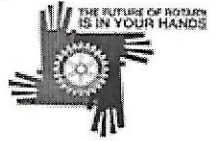


ROTARY BEACON



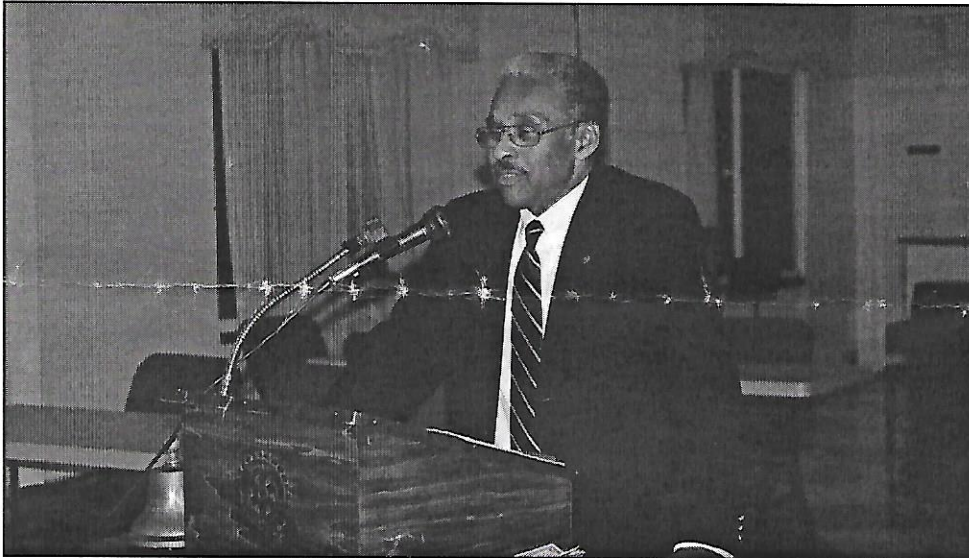
The Morehead City Evening Rotary Club

Chartered May 19, 1925

February 18, 2010

Rotary Motto: Service Above Self

Volume 4, Issue 27



There is a revolution in the automotive industry

One Basic Principle Remains the Same-The Customer Is Always First

Last week Council Renfrow had the program. His guest speaker was Vernon Small, owner of The Morehead City Ford Dealership. Vernon talked about his career in the automobile industry. Vernon said he started with Chrysler before making a lateral move to GMC working in the Pontiac division. Later he returned to Chrysler and worked in management. After a thorough grounding in all facets of the industry, he moved to Morehead City in 2000 and bought the Ford Dealership located on Highway 70 just west of Brandywine Bay. "Selling automobiles is a bit different from selling other products. Everyone is different. You cannot judge the people who are in the market to buy a car. But one principle remains the same. 'The customer is always first.' If you remember that, your efforts will be rewarded."

Vernon went on to say there is a revolution taking place in the automotive industry. With on board computer commonplace now, the days of the backyard mechanic are ended. No longer can you just use a wrench and small hand tools to repair a car. Computers are great, but they sometimes break too. Take the situation with Toyota. No one is happy about this occurrence. It could happen to any of us. Think back to the Firestone tire fiasco that plagued Ford a few years ago. No car manufacturer is immune. Blunders abound. Ford's dropping of the brand name Taurus is a perfect example. Here was a name that had universal recognition but was replace by a number. Sales plummeted. We all make mistakes. One never know when the shoe will be on the other foot.

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Andy Couch

PRESIDENT-ELECT
Rick Johnson

SECRETARY
James Walker

TREASURER
David Hall

PAST PRESIDENT
Council Renfrow

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Stanley Harrell, Club Service

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Jim Gregson

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Dave Lindsay
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Herb Phillips
Jim Phillips
Demus Thompson
Bill Ward
Neil Whitford



Rotary Club of Morehead City

Presents

THE MAGIC IN ROTARY

West Carteret High School Auditorium

Saturday, February 27, 2010 7:00 P.M.

Proceeds from Magic Show Will Be Used for High School Scholarships, Youth Leadership Programs, and Art Show

