

# The Bulletin

The Kiwanis Club of Columbus



"Kiwanis is a global organization of volunteers dedicated to changing the world - one child and one community at a time."

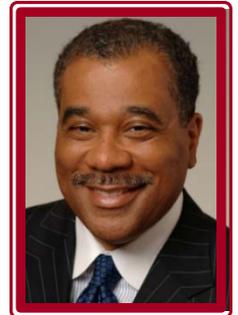
**"Great yesterday, better today, better still tomorrow!"**

Noon to 1 p.m. luncheon meeting at The Athletic Club of Columbus, 136 East Broad Street, Columbus, OH 43215

January 30, 2012

## Steven A. Davis

**Chairman of the Board and  
Chief Executive Officer  
Bob Evans Farms, Inc.**



Steven A. Davis serves as chairman of the board and chief executive officer of Bob Evans Farms, Inc. Before joining the company in 2006, Davis worked at Yum! Brands Inc., where he had been president of Long John Silver's and A&W All-American Food Restaurants since 2002. Previously, Davis served in a variety of operations management and other executive positions in Yum! Brands' Pizza Hut division, including senior vice president of concept development, where his team introduced the Wing Street concept.

Before joining Pizza Hut in 1993, he was with Kraft General Foods for nine years. His last position with Kraft was as director of marketing for All-American Gourmet. Earlier in his career, he held a series of brand management positions in Kraft's cheese business, where he launched several successful new products and marketing campaigns for household brands such as Philadelphia® Brand Cream Cheese, Cheeze Whiz® and Velveeta®, to name a few.

In July 2011, Davis was appointed to the Board of JobsOhio, Ohio's new private, nonprofit corporation that will lead Ohio's job creation and economic development activities. Davis also serves as a board member of the Arthur G. James Cancer Hospital and Richard J. Solove Research Institute Foundation. He is a member of the Columbus Partnership and Compete Columbus, two organizations focused on economic development strategy for the region. He is also a member of the Ohio Business Roundtable and the National Council of Chain Restaurants. He served as 2007 chair for Operation Feed, which provides food for needy families in Central Ohio. Davis is also a board member of the Walgreen Co., the nation's largest drugstore chain, with more than 7,600 locations nation-wide and was recently elected to The Business Council, the association of Chief Executive Officers of the world's most influential business enterprises.

### Today's Meeting

**Greeters: Stephanie Harris**  
Ohio State Legal Services Association

**Michael Ranney**  
Ohio Psychological Association

**Invocation: Kathleen Roberts - Retired**

**Committee meetings:** None scheduled

**Menu: House salad, smoked chicken pasta**

### This week at a Glance

**Birthdays:**

01/30 – **Richard Lum**  
02/02 – **Larry Icenogle**  
02/05 – **John Eberts**



**Tuesday** – 01/31 – 8 a.m. – Public Relations committee meeting at Burkholder Flint

**Thursday** – 02/02 – Groundhog Day  
02/02/1913 – Grand Central Terminal was opened in New York City.

**Friday** - 02/03 – Exec Committee meeting – 7:45 a.m. at Giant Eagle Market District

## President's Corner



Jamie Richardson

The sage advice of perhaps the greatest philosopher of our day, Yogi Berra, is worth repeating. "It's like déjà vu all over again."

I realized this is precisely how I felt the other day at the airport as I attempted to make my way to New York for meetings. Within a few miles of ol' CMH, I had a call come through on my cell – with my "Raiders of the Lost Ark" ring tone blaring at 5:03 a.m., I wondered who might be calling to wish me well. Turns out it was a pre-recorded voice letting me know my 6 a.m. flight from Columbus to LaGuardia was cancelled, but I could feel free to take the 11:55 a.m. flight. This was no consolation whatsoever, since the meeting I was trying to make in Manhattan was beginning at 9 a.m. But, as luck would have it, there was another airline with a flight departing at 6:05 a.m. and all I had to do was visit my original carrier (we'll call it Airline A) to receive a voucher, which would then be my ticket, literally, to get on the other flight with the other carrier. (which we'll call Airline D). Easy, right? So I thought, until like sands through the hour glass I was in a virtual holding pattern in line – with service that was clinical and perfunctory at best, but technically not worthy of official protest.

