



Caloosa Capers

Caloosa Gyro Club, Cape Coral FL



VOL. 6 Issue 66

March, 2024

CALOOSA GYRO CLUB OFFICERS:

President.....Steve Anderson

Secretary.....Bill Beadle

Directors – Committee Chairs:

John Bint (Communications),

Richard Leister (Events Planning)

Vice President.....(Vacant)

Treasurer.....Ron Skolnik

Bulletin Editor.....Pete Stocker

Membership Chairman.....Steve Anderson

Don't forget to send, or call with best wishes to your friends. Stay in touch!

BIRTHDAYS: Dewey Swalheim-April 12.

ANNIVERSARIES: John & Carla Kachmar-April 2, Richard and Donna Schilling-April 11, John & Cathy Styles-April 26.

***"The older I get, the more clearly I remember things that never happened"**
-Mark Twain*

CLUB SCHEDULE:

April 3, 2024, Wed. 11:45 AM – (Stag) Luncheon at Sea-Craft Waterfront Tiki, Marinatown, N Ft Myers

April 3, 2024, Wed. 11:45 AM – (Ladies) Lunch at the House of Omelets, 900 SW Pine Is. Rd Cape Coral, Florida

April 12, 2024, Fri. 3:00 PM – (Couples) A Taste of Mexico @ The Styles' Home, 3373 Via Montana Way, (Herons Glen), North Ft Myers, FL 33917.

April 17, 2024, Wed. 11:45 AM – (Stag) Luncheon at Perkins Restaurant, N Cleveland Ave., N Ft Myers, FL

CALOOSA CLUB NEWS:

On March 13, a Caloosa Gyro couples' Picnic was held at Jaycee Park in Cape Coral, attended by 22 people on a beautiful day. Everyone brought their own lunch with the exception of Patty Anderson, who brought lunch for all the "bachelors", which was greatly appreciated! The shared desserts were absolutely delicious. The highlight of the day was the installation by President Steve Anderson of a new member, Ron Neurohr, accompanied by new Gyrette, Ron's wife Cheryl.

A few pictures follow:







INTERNATIONAL NEWS:

The Winter Gyroscope was placed on the Gyro International Website. Members who have not done so will need to have set up a password in order to access the Members' Portal which is where the Gyroscope may be found (too large for many computers to receive as a .pdf attachment).

MISCELLANEOUS:

A few Ageisms:

- "Old age comes at a bad time." –Ed Sullivan
- "I'm at that age where my back goes out more than I do" –Phyllis Diller
- "It's paradoxical that the idea of living a long life appeals to everyone, but the idea of getting old doesn't appeal to anyone." –Andy Rooney
- The older I get, the better I used to be." –Lee Trevino

CURRENT PROSPECTS LIST/NEW MEMBERS: (Please provide names of any new Prospects!)

Ed Pasteur
Greg Hagan
Dan Gauy (Possible Associate Member)

Sponsor: Steve Anderson (All 3)

MESSAGE FROM THE PRESIDENT and MEMBERSHIP COMMITTEE CHAIRMAN:

BUILDING CLUB MEMBER ENJOYMENT

Great “Front Stag” Experiences

The customer always has the last word in defining quality: Gyros are the customer.

A theatrical performance: The primary task of club officers is creating a great experience for members, (and often their spouses).

Remember – Members ONLY see the “front stage.” They don’t see, nor often appreciate the time and effort that went into putting on a quality event. Image is created on the “front stage.”

Assuming Great Experiences What Else Can Be done?

Given great club experiences and positive word-of-mouth what other strategies can be employed:

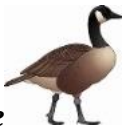
- Offer **exciting new events** to get people talking.
- Use **testimonials** in club communications and social media.
- Contact club **opinion leaders** (influential members)
- **Build relationships.** Regularly contact your best & most vocal members.
- Encourage satisfied **members to tell others**
- **Continually state where to get positive information,** (e.g. website, members lists, social media)

Some authors refer to the above process as **internal marketing**. It makes a great deal of sense with a volunteer social organization like Gyro.

Emotion is the service product in Social Organizations

Gyro is a service? In a word, Yes. In large part we judge Gyro by whether we “like it” (people, places, & messages associated with the service.) We **cannot see or touch emotion**. “Liking” is an intangible emotional reaction. Think of laughter at a club meeting, smiles, welcome handshakes, warm greetings, each a significant positive club experience.

Perhaps it is too academic to try and separate technical quality and emotional responses. The relationship of emotion to technical service is so intertwined some experts state that in most services “**emotion is the product,**” or at least a significant part of the product, “Hello Gyro! ” “Be Present,– Be positive”



Goose