

ROOSTER CALL



PLATTEVILLE OPTIMIST CLUB

CURRENTLY MEETING 7:00 AM FRIDAYS AT COUNTRY KITCHEN, HWY 151, PLATTEVILLE, WI

Friday, February 12, 2016

Attendance: Twenty-eight Optimists attended, with nine were wearing their Optimist Shirts (Bob Weier, Tom Nall, Leon Neuheisel, Steve Lane, Maxine Lane, Ron Weier, Charlie Clark, and Dan Engelke). We also had two guests, **Dan Dresseens** and **Scott Chyko** from Delta 3.

Mystery Greeter: **Steve Lane** greeted **Hap Daus**

Joker Draw: **Arnie Roper's** ticket was drawn for the Joker Draw, and he received cheers from the membership along with \$2 from treasurer John Urness after drawing the 2 of Diamonds.

Business Meeting:

- ++ On Feb 8th John Adams concluded three quarters of a century (i.e., his 75th birthday), and Brad Mootz's birthday is on February 15th.
- ++ Dime a Day pins were handed out to everyone who pledged.
- ++ Maxine Lane, Howard Crowfoot, and Ron Weier attended the Swiss District Zone meeting. Maxine received the award for earning Honor Club last year. Her mother attached the award to the banner along with Best in Kids award from 2014.
- ++ Dan Dreessens and Scott Chyko were awarded their plaque for becoming Friends of Optimists. Howard received a pin for recruiting them. (See photo.)



Dan Dreessen and Scott Chyko of Delta 3 Engineering received the Friend of Optimists membership certificate from Pres. Ron Weier and SWIS Dist. Gov. Howard Crofoot.

Speaker: Ron Weier introduced our speaker, **Herb Cody**, Vice President-Market Manager of QueenB Radios Wisconsin. His recent recognition and awards include being a 2015 Radio Ink Magazine - Radio Wayne Award Finalist for the Market Manager of the Year. Herb was also a 2015 Wisconsin Broadcaster Association Award Winner.

Herb began his career in marketing about 30-years ago and has seen the media landscape change tremendously. He started working with one of the largest advertising typography and engraving houses in the nation, Willens+Michigan Corporation. Herb has worked with major agencies on marketing campaigns for Chevrolet, GM Photographic, BP, Chrysler, Ford Motor, Budweiser, Cracker Barrel, Brett Favre Steakhouse, Joey Buona's Companies, McDonalds, Pepsi, various regional and local area businesses.

Herb moved into the broadcast industry, completing tours of duty with Clear Chanel Communications and Cumulus Broadcasting. Herb's broadcast career has developed through all aspects of the business: working as an air talent, producer, program director, operations manager and sales executive. He enjoys working at QueenB Radio He would become the general manager of WTWR-FM in Toledo, OH just five years after beginning his broadcast career.

His lively presentation helped us understand the importance of radio marketing in our lives. We don't realize how quickly we relate to the various radio personalities. Most of us are like kids when they see their teacher in a store, amazed that they don't look like the picture in our minds. Radio advertising is an opportunity to build a relationship with the community as we wake up to radios and news stations.

Hearing about the various stations at QueenB and how the Optimist ads that he worked with Maxine Lane, Ron Weier, and Wayne Wodarz will be used was interesting. He discussed the fact that Sirius Radio and Pandora Radio serve their own market, but not as much of the listening audience as you would imagine.

During question and answer time he explained the differences between when stations played records and the digital age. It was interesting to hear how the artists earn their money when their song plays on radio...they don't earn very much. It was interesting to hear that regular broadcasting takes precedence over the political ads each year.

Future Speakers:

- Feb 19 - Hap Daus; HAM radios
- Feb 26 - Joe Biba; Mission trip to Jamaica.



President Ron Weier and today's speaker, Herb Cody.

Minutes taken and submitted by Fern Nall; edited for "Rooster Call" by Charlie Clark.