Thankfully, this is a story with a happy ending. I eventually received my new ticket, sprinted to the Airline D counter, where a smiling representative took note of the slip of paper I held in my hand – gave a wink and a nod – and even though I was four deep in line – paused for a half second to ask, "New York-bound sir?" I nodded yes. "No worries – let me help these customers and I'll be right with you to make sure you are fine on time." It didn't take much – but just that quick acknowledgment gave me the assurance I wasn't part of some Bob Seger new age music video – feeling like a number – lost in the shuffle of missed flights and bad airport memories. True to his word, the Airline D representative clicked a few buttons, handed me my boarding pass – he was Glenn Gould-like on the keyboard, and I almost imagined the strains of Bach arching heavenward when he handed me my ticket and wished me a pleasant day.

As I boarded the plane, with a good seven minutes to spare, I remembered an almost identical encounter that had occurred nearly 15 years earlier, ironically, with the very same Airline A, and Airline D. (Thus, the déjà vu all over again opening.)

On the day Kate and I were married, I completely lost my identity. While we danced the night away at the reception, my father-in-law's vehicle, where all our belongings were safely stowed, was broken into. Amidst the shattered glass and snatched purses, the thief also managed to take my

## Singing Valentines ...

There is still time to sign up to have the fantastic What the Heck Four surprise your sweetheart with a personalized singing Valentine. And you can surprise him/her on either Monday, February 13 or Tuesday, February 14 – you get to choose.

Your sweetheart will receive a long-stemmed rose, chocolates and two beautiful, heart-melting songs at work, home or the location of your choice.

To sign-up, just fill out the request form attached to this newsletter and fax it to David Kandel at 614-223-5852. He will contact you once all requests are in and the schedule and logistics are set.



## A special week for guests ...

We have another great speaker lined up for today, and we want to make a *special effort* to fill the room with potential new members. Yes, we have guests and potential members every week, but this week we will be doing some special things.

So, if you have a friend or business associate you have been meaning to invite, or someone who is considering joining whom you would like to invite back, this is the week! Let's make an all-out effort to fill the room!

wallet and my I.D., a bit of an inconvenience since we were driving to Canada for our honeymoon. But, this was pre-9/11, and life was simpler then. We weren't even asked for identification when we crossed the border, and it seemed we had muddled through without a glitch. That is, until we were back from our honeymoon and still waiting for my new identification, I had to take a flight from Dallas to Denver for a meeting I was presenting at. The service representative from Airline A said "No way" when I was without ID. The service representative from Airline D asked if I had a business card. He then asked me to draw a picture of myself. Upon completing this task, he welcomed me on to the flight. (Now granted, this would never happen today, but times truly were different then.) And I'm fairly certain my pencil sketch was not the closest approximation to a government issued I.D. imaginable.

In our Kiwanis service opportunities, are we always putting our best foot forward? Are we acting as problem-solvers and demonstrating a spirit of service, or gritting our teeth as if the good we do is a test of endurance? Here's to doing our work with passion and purpose, confident in the knowledge we truly are changing the world one child at a time.

## Introducing Alice Hohl ...

New Kiwanis member Alice Hohl is a web marketing consultant based in northwest Columbus. Improving the odds for local businesses and nonprofits is Alice's passion. Her company develops digital strategy that works for you, at a price you can afford. In an environment where web-based marketing techniques are the most measurable and the most affordable means of reaching customers, SiteInSight provides experience and guidance. For some local businesses, SiteInSight represents a company's entire marketing effort.



Alice majored in journalism at Northwestern University, and worked as a newspaper reporter for 10 years in Chicago before moving into nonprofit public relations back home in Columbus. In the nonprofit sector, one learns to wear many hats. Although Alice was hired to write newsletters and head media relations for The Salvation Army, she quickly assumed leadership of website updates (and ultimately a full redesign), social media, email marketing, mobile communications, crisis preparedness, video editing and more.

All the while, Alice had been building her freelance business, which morphed from writing into editing and web design and search engine optimization. With the increasing breadth of her skills, the volume of her private clients began to overwhelm her available time. She launched her business, SiteInSight, in August 2011. A month later, she left her non-profit position to pursue her business full time. SiteInSight has offices in the Worthington area.

