



# The Spoke

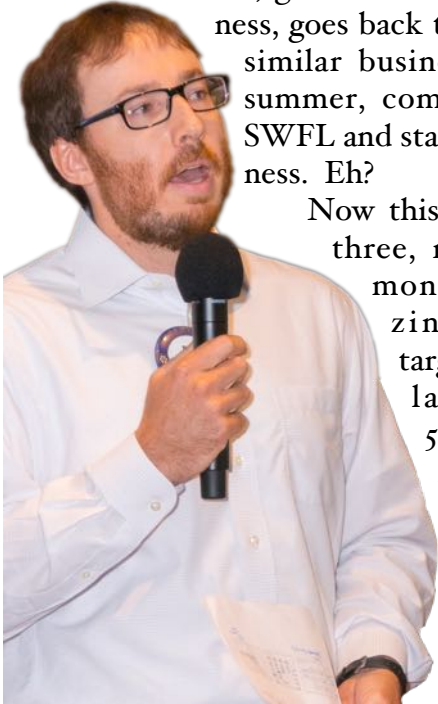
September 23, 2015



## Peter O'Flinn in the



Just imagine this story. A young Colorado ski instructor spends his honeymoon in SWFL, gets an idea for a business, goes back to work at a similar business for the summer, comes back to SWFL and starts the business. Eh?



Now this business is three, monthly/bi-monthly magazines with a targeted circulation of 50,000. And, of course, this is the story of **Peter O'Flinn** publisher of the Spotlights.

Peter is a graduate of the University of Denver Daniels College of Business and is a newspaper junkie who has to have a newspaper "fix" daily. In October 2010, he printed a mock up of the paper, set about getting advertisers, and published his first issue in November 2010 with a distribution of 12,000 copies.

He says, "This is so much more fun than I ever anticipated. Really what it comes back to is being able to help businesses and come in and present an opportunity that makes sense to them. It is just constantly rewarding. This one one of the biggest surprises."

Peter added the glossy cover in the summer of 2012. That changed a lot of things. The copy in the "racks" now makes you want to pick it up and read it. In addition, some advertisers wanted the glossy pages rather than newsprint for their ads.

In 2013, they created the "Estero" edition. The original became the "Southwest" edition with coverage extending into North Naples. In a couple of weeks, there will be three magazines, Estero, Bonita Springs, and Naples with a combined distribution of 50,000 copies.

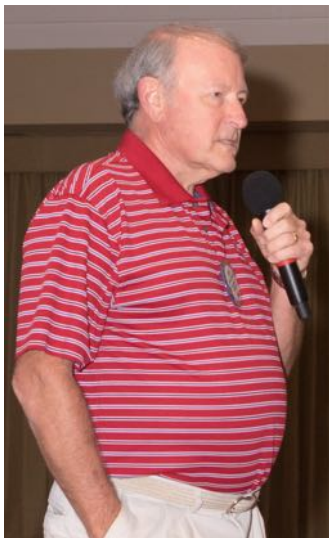
Peter says they have concentrated on quality content, unique articles, without syndicated material. Distribution is through the U.S. Postal Service into 41 targeted neighborhoods and at 150 rack locations.

The Spotlight has given back to the community by supporting causes, providing advertising, and trying to write so as to encourage other businesses and non-profits to become involved.

## LAST WEEK MEETING

President **Tom Briers** presided, week 12. **Vince Modarelli** presented the invocation; **Jon McLeod** led the Pledge of Allegiance; and **Bob Lombardo** recited the Four-Way Test.

It took a while to get organized, but we finally sang **Row, Row, Your Boat** as a round, with the “Old Fahts” singing one part and the 55 and under kids the other. Of course, the younger group was outnumbered about 4:1.



**Ron Anderson** told us about the **Keys for the Heart Concert** to benefit **Gift of Life**, to be held on Saturday, October 17 from 6:00 – 9:00 p.m. at St. John the Evangelist Church. The evening concert will feature performances by renowned Italian pianist Francesco Attesti, The Naples

Philharmonic Youth Orchestra conducted by Yaniv Segal, and soprano Nathalia Avila. There will be **valet parking, hors d'oeuvres** from Wynn's Market, and a **cash bar; a first class night out**. Donation of \$75/person.

Visiting Rotarian **Steve Agius** of the Noon club reminded us of the **Three Club Social** to be held at Artichoke and Co., Wednesday, September 30th to celebrate the contributing of a container of wheel-

chairs that will be **delivered to the Bahamas in November**. Steve said the clubs raised enough money for a **second container** that will be shipped in the Spring.

Steve also spoke about the Gift of Life concert. The GOL is now trying to **provide for multiple missions** to Haiti, El Salvador, and Jamaica. The costs of these efforts are more than GOL is able to raise from donations. He said, “If you don't like this kind of music, **do me a favor, buy some tickets and give them to someone else.**”

**George Cohan** was Sergeant-at-Arms. He came down from the mountain with a new definition of late. “**Late is 1/2 way through or after the prayer.**”

George introduced visitor, **John Doramus**, President of the Fort Myers South Club. John stood up to **thank the club for our contribution** to the Law and Order Ball to be held Saturday night. This is a great event honoring law enforcement officers. We sponsored six officers and guests.



