



# Rock Island Rotary Weekly Review

December 27, 2022: Volume XXX, Issue 26

MEETING TUESDAY NOON - QUAD CITY BOTANICAL CENTER



## WILLIE TAYLOR Refined Touch Media



Willie Taylor served as a Sales Representative for ATT Global Solutions for three and one-half years. He then accepted a position as Manager of Furniture Row in Davenport and remained in that position for two and one-half years. In 2019 he moved to Northwestern Mutual as a Financial Representative. Then in April of 2021 he made the decision to start his own business and founded Refined Touch Media. He describes Refined Touch Media as a business that focuses on creating websites that help clients move to action and gets results. We strive to provide great value with world class design." Refined Touch Media provides custom website design and marketing services in Davenport and services the Quad Cities and surrounding areas. They specialize in Custom Website Design and provide website maintenance & hosting services. Willie and his team provide tips for utilizing features such as blogs and video to improve website traffic and engagement. They also understand Search engine optimization (SEO), the practice of orienting a website to rank higher on a search engine results page (SERP) so that the business receives more traffic. The aim is typically to rank on the first page of Google results for search terms that mean the most to your target audience and the algorithms that drive website traffic. Mr. Taylor presented a Powerpoint taking us step by step through the process Refined Touch Media goes through to develop a client's website. He noted that the design phase requires selecting colors that are attractive and fitting for the particular product or service being promoted. Placement of information on the site is critical noting that readers tend to scan rather than read straight down the page. So placement is designed to put the items potential customers are looking for in spots where scanning eyes will see and be attracted to. Taylor also stressed that consistency is critical. Every contact the customer has with the business or service provider should be in the same colors and design so it presents a consistent image of the company or service agency. Mr. Taylor also said the e-commerce is becoming more and more critical to the public and therefore good websites provide the customer with the ability to purchase, donate, or otherwise take advantage of the website owners services online. Another tip he provided was that the website should be self inclusive, stating that customers get suspicious if the website they selected attempts to transfer them to another website. Mr. Taylor also said the online integration is an important tool. Website integration is when your website sends or receives information from another website or application. It means that rather than your website being an isolated system that doesn't talk to anything else, it can make friends, connecting with other key systems to save time and give other benefits. For example Taylor said if one of your visitors fills out a contact form, registers as a member, buys something or books an event, that data will be recorded in your website. You can push this data into other systems, saving you from having to manually copy and paste it across. Your contact forms can go straight into your customer relations system. Contact data can be automatically added to your mailing list. Event bookings could go straight into your event management system. This doesn't just save time but also reduces human error. One final tip he gave was that Google uses an algorithm to determine the priority of listing when a search is done. He said factors such as how many other pages are linked to your page; how much time visitors spend on the page (less than 1.5 minutes is views as not a good website); and the number of visits all impact priority placement. Overall it was a very interesting program and we thank Willie for sharing his expertise.

### Dec. – Jan. Calendar

- Jan 1 - HAPPY NEW YEAR!
- Jan 3 - Common Chord - Wes Julian and Jesse Ricke
- Jan 9 - MONDAY -State of the City, Mayor Mike Thoms joint meeting with Kiwanis
- Jan 17 - Kai Swanson "A Trip Through the South"
- Jan 24 - Laura Eberlin & Brent VanDamme, Deere & Company
- Jan 31 - John Lohman - Quad City Regional Business Journal



P.O. Box 4514  
Rock Island, IL 61204  
[www.rirotary.com](http://www.rirotary.com)

## Officers

Cindi Gramenz, President  
Eric Westphall, 1st Vice Pres.  
Sue Rector, 2nd Vice Pres.  
Anne McGlynn, Secretary  
Carrie Crossen, Treasurer  
Justin Peterson, Past President

## Board Members

Rebecca Arnold, Director  
Amber Brummit, Director  
Rick DeVinney, Director  
David Hodge, Director  
Mariah Johnson, Director  
John Phillips, Director  
Monta Ponsetto, Director  
Kathy Trone, Director  
Bob Swanson, Sergeant at Arms

## Program Chairs

### 2022-23

July	- Tom Hammar
Aug-Sept	- Tyla Sherwin-Cole
Oct - Nov	- Rebecca Arnold
Dec-Jan	- John Wetzel
Feb-Mar	- David Hodge
Apr-May	- Gary Rowe
Jun-Jul	- Tom Hammar

