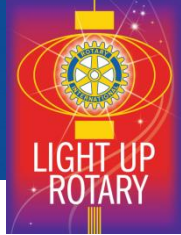




# Rotary Club of Durham

Connect. Collaborate. Serve.



## April 13, 2015

Volume XXII, Issue 33

Post Office Box 51572 – Durham, North Carolina 27717

[www.DurhamRotaryClub.org](http://www.DurhamRotaryClub.org)

The mission of Rotary International is to support its member clubs in fulfilling the Object of Rotary by:

- Fostering unity among member clubs
- Strengthening and expanding Rotary around the world
- Communicating worldwide the work of Rotary; and
- Providin a system of international administration

### THE 4-WAY TEST

Of The Things We Think, Say or Do:

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?

### PROGRAM SCHEDULE

- 04/13 **OFFSITE MEETING!**  
JOHN GUSS, DIRECTOR  
THE BENNETT PLACE:  
150<sup>TH</sup> CELEBRATION  
Introduction: Rob Everett/Sam Miglarese
- 04/20 Bert L'Homme, DPS  
Centennial Program: EDUCATION  
Introduction: Brady Surles; Don Stanger;  
President Vandana Dake
- 04/27 Centennial Program: 100 Acts of Service  
Introduction: Brady Surles; Don Stanger;  
President Vandana Dake
- 05/04 Centennial Program: Entrepreneur  
With Chris Gergen & Almasa Bass  
Alternative (Opiate Abuse)  
Introduction: Danielle Kaspar

### SERVICE SCHEDULE FOR APRIL 13, 2015

Music

Pianist: N/A

Vocalists: **KAY GRESHAM & SHERRY DEVRIES**  
"GOD BLESS AMERICA"

Invocation & Rotary Minute  
**JOHN STADDON**

**DRC Raffle: RI Foundation Programs**

Contribution: \$1/Ticket; \$5/6 Tickets

Proceeds: ½ RI Foundation; ½ Winner

Rotary International: \$57.00/Raffle Winner: \$56.00

**Total: \$113.00**

**Raffle Winner: TOM KERNS**

**CART Fund** (Coins For Alzheimer's Research Trust)

**3/30 \$58.00**

## JIM SILLS MECHANICS AND FARMERS BANK



I immediately felt some kinship and empathy for our speaker, Jim Sills, because I started my 17 year banking career in data processing operations during one of the most interesting times in banking history when deregulation and new technology opened many possibilities for new and better services.

Mr. Sills was introduced by Rotarian, Adrian Brown. Mr. Sills is a graduate of Morehouse College and comes to Durham from Delaware where he was the Chief Information Officer for the State. Delaware is a small State but that is still much bigger than a small bank like Mechanics and Farmers and just reinforces the belief that many of us who toiled in bank operations had, that is, we had to do

something really exceptional to elbow aside people who came up in the lending areas to reach the higher levels of management. Banking isn't a new career for Mr. Sills, however. He also served as the COO of First Tuskegee Bank, President and CEO of Memphis First Community Bank, and was an EVP at MBNA America Bank.

While describing how he was welcomed in the community with open arms, Mr. Sills introduced the Chairman of the Board of Mechanics and Farmers, James Stewart, who was also a guest of the Club for the presentation.

To say that Mechanics and Farmers has a history would be an understatement. At 108 years old, it is one of twelve (12) firms in the State over 100. Still it is trailing behind another minority-owned Durham institution, North Carolina Mutual, with 116 years of history. M&F now has eight locations in five markets and has never had a year that it did not show a profit. Mr. Sills noted that he meets customers all the time who have been customers of the Bank for decades.

Mr. Sills sees his mission as bringing about three transitions. The first, and no surprise coming from someone with his background, is leveraging technology --- especially in the area of mobile banking. The second is to place an emphasis on sales. He wants M&F to expand and diversify its customer base focusing on individuals between the ages of 22 and 50, and small businesses. To coordinate these activities and give him one neck to choke" he has consolidated many activities under the leadership of James Samson, an experienced banker and figure in Downtown development.