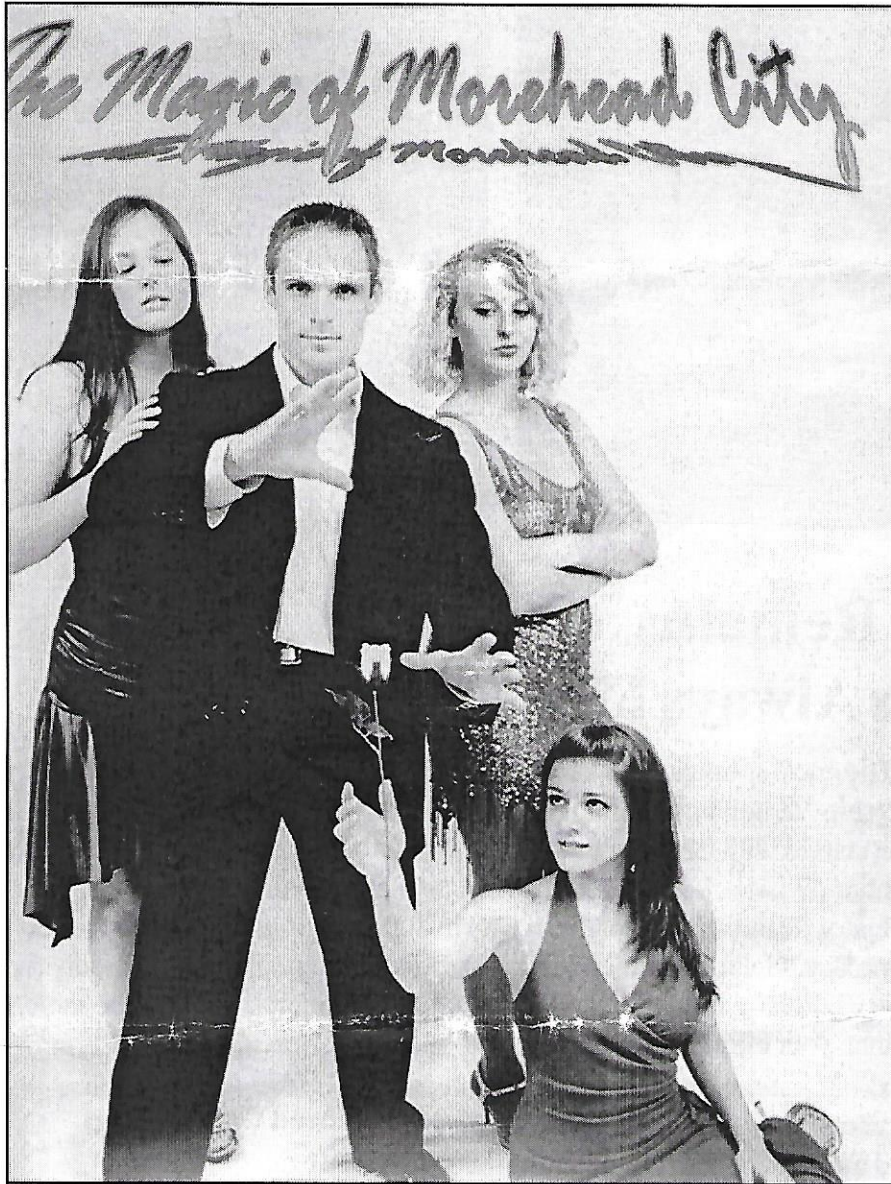
\$10.00 Donation

Children 12 And Under

ONLY ONE WEEK LEFT SELL YOUR TICKETS!

Program Schedule for Feb/April

<u>Date</u>	<u>Rotarian</u>	<u>Ave. of Service</u>
Feb 18	Herb Phillips	Voc. Service
Feb 25	Rick Johnson	Voc. Service
Mar 4	Jim Phillips	Inter. Service
March 11	Tom Noe	Inter. Service
March 18	Demus Thompson	Inter. Service
March 25	Neil Whitford	Inter. Service
April 1	Brian Boyette	Club Service



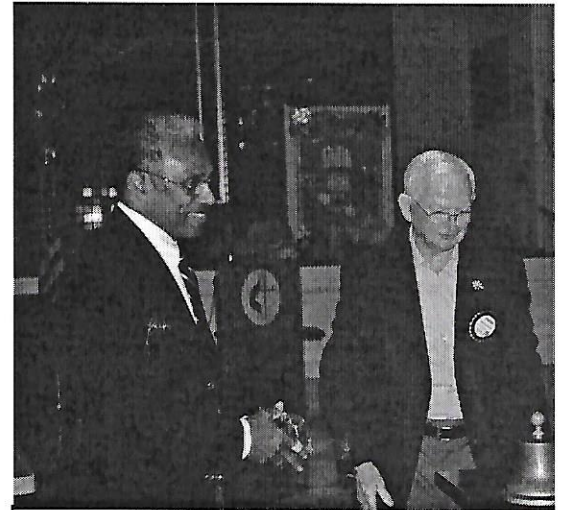
Bill Frost Magic Show Productions

Brought to you by The Morehead City Evening Rotary

Club Tickets available at door or call Chalk and Gibbs
726-3167 or Coastal Finance 222-0300

SATURDAY FEBRUARY 27 at 7:00 PM WCHS AUDITORIUM

Admission \$10.00 Children 12 and under admitted Free with paid adult



Council Renfrow, presiding in the absence of President Andy Couch, presented Vernon Small with a Rotary Coffee cup for his program on the automotive industry.

Ace of Spades Drawing Tonight's Jackpot

\$350.00



? Cards
Remaining in Deck

CHRISTMAS CHEER FUND
\$179.59

The 4-Way Test, found below, was created in 1932 by Rotarian Herbert J. Taylor and is one of the most widely quoted statements of business ethics.

The Four-Way Test

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOOD WILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?