



The Cornpicker

Bulletin of Fairbury, IL Rotary Club

Fairburyrotary.com



2009 - 2010 Officers

President Josh Clemons
 Pres. Elect Charlie McDonald
 Vice President
 Sec/Treas/Editor Leroy McPherson

DATE/TIME/PLACE: January 12, 2010 - 12:00 noon at Marchelloni's

ATTENDANCE: 23 + Brian Benjey, Ray Rapp, District Gov. Elect, Darlene, Robert Lang and Kathy Swan (Pres. Elects for surrounding towns).

LOTTO: Bob Nussbaum and Rod Stevens

ACTION ON THE AVENUES

CLUB SERVICE

Programs:

- 01/19 - P.C. #8
- 01/26 - Bob Nussbaum
- 02/02 - Terry Casson
- 02/09 - OPEN
- 02/16 - OPEN
- 02-23 - P.C. #8

Bits & Pieces

It behooves us to adapt oneself to the times if one
wants to enjoy continued good fortune.
Niccolo Machiavelli

AREA CLUB MEETINGS

Bloomington	12:00 Noon	Thursday	Elks Club
Gibson City	6:45 a.m.	Wednesday	The Country Kettle
Gilman	6:05 p.m.	Tuesday	Gilman Lounge
Lincoln	11:50 a.m.	Wednesday	Elks Country Club
Normal	12:00 Noon	Wednesday	Bone Student Center

COMMUNITY SERVICE

Chili Dinner with Homemade Desserts!
The Red Cross with Fairbury Fire Dept.



Saturday, Jan. 16
11:00 a.m. to 3:00 p.m.
Westview Grade School
Admission by Donation

Proceeds will benefit the missions of the American Red Cross which include: blood supply, relief to disaster victims, training people in life saving skills and service to the armed forces.

Mark your Calendar for Thursday 10/28 to help at the Food Pantry.

Statewide Publishing - Business Advertising

Brian Benjey



Brian was born in Shirley, IL and went to U-High. If you look at a current phone book, they aren't very good and are pushing people to the Internet. Research shows that 60% of the population still use a

phone book. They try the "price to population" concept. There are 10 markets in the U.S. for this style of phone book. Phil Johnson is the owner of this small family company. When they research this market they go to where they can get 60% the first year and try to get to 80% by the second year. This book is one of the preferred phone books in every market. It doesn't

look like a phone book. The people have the say by voting on the book cover. They use bigger print and better paper. They use white paper for the yellow pages, then print, and cover with yellow. Their first job is to keep you from throwing a phone book away. This book is easier to use and easier to distribute and is also more than a phone book since it includes menus, dining guides, etc. which drives the usage of this book. Did you know women with children are the number one users of the phone book?

They have maps of every community they service in this phone book. In McLean they delivered to 120,000 households. They hand deliver these books to businesses and put them in book racks at stores. They over-distribute the phone book to get more involvement.



Ray Ropp & Bill Fugate are hosting a P.E.T.S. for Darlene, Robert, Kathy, and Charlie. Good luck!