Finally, he has begun re-branding the Bank with a new logo, new colors, new website, and new slogan. This is the first freshen up of the brand in 30 years. One aspect of that is to formalize M&F as the name of the Bank, which is the way it has been known informally for many years and long after mechanics or farmers were key to its success.

**Club Statistics as of**

**April 13, 2015:**

**Club Members: 235;**

**Active: 202**

**Active-LOA: 4; Honorary: 28**

**Staff Positions: 1**



***OUR APRIL 2015 BIRTHDAYS***

Member	Birthday
ROB EVERETT	APRIL 01
WILLIE COVINGTON	APRIL 02
GERRY MUSANTE	APRIL 03
TIKA RUSH	APRIL 03
ERNIE ROESSLER	APRIL 07
CAROL ROYCROFT	APRIL 09
LARRY CRANE	APRIL 10
BERT L'HOMME	APRIL 11
BILL INGRAM	APRIL 13
GEORGE QUICK	APRIL 14
ROXANNE HALL LITTLE	APRIL 15
RICHARD BRODHEAD	APRIL 17
BLAKE STRAYHORN	APRIL 18
BRADY SURLS	APRIL 18
BILL STOKES	APRIL 20
WENDY JACOBS	APRIL 20
JIM BRAME, JR.	APRIL 21
MICHELLE LYN	APRIL 25
KEITH ARTIN	APRIL 27
MICHAEL PALMER	APRIL 28
CICELY MITCHELL	APRIL 29
ARTHUR ROGERS, III	APRIL 30
TODD TAYLOR	APRIL 30
DEL MATTIOLI	APRIL 30

**2014-2015 ROTARY LEADERSHIP**

RI President: Gary Huang

District Governor: Matthew Kane

ADG-Area 7: Joyce McKinney

**2014-2015 Club Officers**

President: Vandana Dake

Immediate Past-President: Bill Ingram

President-Elect: Lois Deloatch

Vice-President: Todd Taylor

Secretary: Phyllis Coley

Treasurer: Susan Miller

Sergeant-at-Arms: Reginald Hodges

Finance Advisor: Barry Curtis

**2014-2016 Board of Directors**

Shelly Green

Deirdre Haj

Deana Labriola

Eric Miller

David Reese

B. C. Dash

Andy Esser

Blake Strayhorn

Meg Solera

**Club Website Master**

Jay Zenner, Designer; Updates

Mr. Sills has a challenging opportunity. Back in the day, as a product manager of Wachovia's headquarters in Winston-Salem, I had a project to convert our passbook savings customers to statement savings. I'm sure younger Members of the Club will have to ask old timers what passbooks were. This turned out to be much more difficult and took longer than anyone imagined – in spite of the advantages of statements. It was then that I formulated Zenner's First Rule of Bank Marketing; *you can never overestimate the inertia of your customer base.* This should not discourage Mr. Sills from trying to convert all those 20 and 30 year customers to mobile banking. If anyone can do it, it's someone with an operations background who is used to getting things done. Sorry you lenders in the banking industry, but you just don't get it.

Submitted By: Jay Zenner

ROTARY MINUTE: SETH JERNIGAN



PAUL HARRIS FELLOW RECIPIENTS



More information about Seth's professional life and a picture of Seth with a beard can be found on the [REA website](#) along with another Rotarian, Eric Miller.

**Congratulations To Paul Harris Fellow Recipients, IPP, Bill Ingram, Rob Everett, Ken Lundstrom, Tom Krakauer & Bill Kalkhof**

**CONGRATULATIONS AND WELCOME TO OUR NEWEST CLUB MEMBER  
JUDGE JOE WEBSTER (Sponsored By: Willis Whichard)**



**NANA'S FOUNDATION FUNDRAISER WINE DINNER  
NANA'S RESTAURANT**



Thursday, April 16<sup>th</sup>, 2015 --- 6:00 o'clock p.m.

\$75.00 Per Person

Please Contact Meg Solera For Additional Information at: [meg.solera@gmail.com](mailto:meg.solera@gmail.com)



Club Facebook link: [www.facebook.com/DurhamRotaryClub](http://www.facebook.com/DurhamRotaryClub)

Executive Secretary: Sharon Lassiter

[slassiter38@nc.rr.com](mailto:slassiter38@nc.rr.com)