

WENATCHEE NORTH ROTARY April 18, 2012

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FOUNDED APRIL 1, 1969
150 pounded out

**NCW★
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The beat has now gone on for 150 Poll issues

The Wenatchee North club bulletin, known as the "Poll", has been a fixture since the beginning. Who came up with the name? Nobody knows for sure, but suspicions point to Leonard Noss who served as editor and publisher for several years. The logo, for about thirty years, featured an eskimo seated on an iceberg while happily clutching a beverage. Again, there isn't any certainty as to who created that now somewhat politically questionable image.

Jeff Mertes first became editor in 1983 and cobbled out 108 issues, at least, from 1983 to 1988 - including four "Swimsuit Editions." Add 42 issues so far in 2011-12 to equal 150 Polls. That production total doesn't include six issues of the RINO Redux Rag, WNR's illustrated history since 1969, 26 issues of Sports Awards Illustrated, nor contributions to Polls put out by other editors.

Back in the dark ages of the '80s, producing the Poll laboriously involved typing, cutting, pasting, photocopying, folding & envelope stuffing, stamp licking and mailing. Consequently, it too often required working on weekends to get out an issue every couple of weeks or so. Now, thanks to modern technology, the goal is to produce issues weekly, usually within a few hours of a meeting's conclusion (to get the monkey off the editor's back).

The value of the publication is to represent 'the soul' of Wenatchee North Rotary and to chronicle where the club has been, and where it's headed. The trick was to include content interesting enough for members to want to read it.

Faced with the sometimes daunting prospect of filling a blank page each week may truly only be appreciated by those who have tried to do it. A key element has been to focus content primarily on people involved in Rotary activities, to toot the organization's horn, and to present it in a light-hearted manner. It was designed to reflect the unique personality of the club both in the 1980s and presently.

Mertes' involvement this time around developed somewhat as a mission of mercy after overhearing WNR's president being turned down twice while asking members to be the editor (neither is still with the club, by the way). The Poll had all but disappeared, a victim, as far as Jeff was concerned, of the use of ClubRunner which homogenized the personality of the publication causing it to seldom be read.

The challenge was to once again make it a vibrantly useful tool for Wenatchee North and Rotary information. Another goal was to transform it from being a drain financially, into a source of revenue. To date, the Poll's member business advertising program has generated \$400 for club coffers since January 2012.

As a part of the revitalization of the Poll, an archive of issues was created on a Wenatchee North Rotary website at www.fantasygas.com so an ongoing history of the club can easily be accessed at any time.

Mert's most recent term as editor has nearly been fulfilled. He's especially appreciated all the words of encouragement and comments that have been emailed from members as well as several former members and recipients outside of the club. As a 'stop-gap' editor, his intention was to merely keep the seat warm for the next "volunteer" to shoulder the all too often overlooked challenge that helps to glue the club together - there have only been nine in the 43 years of Wenatchee North. The tenth to join the exclusive ranks as editor will bring a fresh, personal approach while continuing the vital tradition of the Poll.



*Jeff Mertes has
pounded out 150
issues of the Poll.*

Featured on today's menu...

Sports Awards missed a beat



The ol' hash house came to order anticipating a session of Sports Awards fare. With general chairman Greg Brown and ad chairman Randy Zielinski off trying to make a buck, things floundered to a close because they're the most in the know. Rob Tidd tried to pick up the slack, but since he's yet to participate in his first Sports Awards banquet, not much of importance was disseminated other than to get 'ur done. Jeff Mertes mentioned that although about \$3,900 in ad sales has been accounted for, we're only at approximately 50% of the total compared to the same time a year ago.

Bruce Law reminded attendees that there will be a Highway Cleanup on Saturday, April 28 - meet at 8:30 a.m. at the Easy Street Park & Ride. Prez 'Alice' encouraged members to attend the All Service Club Luncheon on May 2.

A board of directors meeting is scheduled for Thursday, April 19, high noon, at Prospector Pies. Board members, especially, and all other WNRotarians are encouraged to attend.

Braden Draggoo was Tina Tidd's guest. And no, TTC does not stand for 'Tidd Tax Corporation'. Greeters for the next meeting are 'Jim dandies' - Haglund and Goodwin.



Luckily, this Unknown chose to wear a paper sack rather than a plastic bag.

This Unknown Rotarian claims he's been mistaken for George Clooney. I suspect that i.d. came about only while wearing a paper bag! Born in Napoleon, the native of North Dakota no doubt was made homesick by the movie Fargo. A graduate of North Dakota State (located in the aforementioned Fargo), he earned a b.s. degree in pharmacy and promptly hit the road in pursuit of a pill pushing career. Along with wife Nancy, residences have included Mason City (IA), Watertown (SD), Sioux Falls (SD), Grand Forks (ND), Amherst (NH), Detroit Lakes (MN), as well as Fargo and Wenatchee. As he says, "When you're in the drug business, you have to be on the move." He and Nancy raised two sons and a daughter - Mike, Scott and Kristen - and have six grandchildren. After becoming a supermarket manager in East Wenatchee, he decided it was way too much work, and went into real estate. Pasttimes include attending sporting events, golf, reading, as well as outdoor activities and favorite vacation spots are Nevada, Mexico, Arizona and Minnesota. He is the only WNRotarian to have participated in a bonspiel. **Who Dat? dave doerr**

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