



The Official Publication of the Rotary Club of Davis

Rotary International President: John Kenny, Rotary Club of Grangemouth, Scotland, UK

District 5160 Governor: Earl Kilmer, Rotary Club of Fairfield-Suisun

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Monday, August 17, 2009

Weekly Programs

To suggest a future program, contact Program Chair David Murphy (758-1838), email: davemurphy@stanfordalumni.org

Programs

August 17 UC Davis and the Future of the California Olive Industry – Dan Flynn, Executive Director, UCD Olive Center

August 24 – Where Are We Going: 40 Year Retrospective on Davis Politics – Jerry Adler

August 31 – Fall Football Season – UCD Head Coach Bob Biggs

September 7 – Labor Day, no meeting

Meals on Wheels

If you swap dates, contact Greg Phister: (W) 756.9211 (H) 753.5594

Coordinator: Doug Jena
8/20 J. Anderson & D. Bailey
8/21 R. Bailey & Darla Young

Coordinator: J.D. Denton
8/27 Steve Bick & Lou Ziskind
8/28 Heather Copeland & Grace Chen

Coordinator: Grace Chen
9/3 Dave Cruz & Debbie Davis
9/4 Dick Donaldson & J.D. Denton

Coordinator: Greg Phister
9/10 A. Dowling & M. Famula
9/11 Ron Fisher & Sherry Puntillo

Coming Events

August 19 – 23: Rotary beer booth at Yolo County Fair (joint fundraiser)

September 11, Friday: Jim Plumb Memorial Golf Tournament, Wildhorse Golf Course.

October 1-4: District Conference, Lake Tahoe. Visit Rotary5160.org.

November: Polio eradication trip, Benin, West Africa. Details at www.howardtours.net.

J. D. Denton – Entrepreneurship in Davis:

J.D. Denton has been a Davis Rotarian since 1998, when he and his wife Chris bought the Fleet Feet store in Davis. The store sells athletic and running shoes, and some other sporting goods. He's built the struggling store they purchased into a very successful business, which has won the Davis Chamber of Commerce Business of the Year Award. Earlier J.D. spent 13 years in North Carolina with a sporting goods chain.

J.D. told us that even though he owns his own business, he doesn't really think of himself as an entrepreneur. More often he considers himself a retailer – work that he loves because every day is different, “an adventure.”

Even though most retailers have reported sales declines in the past year, J.D. said his Fleet Feet store posted a 16% increase from July 2008 to July 2009. He thinks there are three reasons for this success:

J.D. and his employees strive to consistently deliver excellent customer service. Sales people do not work on commission. He thinks if the product and service is excellent, sales will take care of themselves.

The Davis store provides opportunities for customers to participate in foot races and running training sessions, using the athletic shoes and other products bought at Fleet Feet. J.D. calls this “active retailing.”

J.D. and Fleet Feet also sponsor many community activities in Davis, which gets the word out about the store, and reminds people

who want to support local business to shop at Fleet Feet

J.D. said Davis is a challenging environment for retailers for several reasons. While there's not a lot of retail store space, those in the downtown area don't have to deal with the land use permit issues that come up on the edge of town. Customers are smart and ask lots of questions – on average, he said it takes twice as long to sell a pair of shoes here as at his store in Sacramento.

Announcements—August 10

President Debbie talked about the Rotary tradition of exchanging club banners when Rotarians make up at distant clubs. Several hundred banners are displayed at our meetings, thanks to Brian Horsfields' design. John Siemens has been putting up the banners at meetings this summer.

“Rotary at Work” t-shirts are still available from Sherry Puntillo for \$10 each.

See Greg Gibbs to sign up for the Jim Plumb Memorial Golf Tournament, Sept. 11 at Wildhorse. Golf at 11:30, \$50; dinner after, \$20. Guests are welcome.

Two new Rotary Clubs are forming in Yolo County – Davis Sunset and Capay Valley. See “Where to Make Up” on reverse for details.

Rotary Member Spotlight was on Darla Young. She joined Rotary in 2000, when she became manager of Union Bank in Davis. She's been in banking for 33 years, including 21 at Wells Fargo. Outside of work she said she enjoys her family, NASCAR, reading, and house painting.