



The Sunriser September 2, 2009

Calendar of Events

Meetings 7:00 a.m. Wednesdays at
Trinity United Methodist Church
3737 S. Peoria

- 9/2 **Damon Fell – Advertising Novelties
Tulsa Movie Theatres 1964-1984
ROD — Kit Sprague**
- 9/9 **Fred Hahn – RI Director 2009-10
Rotary Zones 29 & 30
ROD — Don Wasson**

Other Events

- 9/10 - 13 **Rotary Zones 30 & 31 Institute
Tulsa Marriott Southern Hills**
- 10/24 - 25 **District Conference
Rogers, AR**

News Roundup

New Rotarian. **Ben Moyer** was installed as the newest Sunriser at the 8/26 meeting. Welcome to Sunrise, Ben!

They're Back. After dropping out of sight for a while, **Spike Williams**, **Mike Rogers**, and **J.R. Rollo** were all in attendance at the 8/26 meeting. **Jack Freese** returned after having some surgery. Welcome back, all!

Throwing Pies Pays Off. **Kelly Grogg** reported that last week-s pie-throwing event raised \$450 for International Services. It's fun for a good cause!

Kelly also reported that he is collecting children's shoes at every meeting. **Ellie Tonquest** has arranged a discount deal on shoes with Kohls. Tell them that you're from Sunrise Rotary!

Zone Meeting Is Coming. The Rotary Institute for Zones 30 & 31 will be held at the Tulsa

A True Entrepreneur Speaks to Sunrise

Adrienne Kallweit spoke at Sunrise's 8/26 meeting.



Adrienne is the Owner and President of the highly successful Seeking Sitters. However, Seeking Sitters is not Adrienne's first successful business or even her only current successful business.

She spoke about her own experience and her own businesses, but she also stressed business principles that she feels can be useful in any business.

Seeking Sitters is a nationally recognized baby sitter referral service that she started in 2004. A franchise program was begun In 2006. Now Seeking Sitters has 34 operations in 12 states.

Adrienne's first business experience was a lemonade stand. She expanded its operation to include dried flowers (which she rescued from a dumpster behind a store that was going out of business).

Her big piece of advice is to recognize your big idea and act on it.

Adrienne earned a college degree in construction management, but was soon drawn into the family business, Hide and Seek Investigations. This shift called for her to learn a whole new business and it meant doing a lot of hard work and meeting many challenges.

When she started a family, she encountered a challenge finding high-quality flexible child care that would coordinate well with business requirements. She worked out a solution for her own situation and then started helping friends and

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2009-10 Officers & Board

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News Roundup, Continued

Marriott Southern Hills on September 10 - 13. Herb has tickets for many of the great events. Visit the District 6110 web site at <http://ri6110.org> for details.

Fund Raiser. Kay Hays still wants your ideas for this year's fund-raiser.

Bowling Success. Carolyn McGhay and **Ellie Tonquest** were awarded Certificates of Appreciation for their work organizing the recent bowling outing. The event was a big success and included 31 bowlers and 1 loiterer. Bags of M&Ms were presented as prizes. **V.J. Lively** won a special award for bringing his own ball!

Karen Morgan complained about a sore butt. You will have to ask her for more details.

MSNI Fund Raiser

This year's fund-raiser will involve raffling off a Mercedes C300 Sports Sedan!!! The drawing will be held at the District Conference in Rogers, AR the weekend of 10/24-25. Tickets are \$25 each or 5 for \$100. See Larry Biron or Herb Orr for tickets.

EDITOR'S NOTE: I'm will miss the next two meetings due to some medical issues. I've got a surgery late this week and my wife will have her own surgery next week. When it rains ...

I will be able to make and distribute the Sun-riser via e-mail. Kit Sprague and Ron Randle have agreed to send me information on announcements, events, etc.

Send your own announcements, events, ideas, or other items to johnhill@cox.net, or call John Hill at 808-0987. Thanks!

Keys to Success, Continued

family. She saw people's larger need as a business opportunity and Seeking Sitters is the result.



Having a successful idea isn't the end, it's just the beginning. Get ready for hard work.

Adrienne's keys to success:

- **Work hard.** This should be self-explanatory.
- **Find your edge.** Determine what sets you apart from your competition. Sell this difference!
- **Customer service.** This is the most important thing. Make it the foundation of your business. Listen to your customers. Exercise close quality control over the people who represent you.

Seeking Sitters' initial edge was to leverage Adrienne's experience with Hide and Seek into providing background screening for prospective sitters that digs deeper than a typical OSBI check.

Another part of Seeking Sitters' edge include web-based automated tools for matching parents with sitters, for scheduling sitters, and for payments.

Adrienne Kallweit is a very capable woman who clearly works very hard. Her point, thought, was that anyone can apply the principles that she has found so important and useful.