



Waunakee Rotary Club

Oct. 18, 2007
Vol. 41 No. 14

Jonny Buroker gave a vocational classification talk at the Oct. 11 Waunakee Rotary meeting.

Jonny has lived in Waunakee for 11 years and has three children – Bethany, 19, Brianna, 16, and Brandon, 12.

Jonny was born in Darlington and his father was a cheesemaker who later attended barber school and then became a beekeeper.

Jonny has a bachelor's degree in accounting from UW-Madison. He worked for an accounting firm before joining TDS where he worked for 17 years. In November, when TDS went through a reorganization, he had the opportunity to part ways with the company, and he looked for new opportunity. He became an Internet marketing consultant with WSI, or We Simplify the Internet.

Jonny told the club about the ways that the Internet helps businesses.

WSI has 1,800 offices in 87 countries. WSI provides guidance and resources to help small- and medium-sized businesses. The company evaluates the current Internet solutions and helps provide a full range of services.

Business is changing, Jonny said. Ten years ago, people turned to the Yellow Pages for, say, a plumber. Now they look up such services on the Internet. Now businesses spend more of their marketing dollars for online advertising, even more than television advertising.

Some 91 percent of buyers go to suppliers' Web sites before calling the supplier. And if they can't find your business' site online, they'll go somewhere else.

Some Web sites don't work, particularly if they've been built by amateurs, Jonny said. Other times, the business owner's objectives are not clear when the site is built.

For e-business success, advertisements can be placed on search engines to the right of the Internet sites included in the search.

That strategy helped Cave of the Mounds when that facility hoped to increase awareness of the location for bus tours.

"They would have never thought to do this if not for working with a consultant," Jonny said.

It's also useful to have search engine optimization, the right key words that bring a business' site up during a search.

Customers that add pages to their sites get recognized by the search engine Google, Jonny said.

E-mail marketing is another marketing strategy that is less expensive than direct mail. Companies can choose to have quarterly promotions e-mailed to their customers.

And interactive possibilities are also available, allowing customers to have an instant chat with a business as they are perusing the Web site.

Web analytics also help measure and track a Web site's performance.

WSI can also perform free evaluations of Web sites, Jonny said.

Other items:

- Ray Statz said the Rotary in Lights committee was worried about the resurfacing of the road through the Village Park, but not to worry. The village is wrapping up that project.

- Kim Wilde announced that the Village of Waunakee had received an award from the National City Managers Association for the redevelopment of the Stokely site.

- Phil Willems said he mailed out 100 letters to prospective advertisers for the Rotary Lights brochure. You can expect Phil to ask for help following with the business owners.

OFFICERS

LYNNE SPIELMAN, PRESIDENT • DAN STATZ, PRESIDENT ELECT
PHIL WILLEMS, CLUB SECRETARY
BOB PULVERMACHER, RECORDING SECRETARY • KIM LENGFELD, TREASURER

DIRECTORS

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Calendar of Events:

Thanksgiving breakfast, Nov. 22.

Rotary in Lights, Nov. 26-Jan. 1

Guests: Don Hillerlain, guest of Gayle Langer, Downtown Rotary.

Gary Hutchins, guest of Harriet Statz.

Visiting Rotarians: Gayle Langer, Downtown; Julie Phipps, London-Lamdeth, Ontario, Canada.

Birthdays: Oct. 21, Linda Olson.

Anniversaries: Oct. 19, David and Candace May; Oct. 21, Ted and Cathy Pertzborn; Oct. 21, Ed and Rita Endres; Oct. 24, Fred and Kathleen Caywood.

Prayers: Oct. 18, Msgr. Kramer; Oct. 25, Susan Vergeront; Nov. 1, Leonard Allen.

Programs: Oct. 18, Cheryl Wittke, Safer Communities; Oct. 25, Joe Cordova, Wisconsin Division of Public Health; Nov. 1, Club Assembly.

Greeters: Oct. 18, Pat Durden, Fritz Durst; Oct. 25, Ed Endres, Rex Endres; Nov. 1, Gary Epping, William Erickson.

Make up meetings online

It's easy to make up a meeting on the Internet. The site is www.rotaryclubone.org. Print out the form and give it to Phil Willems, the club secretary.