George organized Happy Birthday singing to **Ed Houck** led by **Jim Dati**. George accepted a belated birthday check from President Tom noting, “You look damn good for \$100.”

## UPCOMING EVENTS

**Thursday, September 24th, 6 pm.** **Adam Botana** is hosting a **Sunset Cruise club social** for members and a guest. The Baywater Boat Club is at 5124 Bonita Beach Rd.

**Saturday, September 26th.** The Estero Rotary Club **annual golf fundraiser at Raptor Bay.** The club is looking for help from hole sponsors, teams, individual sign-ups. This will be a Callaway System tournament. Contact Henry Bird, 239-272-4712 or Gary Seacat, 239-410-4341.

**Wednesday, September 30th.** **Three Club Social** at Artichoke & Co.

**Friday, October 2nd, 9 am.** (Tentative). **Distribute dictionaries** at local elementary schools.

**Monday, October 5, 1:00 pm.** Third annual **Help for American Warriors** golf and dinner event. Nine holes of golf. Dinner at Cirella's. \$135/person. \$65 for dinner only. Contact Bob Lombardo.

**Saturday, October 17th, 6 pm.** **Gift of Life Concert** at St. John the Evangelist. [www.keysfortheheart.org](http://www.keysfortheheart.org) or Sonny Grech 239-450-5184.

**Wednesday, December 9th, 6 pm.** **Club Christmas Party,** at Bay Colony Club.

## TODAY'S PROGRAM

**Samira Beckwith, CEO**  
Hope HealthCare Services

**Samira Beckwith's** experience and leadership in local and national healthcare certainly sets her apart from the typical healthcare service worker. On top of serving as the chair of the National Hospice Foundation Board of Directors as well as founding the National Hospice Work group, Beckwith also serves on the Board of Directors for the American Society of Pain Educators, the National Hospice and Palliative Care Organization and also is the founder and president of Florida PACE Association.

In the past, Beckwith was also a member of the Florida Chamber of Commerce Statewide Leadership Council and was appointed to Florida's Long-Term Care Policy Council and Healthcare Transition Team. In addition to each of these, the House of Representatives appointed Beckwith to serve on the state's Purple Ribbon Task Force to assist in Alzheimer's disease services.

With Hope Hospice Services, Beckwith oversees services including end of life hospice care, home health care, Programs for All-inclusive Care for the Elderly (PACE), activity programs, meal programs, four free standing hospice houses, an array of programs and services for people with serious illnesses for people of all ages and varieties of diseases. Her goal is to help people have best quality of life possible.



Be a gift to the world

**Rotary Club of Bonita Springs**, chartered November 3, 1978. The Club may be contacted through its mailing address P.O. Box 474, Bonita Springs Florida 34133. You can reach **The Spoke** through its email [BonitaSpoke@aol.com](mailto:BonitaSpoke@aol.com).

<b>President</b>	<b>Thomas B. Briers</b>
<b>President-Elect</b>	<b>Steven Slachta</b>
<b>Secretary</b>	<b>Jon McLeod</b>
<b>Treasurer</b>	<b>Bob Lombardo</b>
<b>Sergeant-at-Arms</b>	<b>George M. Cohan III</b>

## Last Week: Lucky Bob Lombardo drew the 3♠



The 50/50 is \$1,406

The 4-Way Test  
of things we think, say or do.

Is it the **TRUTH**?

Is it **FAIR** to all concerned?

Will it build **GOODWILL** and  
**BETTER FRIENDSHIPS**?

Will it be **BENEFICIAL** to all  
concerned?

Your finances. Your future. *Our focus.*

**McCaw Wealth Management**

**Mark W. McCaw**

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## Rotary Sings: *All Hail to Rotary*

All hail to Rotary!  
Steadfast and strong.  
We'll strive to hold our course,  
Though days seem dark  
And things go wrong.  
Service in all we do,  
Friends ever free,  
Until we meet once more,  
Here's health to all our friends  
In Rotary.

### *This Week*

**Samira Beckwith**  
Hope HealthCare Services

### *Birthdays*

**Fred Partin Sept 24**  
**Bill Banfield Sept 29**

### **This Morning's Invocation**

Almighty God, by whose grace and goodness we have been abundantly blessed, by whose standards we are called to live, and by whose summons we are called to serve, we gather again for this opportunity to fulfill the obligations and opportunities we have as Rotarians.

We pray for members of our Club and their families who are carrying burdens of illness, bereavement, loneliness, or their disruptions in their lives. Grant comfort, strength, faith and perseverance in dealing with adversities being experienced.

Bless now our table fellowship and the food prepared for our enjoyment and physical need. We are grateful for these and all blessings received because of your grace and goodness. Amen.