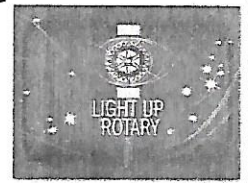




ROTARY BEACON

The Morehead City Evening Rotary Club

Chartered May 19, 1925



October 16, 2014

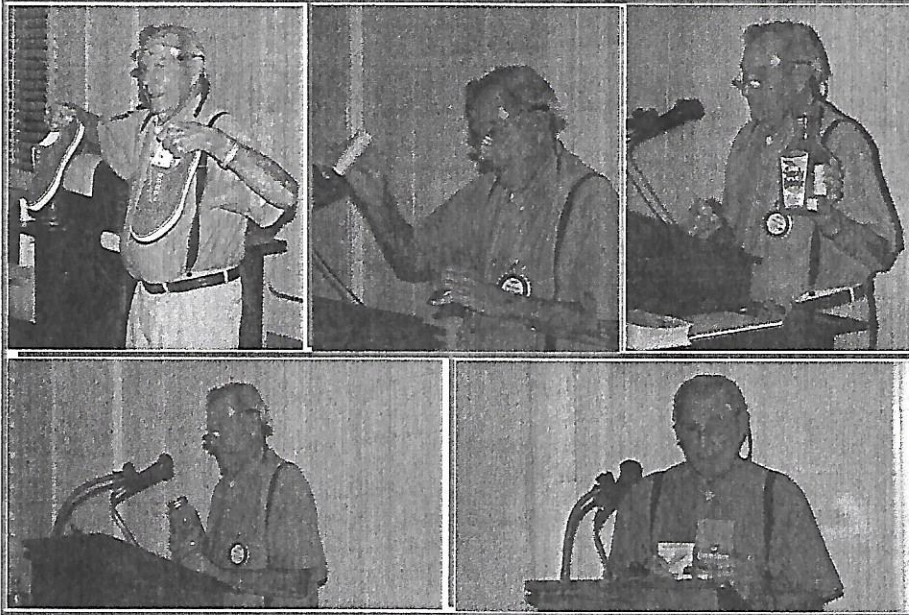


Rotary Motto: Service Above Self

www.mhcrotaary.99k.org



Volume 9, Issue 13



John Nelson exposes shady marketing practices

Informative Program Alerts Rotarian To Check Product Labels before Buying

John Nelson had the program last week. He presented a demonstration on the shrinking package. John said that manufacturers – especially of food products – have reduced their packaging in a marketing technique they call “downsizing”. This is a way of passing on a price increase without actually raising the price. Retailers claim that this is what consumers want. But is it? Consumers seem to be the last to notice.

Cereal is a major culprit but the smaller packaging also applies to ice cream, coffee, juice, cheese, pasta sauce, and even paper products such as toilet paper and paper towels, to name a few. Sometimes they even keep the box the same – candy bars for example – and reduce the size of the bars inside. John said we are paying more for less.

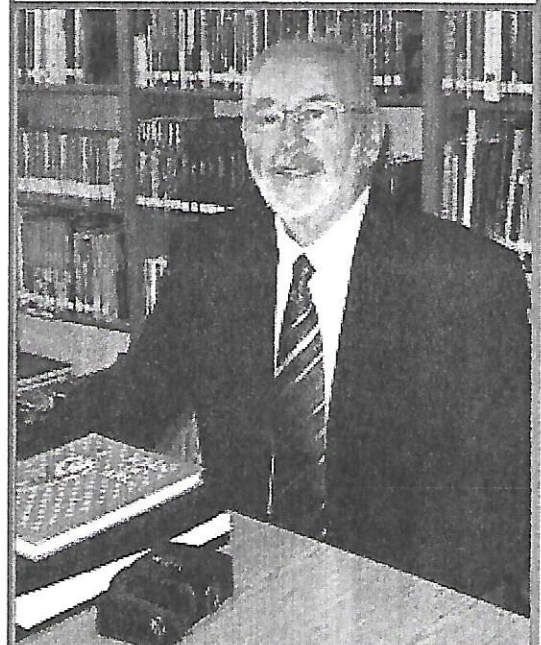
Grocery stores aren't the only culprits. Fast food outlets such as Starbucks have also reduced the sizes of both their coffee cups and cans of coffee and some shoe stores sell shoes without strings.

John not only talked about the problem, he actually brought in several food product containers to demonstrate how pervasive downsizing has impacted the retail business.

The next time you go shopping, notice how many products have been reduced in size. Now you know why your dollar does not go as far as it used to.

