



*Celebrating 40 Years of Service
To the Community
Rotary Club of White Bear Lake*

*Meetings
Wednesday at 7:45 a.m.
Via Zoom
(During Pandemic 2020)*



May 27, 2020

**Program: Caryn Sullivan
Bitter or Better**

Chairperson: James Rathburn

Classification: Tim Wald

Invocation: Bill Rust

Writer: Jim Rathburn

Wednesday Morning Meeting Info:

Wednesday mornings from 7:45 - 8:30 am
Join WBL Rotary Weekly Zoom Meeting
[https://us04web.zoom.us/j/530467809?](https://us04web.zoom.us/j/530467809?pwd=R3dHV1JXWHcxb2Frd3d1VDRPVXhrUT09)
[pwd=R3dHV1JXWHcxb2Frd3d1VDRPVXhrUT09](https://us04web.zoom.us/j/530467809?pwd=R3dHV1JXWHcxb2Frd3d1VDRPVXhrUT09)

Meeting ID: 530 467 809

Password: 991694

Prior recordings & files from presenters can be accessed at:

https://drive.google.com/open?id=11pN_Oh77b2fViH8x_hfT1t1JoHt-e0c7

Friday Virtual 5:01 Meeting Info:

Friday Evenings starting at 4:55 pm-?
Join Zoom Meeting
[https://us04web.zoom.us/j/555170854?](https://us04web.zoom.us/j/555170854?pwd=QVpFM1BjVVIYLzNDN3NUaG5yaW1vZz09)
[pwd=QVpFM1BjVVIYLzNDN3NUaG5yaW1vZz09](https://us04web.zoom.us/j/555170854?pwd=QVpFM1BjVVIYLzNDN3NUaG5yaW1vZz09)

Meeting ID: 555 170 854

Password: 022079

ANNOUNCEMENTS

***Week nine of White Bear Lake Rotary
meeting in virtual format due to the
COVID-19 virus pandemic***

Thank you to all who helped with flags for Memorial Day!

Patty Hall described an effort developed by WBL students to raise funds for soap, handwashing facilities, and water for residents of the Navajo Nation which has been decimated by the coronavirus. To donate see <https://www.h2oforliveschools.org/sponsors/770>. #WhiteBearNation, #NavajoNation, #OneNation.

Pam Bowers thanked those who have volunteered to help provide daily lunches at the YMCA and to fill "kid packs" for the White Bear Emergency Food Shelf. Sign up online to volunteer.

Mike Lovett is meeting with volunteers to discuss potential plans for Taste of White Bear in 2020.

Prez. John recognized **Greg Bartz** for the Rotary signs that have been appearing around town. A number of people have begun to engage with us as a result.

We have been honored to have two international visitors join our Zoom meetings: Desmond Creary from Jamaica and Effron Whyte.

CLASSIFICATION: Curt Akenson has been in the club for 19 years. He has served in many club functions, most notably club president in 2010-11 and his current role heading up Rotary International Foundation giving for our club. Until two years ago he ran the Minnesota operations for Smiths Medical. For the past two years Curt has been part of the global operations group for the company, interacting with all 13 plants throughout the world. Smiths Medical products have been in high demand since the beginning of the COVID 19 pandemic. Their plant in the UK makes ventilators, but the company also makes tracheotomy equipment, as well as products for airway management and lung capacity testing. The Minnesota plant makes blood oxygen monitors and infusion pumps for pain management and drug delivery. COVID 19 has been tough on the Lean Manufacturing efforts at the company but the focus on safety and social distancing in all production efforts is high. Curt is proud to be a part of Smiths Medical as well as White Bear Rotary. Thanks for all you do Curt!

PROSPECTIVE NEW MEMBER

The following person has been approved for Rotary International and White Bear Lake Rotary membership. If there are no objections they will be inducted at an upcoming meeting:
Jason Sherrett
Polaris Inc.
Project Management
Sponsor: Greg Bartz

BLOOD DRIVE

June 18, WBL Armory 11-5

For appointment: redcrossblood.org
or call: 1-800-REDCROSS (1-800-733-2767)

Sponsor Code: WBL Community Drive

Mark your calendar: Late summer blood drive, August 19, WBL Armory, 2-7 p.m.

Contact Bryan Belisle

STRIVE RACE

"Spirit of White Bear Lake" scheduled on May 16 has been cancelled. Transferred to Run Baby Run on August 1, 2020.