Alice joined Downtown Kiwanis at the urging of Bob Wiseman and Mark Swepston, both of whom she worked with at The Salvation Army (Alice was the head of communications and Bob and Mark are members of the Advisory Board). Alice enjoys the lunch speakers, the camaraderie, and the excuse to visit downtown once a week. She is pleased to be part of the Kiwanis family. And already, her company has been contracted to build a new website for the Northwest Kiwanis club in Upper Arlington!

## 2012 Entrepreneurial Challenge ...

The 39th annual Entrepreneurial Challenge will take place on Friday, February 17, from 8:45 a.m. to 1:30 p.m. at the Center For Workforce Development building on the Columbus State Community College Campus.



The challenge brings more than 100 Franklin County high school students together for a day of learning, fun and interactive creativity. The 'Challenge' also features informative and inspirational presentations by prominent local business people.

The focal point of the program involves small group sessions where students must develop a new product, build a prototype, develop a sales plan, put together a budget and present a commercial to the other competing groups.

This year's event is being co-chaired by **Kristin Gintz** and **Gregg Robins**. Volunteer Kiwanians will be needed throughout the day to help with set-up and registration, and to serve as facilitators for the break-out groups. Facilitators will

be given training prior to the students arriving so that they can do an effective job.

If you would like to volunteer, please contact either Kristin or Gregg.



## LINDSEY LAW OFFICE, LLC

1880 MACKENZIE DRIVE  
COLUMBUS, OHIO 43220

**SCOTT T. LINDSEY**  
ATTORNEY AT LAW

614/442-5858  
Fax 614/442-0108  
mail@lindseylaw.com

*Have you outgrown your estate plan?  
Call today for an evaluation.*

## First Lady's project ...

Ohio Kiwanis First Lady Cheryl Snellgrove is coordinating an effort with Children's Services Departments throughout Ohio to provide a backpack and some basic essentials to those children who must be removed from their homes on an emergency basis.

You can help by making a donation to the Columbus Kiwanis Foundation so that our Homeless committee can match your gift and make a larger donation to the District. Or, you can bring in one or more of the needed items to be included in the backpack. These include sample size toothpaste and toothbrushes, soap/body wash, shampoo and deodorant; combs, brushes, hair ties and ponytail holders; coloring books/crayons; diapers and baby wipes; and clothing for all ages.

## A mayonnaise jar & two beers...

When things in your life seem almost too much to handle, when 24 hours in a day are not enough, remember the mayonnaise jar and the 2 beers.

A professor stood before his philosophy class and had some items in front of him. When the class began, he wordlessly picked up a very large and empty mayonnaise jar and proceeded to fill it with golf balls. He then asked the students if the jar was full. They agreed that it was.

The professor then picked up a box of pebbles and poured them into the jar. He shook the jar lightly. The pebbles rolled into the open areas between the golf balls. He then asked the students again if the jar was full. They agreed it was.

The professor next picked up a box of sand and poured it into the jar. Of course, the sand filled up everything else. He asked once more if the jar was full. The students responded with a unanimous 'yes.'



The professor then produced two beers from under the table and poured the entire contents into the jar effectively filling the empty space between the sand. The students laughed.

'Now,' said the professor as the laughter subsided, 'I want you to recognize that this jar represents your life.'

The golf balls are the important things---your family, your children, your health, your friends and your favorite passions---and if everything else was lost and only they remained, your life would still be full.

The pebbles are the other things that matter like your job, your house and your car. The sand is everything else---the small stuff. 'If you put the sand into the jar first,' he continued, 'there is no room for the pebbles or the golf balls. The same goes for life.'

If you spend all your time and energy on the small stuff, you will never have room for the things that are important to you. Pay attention to the things that are critical to your happiness. Spend time with your children. Spend time with your parents. Visit with grandparents. Take your spouse out to dinner. Play another 18. There will always be time to clean the house and fix the disposal. Take care of the golf balls first - the things that really matter. Set your priorities. The rest is just sand.

One of the students raised her hand and inquired what the beer represented. The professor smiled and said, 'I'm glad you asked.' The beer just shows you that no matter how full your life may seem, there's always room for a couple of beers with a friend.

