



Rotary Club of Durham

Connect. Collaborate. Serve.



December 4, 2017

Volume XXXV, Issue 19

Post Office Box 51572 – Durham, North Carolina 27717

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
- Providing 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

- 12/04 **Tim Whitmire**
Freed To Lead: F3 As A Counter-Culture Phenomenon
Introduction: Seth Jernigan
- 12/11 **Fred Annand, Director of Conservation**
Resources: Nature Conservancy
Introduction: Lynn Richardson
- 12/18 **Holiday Program**
Durham School of The Arts
Mary Casey, Director K-12 Arts Education
Introduction: Steed Rollins
- 12/25 **NO MEETING!!**
In Observance of The Christmas Holiday
- 01/01 **NO MEETING!!**
In Observance of The New Year Holiday

SERVICE SCHEDULE FOR DECEMBER 4, 2017

Song: My Country 'Tis of Thee
Lead Vocalist: Matt Kopac
Pianist: Andy Esser
&

Invocation & Rotary Minute: Mike Kriston

DRC RAFFLE:

RI FOUNDATION PROGRAMS

Contribution: \$1 Ticket; \$5 – 6 Tickets
Proceeds: ½ RI Foundation; ½ Raffle Winner
Raffle Total On 11/27/2017: \$133.00
Rotary International: \$67; Raffle Winner: \$66
RAFFLE WINNER: Marie Baker
CART FUND
(Coins For Alzheimer's Research Trust)

11/27/2017: \$



Rotary's Community Service Projects: "Service Above Self"



It's Salvation Army Bell Ringing Time

Tuesday --- Saturday – 11:00 am – 8:00 pm (12.12. Through 12.16)

We Ring at Walmart at New Hope Commons

One Hour Shifts, With 2 Members Per Shift

Sign Up Genius Will Be On Our Club Website

Contact John Cross, With Questions: 919.741.9641

We Already Have 53 Slots Filled By 40 Members With 8 Members

Doing 2 Slots & 5 Members, Including Family Members, To Ring

Rotary Tree Planting Project

With Rotary International President's Goal

Our Goal: Plant 208 Trees By April 2018 (Based On Our Membership of 208)

Early December: Plant Trees At North Carolina School of Science & Math

Individual Members Can Participate

By Planting Trees At Home, Businesses, Etc.

To Sign Up For November 18, Please Visit Our Club Website

At: www.durhamrotaryclub.org

CART Buckets

Bring Your Coins!

ANDY ESSER

ADVOCATES THE BASICS IN MARKET UPDATE



Long-time members know fellow Rotarian, Andy Esser, plays a mean piano and sings like a champ when called to service to help open club meetings.

At Monday's lunch, they learned by way of an introduction from Steed Rollins that Esser is married with two daughters, holds platinum academic credentials, has a law degree and is active in local leadership at the Boy Scouts. (Add the great head of hair and it begins to get

annoying.) Esser, a Financial Advisor at national financial services firm Edward Jones, combined an optimistic long-term view of global market opportunities with traditional strategic investment advice during a market-update presentation. "The market is not crazy over-valued right now, though it is still at an all-time," Esser said during a detailed power-point presentation that acknowledged 284 per cent growth in value since its March 2009 low. "There are still some bargains to be had."

CLUB STATISTICS AS OF
DECEMBER 4, 2017:

Club Members: 247 Active: 211
Active-LOA: 7; Honorary: 29
Staff Positions: 1



December Birthdays – 2017

BILL STAMBAUGH	DECEMBER 01
ANNA JONES	DECEMBER 02
DIETER MAUCH	DECEMBER 03
GEORGE DEATON	DECEMBER 03
B. C. DASH	DECEMBER 11
ERIK BENSON	DECEMBER 12
FRANK PERRY	DECEMBER 14
LISA MILES	DECEMBER 15
BUCKY WATERS	DECEMBER 17
SAM MIGLARESE	DECEMBER 18
DAVID DURACK	DECEMBER 18
BILL KALKHOF	DECEMBER 19
BLAKE STRAYHORN	DECEMBER 20
PETER JACOBI	DECEMBER 26
REGGIE HODGES	DECEMBER 27
BOB YOWELL	DECEMBER 29
PHIL HUTCHINGS	DECEMBER 30
SARAH HILL	DECEMBER 30

2017-2018 ROTARY LEADERSHIP

RI President: Ian H. S. Riseley
 District Governor: Shafi Parekh
 ADG-Area 7: Susan Ross

2017-2018 Club Officers

President: Seth Jernigan
 Immediate Past-President: B. C. Dash
 President-Elect: Brady Surles
 Vice-President: Shelly Green
 Secretary: Emilee Collins
 Treasurer: Geri Lail
 Sergeant-at-Arms: Stan Morris
 Finance Advisor: Barry Curtis
 Legal Advisor: Deana Labriola

2017-2018 Board of Directors

Marge Nordstrom (2015-2018)
 Danielle Kaspar (2015-2018)
 John Cross (2015-2018)
 Desmond Miller (2016-2019)
 Dave Ross (2016-2019)
 Arles Taylor (2016-2019)
 Steed Rollins (2017-2020)
 Keith Artin (2017-2020)
 Kim Shaw (2017-2020)

Club Website Master

Jay Zenner, Designer; Updates

He offered three basics to close his evaluation of short-term and long-term market trends driven by public policy, demographic distribution and substantial wealth ownership by an aging Baby Boom that will spend and transfer that wealth:

- Buy quality stocks, usually indicated by a dependable dividend policy
- Diversify your holdings
- Hold for the long term

Esser hit polite turbulence about mid-way through an otherwise smooth flight through his deck when he turned to pending tax reform as a short-term investment factor that will affect an individual investor's ability to achieve his or her financial objectives. His points on job-creating possibilities created by corporate tax relief and the possible or likely use of new tax windfalls by business spurred spirited comments and debate by Rotarians Christopher Gergen, Bill Stokes, Jim Leak, Marge Nordstrom, and Rick Jorgensen. Each expressed points of view and pointed to specific facts and economic history around the impact of corporate tax policy on potential United States job growth. If you missed Monday's meeting, you missed out. It was an informed, lively, and energetic exchange that had a full house fully tuned in, yielded no consensus on perfect tax policy and underscored the importance of Esser's identification of tax policy as a critical short-term driver.

Among other tidbits:

Esser said investors should not be driven by headlines in the media, which are "reflective not predictive" and often dead wrong. He agreed with an earlier expert financial services presenter this year who maintains that the market now provides opportunities for investors to align their social values with their financial objectives. And he promoted investment in companies with international operations and sales given substantial population growth expected in economies such as China and India.

Our thanks to Andy and participating Rotarians for helping to provide a lively, informative discussion.

Submitted By: Mark Lazenby

PENDING NEW MEMBERS:

TERI CANADA
SPONSORED BY: ARTHUR ROGERS, III
Induction Date: December 4, 2017

MARCY LOWE
SPONSORED BY: MARGE NORDSTROM
Induction Date: January 8, 2018



Club Facebook Link: www.facebook.com/DurhamRotaryClub
 Executive Secretary: Sharon Lassiter
slassiter38@nc.rr.com