TONIGHT'S AGENDA

- Greetings from President
- Invocation
- Pledge
- Songs
- Happy Dollars
- Ace of Spades Drawing
- Dinner
- Old Business
- New Business
- Introduction of Speaker
- Speaker's Comments
- Adjourn with Four-Way Test



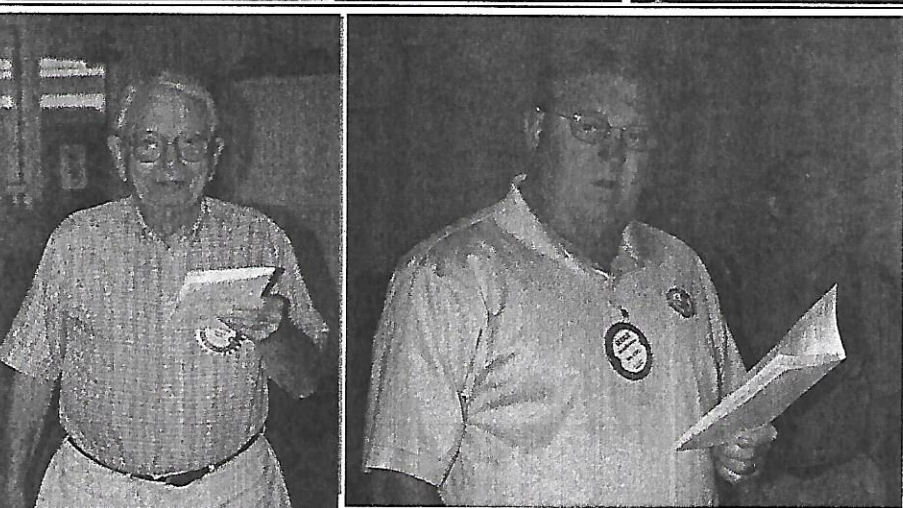
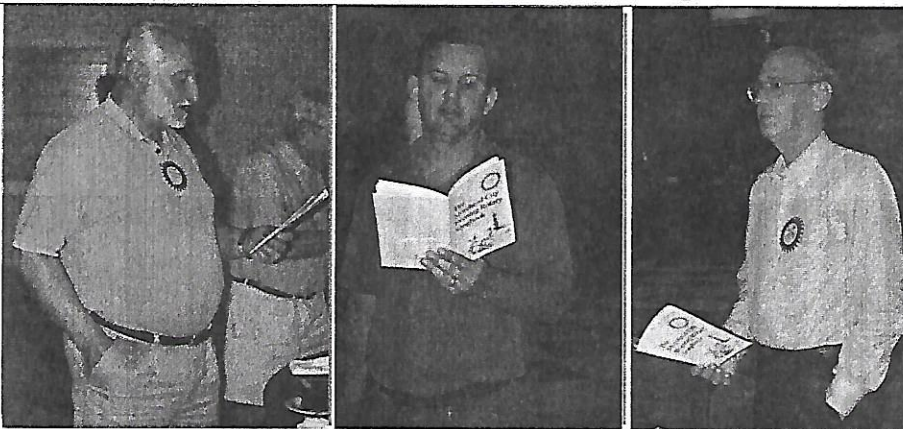
Tonight's Program

Dick Rogers has the program tonight. Dick was unable to secure a guest speaker so he will present the program. Dick's topic is The Interpretation of Dreams...and what you can learn about yourself by paying close attention to your night life.

Program Schedule Oct-Nov-Dec-Jan

<u>Date</u>	<u>Rotarian</u>	<u>Ave. of Service</u>
Oct 09	John Nelson	Voc Service
Oct 16	Dick Rogers	Voc Service
Oct 23	Neil Whitford	Voc Service
Oct 30	Brian Boyette	Inter Service
Nov 06	David Bradley	Inter Service
Nov 13	Jim Chalk	Inter Service
Nov 20	Win Chalk	Inter Service
Nov 27	Thanksgiving	No Meeting
Dec 04	Shelby Freeman	New Gen
Dec 11	Christmas Party	Dunes Club
Dec 18	Shelby Freeman	New Gen
Dec 25	Christmas	No Meeting
Jan 01	New Years	No Meeting

Scenes from Last Week's Meeting



ROTARY CLUB OFFICERS



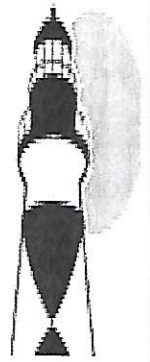
PRESIDENT
Gerald Godette

PRESIDENT-ELECT
Dean McDonald

SECRETARY
Jim Gregson

TREASURER
David Hall

PAST PRESIDENT
Brian Boyette



Avenues of Service Directors
James Walker, *Voc. Service*
George Henderson, *Com. Service*
Jim Chalk, *Inter. Service*
David Bradley, *Club Service*
Stanley Harrell, *New Gen. Service*

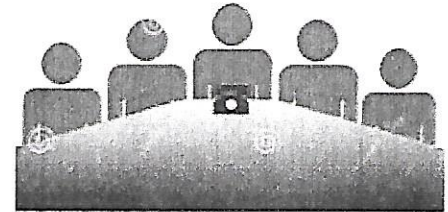
Sergeant-at-Arms
Gerald Renfrow

Members

Win Chalk
Darden Eure, Jr.
Shelby Freeman
Jim Garner
Earl Lewis
Dave Lindsay

John Nelson
Herb Phillips
Zack Phillips
Council Renfrow
Dick Rogers
Demus Thompson
Neil Whitford

Board Meeting Tuesday



The Rotary Board of Directors will meet Tuesday, October 21 at 7:00 am at the Captain's Table. Mark your calendar!

Ace of Spades Drawing

36 Cards Remain in Deck



Tonight's Jackpot
\$567.00