# Club Notes & Announcements!

- ❑ **WELCOME GUESTS** – Today was unique in that we had no guests or visiting Rotarians in attendance. It has been quite some time since that has occurred! Guess we all need to be thinking about potential guests and prospective members we might invite to Rotary. We have some very nicely printed cards you can give out that say “Be My Guest for Lunch” and provide details on where and when we meet. If you would like a few cards, ask at the Sergeant’s table. We don’t charge for prospective member lunches so you can be the host at no cost! Just identify your guest (“Is it the Truth”) as a prospective member.
- ❑ **MARK YOUR CALENDAR** our second meeting in January will be on MONDAY, January 9<sup>th</sup>. We will meet with the Kiwanis club to hear the 2023 State of the City Address by mayor Mike Thoms. There will be no Tuesday meeting that week.
- ❑ **GREETERS NEEDED** for February and beyond. New members have told us that one of the reasons they were attracted to our Club was the friendly welcome they received when arriving for a meeting. If you haven’t taken a shift recently, please sign up at the Sergeant’s table.
- ❑ **REINDEER RAMBLE SHIRTS AVAILABLE** a good supply of long sleeved Reindeer Ramble Tee Shirts in a variety of sizes are still available for purchase. They feature the attractive Rotary Reindeer Ramble logo designed by our own Kimberly Calhoun. See President Cindi to get yours. S,M,L at \$10, XL & XXL are \$12. It’s a great shirt and good way to promote Rotary and our dedicated sponsors!
- ❑ **END OF THE YEAR GIVING** – If you are looking to make a charitable donation before the end of the year, Rotary offers several opportunities. Gifts to our Rock Island Club Foundation and the Rotary International Foundation are both 501C3 charitable organizations and eligible as deductible contributions on your 2022 federal income tax returns. They also qualify as non-taxible donations if you must make an IRA Required Annual Distribution before the end of the year.
- ❑ **HAVE ITEMS FOR OUR NEWSLETTER?** – Send to [bobdebswanson@att.net](mailto:bobdebswanson@att.net)  
The Weekly Review is distributed each Tuesday afternoon. To ensure inclusion in the next issues it must be received by 10am Tuesday morning.



## FOUNDATION RAFFLE

Today’s Foundation Raffle featured a 50/50 cash drawing and a bottle of fine wine. Ruth Lee had the first, second, and third winning tickets, but being ever the philanthropist, took the cash for her first win and donated it to our Club Foundation. Then she forfeited her other two wins and told Kathy Trone who was acting as our Vanna White, to “Draw again.” The next ticket pulled gave Tammy Weikert this week’s bottle of fine wine! Thanks to all who participated. Proceeds go to our International Foundation account.



## FINES – HAPPY/SAD DOLLARS

With both our first and second vice presidents sidelined this week, there were no fines (although I noticed Anne McGlynn left early). President Cindi asked for Happy/Sad dollars and it appeared members were worn out after dealing with sub-zero weather, snow shoveling, and the hustle and bustle of Christmas. Finally the silence was broken when Ruth Lee offered a very happy dollar for having daughter Elizabeth, son-in-law Michael, grandson Owen and grandson to be in April “Shuk” (if Owen gets to name his brother), safely back in Rock Island and looking for a permanent home back in the Quad Cities. Bob Swanson had a happy dollar for seeing on the news that temperatures in the 40s and above are expected by the end of the week! You guessed it, Bob is not a winter guy. So overall just a couple of dollars for the Foundation coffers this week. VP Sue will be back next week and undoubtedly will catch up!

## A Message From Our President

As we prepare to close the door on 2022 and open a brand new one, I can't help but reflect on how quickly the time goes by. It seems as if just yesterday, I was standing before you all anxious, unsure & a bit terrified of what the year would bring. The last six months have been a whirlwind of activity & I am grateful for each and every one of you. Your support, friendship, and willingness to step up has given me a great start to my year as President and I'm excited to see what's next. As we open the chapter of a new year, let us always keep in our thoughts Rotarians we have lost, those who may be struggling, and those who have experienced significant loss over the last year. As some of you know, I am a huge fan of Admiral William McRaven's 10 Life Lessons, so let me leave you with one that reflects how I feel about our club.

*"If you want to change the world, find someone to help your paddle. You can't change the world alone- you will need some help- and to truly get from your starting point to your destination takes friends, colleagues, and the good will of strangers."*

*Thank you all for helping me paddle.*

*Cindi*

## FOUNDATION MINUTE

### Rotary International's Month of Disease Prevention & Treatment

In its noble efforts to keep in tune with TRF's mission of making the world a better place for all people, Rotary International District 9110 of Nigeria has donated a sum of \$590,000 to TRF in five months to promote its vision of supporting humanitarian services in the country.

Speaking at a fundraising dinner held on December 2, DG Omotunde Lawson, (D9110) said the organization has made progress in raising funds to deliver its vision of promoting peace, eradicating diseases, hygiene, and sanitation, among others billion and still growing. According to her, "The Rotary Foundation has set a goal of increasing its endowment fund to \$2.025 billion by year 2025, while the goal of district 9110 is to raise \$1.2 million this Rotary year. Though this sounds so ambitious and unachievable, we are not scared, it can only keep us on our toes and make us think out of the box and seek more strategic ways of fundraising."

Dare Adeyeri, chairperson, D9110 Rotary Foundation Fundraising Dinner Committee, said the organization is focused on ensuring freedom and happiness, adding that donations help to promote peace by tackling issues such as conflict and diseases. "Giving, through The Rotary Foundation promotes peace by identifying and curbing the triggers of conflict, fighting diseases, providing clean water, sanitation and hygiene, saving mothers and children, support education, growing local economies and protecting the environment amongst other impactful projects."

A Pennsylvania man is suing Smart Water for not making him smart, and I'd like to formally announce my lawsuit against Thin Mints.

**Not to brag, but I just went into another room and actually remembered why I went in there.**

**It was the bathroom, but still....**