Contact: Dale Grambush



PROGRAM: Terry Wu, Neuromarketing

Terry’s company focuses on how we make buying decisions based on feelings and emotions. He gave an example of how Coca Cola tried unsuccessfully to introduce a new formula, New Coke, and why it was poorly received. This caused consumers to really appreciate the old formula, which is now known as Coke Classic. He summarized the psychology of the Pepsi Challenge ad campaign and how the unconscious mind affects buying decisions. Neuromarketing is the science of consumer decision-making that uses our emotions such as pride, joy, happiness, guilt, shame, etc. along with our intuition to affect these decisions. Products fail because companies do not pay close enough attention to consumer’s unconscious behavior. In one example, Google raised the “click rate” of their links simply by changing the shade of blue identifying the link. This change substantially raised Google’s revenue because they are paid by the click. Another example is how Amazon uses reviews and shows consumers what others are buying to affect our buying decisions. Terry mentioned a book by Daniel Kahneman, “Thinking Fast and Slow” that illustrates how relativity bias and pricing items to sell affects buying decisions. Fast thinking is emotional and slow thinking is analytical. Our impulse purchases are based on emotion not analysis. You can get more information about Terry’s company and neuromarketing at:

Terry Wu, PhD
Terry@NeuromarketingServices.com
Phone: 952-270-2694
Website: <https://www.NeuromarketingServices.com/>
TED Talk: <https://www.youtube.com/watch?v=UEtE-el6KKs>
46,900+ people have watched my TED Talk -
[Neuromarketing: The New Science of Consumer Decisions](#) (17 Minutes)
Consultant & Speaker - The Neuroscience of Sales & Marketing
[Neuromarketing Services](#) - Outsmart Your Competition
Phone: 952-270-2694 - Let's Connect on [LinkedIn](#)

THOUGHT OF THE WEEK:

“You’ve made this day a special day, by just your being you. There’s no person in the whole world like you; and I like you just the way you are.”
Mr. Fred Rogers

**The Rotary Club of
White Bear Lake—
building friendships and improving
lives through hands-on projects
in the White Bear area
and around the globe**

UPCOMING MEETINGS

June 3: Faynesse Miller
President of Hamline University
Chairperson: Barb Duffrin
Classification: Michael Lovett,
Taste of WBL Update
Invocation: Rich Ramsay
Writer: Dick Galena

June 10: Russian Visitors via Zoom
Chairperson: Greg Bartz
Classification: Peg Black
Invocation: Bill Eaves
Writer: Bob Timmons

Please note that program information may change with the new virtual meeting format...stay tuned!

Future meetings:
June 17: John Channon presents Jim Hunt: Parkinson’s –the disorder and the fight against it

**MAIL OR PHONE CLUB NEWS TO THE
WBL ROTARY OFFICE:
MARLYCE PAULSON**

**P. O. BOX 10809 WHITE BEAR LAKE, MN
55110**

**OFFICE: 651.738.3022
E-MAIL: WBLROTARY1@COMCAST.NET
WEB SITE: WHITEBEARROTARY.ORG
BEAR BULLETIN DEADLINE: FRIDAY, 5 P.M.**

**WBL ROTARY PODCASTS:
WWW.WBLROTARY.PODBEAN.COM
OR GO TO: ITUNES AND TYPE IN
WBLROTARY**

**_WBLROTARY TEAM MEETINGS—
CURRENTLY HELD VIA ZOOM**

BOARD MEETINGS: Meets 4th Tuesday of each month, WBL City Hall, 7 a.m.
CLUB SERVICE TEAM: Meets 2nd Tuesday of each month, Eat @ Banning & 5th, 7a.m.
COMMUNITY SERVICE TEAM: Meets last Wednesday of each month, noon, location TBD
FUNDRAISER TEAM: Meets immediately following Wednesday meeting (seasonal)
INTERNATIONAL SERVICE TEAM: Meets 2nd Thursday of each month, Eat @ Banning & 5th, 7 a.m.
MEMBERSHIP TEAM: Meets 1st Tuesday of each month, 7:30 a.m., Caribou, Cty E & E Cty Line
PUBLIC IMAGE TEAM: Meets 3rd Thursday 7 a.m. Anchor Coffee
VOCATIONAL SERVICE TEAM: Meets 1st Thursday of each month, Keys Restaurant, 7 a.m.
YOUTH EXCHANGE TEAM: Meets 2nd Thursday, 4:30 p.m., Washington Square Grill

2019-2020 Officers/Directors

President.....John Channon
President-ElectPat McClernon
Past PresidentConnie Bossard
TreasurerMichael Lovett
SecretaryBob Timmons
Exec. SecretaryMarlyce Paulson
Public ImageKevin Donovan
Rotary Foundation. .Curt Akenson
Community Service. .Rita Pechmann
. Pam Bowers
Vocational Service .Fred Treiber
.Ken Baltzer
Club ServiceKen Baltzer
. Chuck Sandstrom
MembershipGreg Bartz
InternationalJim Hunt
. Greg Bartz
Youth Exchange . . Tim Wald
Bulletin Writers . . .Mark Sather
.Darrell Stone
.Greg Young
.Dick Galena
.Bob Timmons
.Jim Rathburn
.Jackie Reis
Invocations Rich Ramsay
.Bill Rust
.Bob Gehrke
.Steve LaLiberte
.Rita Pechmann
.Bill Eaves
.Steven Griffith
.Art Hancock