what you love."

For more information on how Innovations Branding Warehouse assists both small local clients, as well as larger national clients visit [www.http://innovationsbrandinghouse.com](http://www.innovationsbrandinghouse.com)

Announcements

March 18th, 2015

March is Literacy Month in Rotary.

Past President Missy Eckenberg will become the first Paducah Rotary member to be named District Governor for 2017-18 since 1958 when Nat Dortch achieved the honor. Missy is only the 3rd member of Paducah Rotary to be selected for the honor.

Current District Governor Jayne Crisp will be hosting the District Conference in Paducah May 15th and 16th.

The World Service Committee is asking Rotarians to support the Impact One organization, which is

trying to equip schools in Zambia with much needed technology. The goal for our Club is to sponsor one school with:

1. One laptop with software and case at \$526
2. Four teacher tablets with software and case at \$300
3. Twelve student tablets with software and case at \$220

We will be passing the buckets once again this Wednesday, March 25th, for those who may not have brought checks and support last time.

Spring is about to be sprung and that means thoughts turn to the Club's Annual Quilt Show. Volunteers are needed to man stations during the multiple day event that constitutes the Club's largest fundraiser. Sign up sheets are now available at every meeting.

Betty Dobson of the Metropolitan Hotel and Ada Vega of Hope Unlimited accepted checks from the Club on behalf of their organizations.

Guests

March 18th, 2015

Student Guests: Anne Lasher, Paducah Tilghman High School; Noah Helton, Jordan Rudolph, and Reagan Day, McCracken County High School; and Caroline Curtsinger, St. Mary High School.

Mark Mitchell – guest of David Morse;

Steve Dorough – guest of Michael Byers;

Bill Minix – guest of John Williams, Sr.;

Betty Schuppert – guest of Ken Schuppert;

Suzette Frick – guest of Tammy Potter;

Kathleen Fox, Reese Hawkins, Austin Madding, and John Tate – guests of Laura Duff.