*LIFE ISN'T ABOUT WAITING FOR THE STORM TO PASS ...  
IT'S LEARNING HOW TO DANCE IN THE RAIN.*

## Things to ponder ...

If a pig loses its voice, is it disgruntled?

When cheese gets its picture taken, what does it say?

Why do overlook and oversee mean opposite things?

If 4 out of 5 people SUFFER from diarrhea, does that mean that 1 enjoys it?

### *Next week's meeting*

(February 6, 2012)

**Speaker:** Mark McCullough, Executive Vice President - Generation, American Electric Power

**Greeters:** Dan Lacey - Clark, Schaefer, Hackett  
Jonathan Moody - Moody / Nolan Inc.

**Invocation:** Jonathan Moody - Moody / Nolan Inc.

**Committees:** Scholarship, Golf

**Menu:** Grilled Salmon, orange fennel salsa

## Kiwanis Club of Columbus

P.O. Box 20334, Columbus, OH 43220-0334

**Phone:** 614-245-8617

**e-mail:** office@columbuskiwanis.org

**website:** www.columbuskiwanis.org

### CLUB OFFICERS

Jamie Richardson	President
Tim Barhorst	Past President
Lisa Jolley	President-Elect
Kathleen Roberts	Vice President
Nick Tomashot	Treasurer
Paul Bohlman	Secretary/Editor

### CLUB TRUSTEES

<b>2012</b>	<b>2013</b>
Jack D'Aurora	Tom Hayden
Lisa Jolley	Kathleen Roberts
Brian Seitz	Mareion Royster
Troy Terakedis	David Timmons
Nick Tomashot	Joyce Waters

## Columbus Kiwanis Foundation

P.O. Box 20334, Columbus, OH 43220-0334

### FOUNDATION OFFICERS

S. Ronald Cook	President
Alan Weiler	Vice President
Jim Bechtel	Treasurer
Paul Bohlman	Secretary

### FOUNDATION TRUSTEES

Jamie Richardson	Lisa Jolley
Tim Barhorst	Mark Swepston
George Ruff	Sam Vogel

The  
**What the Heck Four**



**Singing Valentines**



Choose either day:

**Monday, February 13, 2012, from 9 am to 8 pm**

or

**Tuesday, February 14, 2012, from 9 am to 4 pm**

Present... For your sweetheart on Valentine's Day!

**REQUEST FORM**

For \$60, your sweetheart will receive:

-  1 long-stem rose!
-  Some chocolates!
-  2 beautiful, heart-melting songs!

All proceeds will benefit:

**The Kiwanis Club of Columbus**

Your name \_\_\_\_\_  
 Your daytime phone \_\_\_\_\_  
 Your cell phone \_\_\_\_\_  
 Your home address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Your e-mail \_\_\_\_\_

When would you like us to sing?

*(please number your 1st, 2nd & 3rd choice)*

- Monday, Feb 13 Morning ..... \*\* \_\_\_\_\_
- Monday, Feb 13 Afternoon .... \*\* \_\_\_\_\_
- Monday, Feb 13 Evening ..... \*\* \_\_\_\_\_
- Tuesday, Feb 14 Morning ..... \*\* \_\_\_\_\_
- Tuesday, Feb 14 Afternoon .... \*\* \_\_\_\_\_

*\*\*Specific time of day?*

(We'll try to accommodate you, but please be flexible!)

Questions? Call David Kandel 223-5652 (office)  
 or 442-9020 (home)

Sweetheart's name \_\_\_\_\_

Relation to you \_\_\_\_\_

Delivery Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Is this a business or residence? \_\_\_\_\_

Where to park? \_\_\_\_\_  
 \_\_\_\_\_

Is this a surprise? \_\_\_\_\_

Will you be present? \_\_\_\_\_

If not, who is the contact person? \_\_\_\_\_  
 \_\_\_\_\_

Phone number at delivery address \_\_\_\_\_

Special instructions/directions? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Requests will be chosen based on travel distances,  
 logistics & the order in which requests are received.

Please fax this request form to:

David Kandel at 223-4017.

**NOTE: Do not send a check until your appointment  
 has been confirmed. Once confirmed, make your  
 check payable to 'The Kiwanis Club of Columbus.'**

[Today's date: \_\_\_\_\_]

