

**Next Meeting: August 16, 2013  
Program: Phil Stanislav**

**ATTENDING...**

Ernie Barnes  
Carroll Bennink  
Bill Breckenridge  
Wayne Bruns

Marv Fisher  
Jim Harrington  
Dave Harrison  
John Hunter

Dan Kneeskern  
Sam Kraus  
Anita Messerschmidt  
Brenda Roe-Weaver

Kyle Rohlk  
Phil Stanislav  
Al Suckow  
Steve Vaught

**WE MISSED...**

Kurt Johnson\*  
Jake Joseph\*

Karen Novak\*  
Jeff Sharpe

Dave Smetzer\*  
Doug West\*

Jonathan Woods\*

*\*excused*

**CLUB NEWS**

- ☞ **Guest...** Wayne Bruns invited our speaker for the morning, Eileen Wixted.
- ☞ **Guest...** Please welcome our newest member of BCI, Patrick Brown. He's relatively new to Des Moines and is a Regional Manager of Business Development for American Express. Thanks to Brenda Roe-Weaver for sponsoring Patrick. Be sure to welcome him at our next meeting.
- ☞ **Social Events...** Wayne announced our night out at an Iowa Cubs game will be Thursday evening August 22. The Cubs will be hosting Memphis. Tickets are \$12 each. Let Wayne know how many tickets you'd like by Wednesday, August 14.

Another social opportunity will be at the Summerset Winery, Sunday, September 8, 3-6 p.m. Guest Band: El Dorado's. Cover charge: \$3 per person or \$10 a car load. Pay individually as you arrive. Bring your own chair and picnic basket. Alcohol cannot be brought onto the Summerset property but wine and beer are available for purchase.

**PROGRAM**

Wayne Bruns invited Eileen Wixted to be our program speaker for the morning. Many remember Wixted's time as a reporter and anchor at WHO-TV in the mid to late 80s but she was also a founding partner of Wixted Pope Nora Thompson & Associates - a strategic communications, crisis management and training firm.

Recently she started Wixted & Company which specializes in strategy and communications training to help clients better tell their story, navigate brand damaging issues and prepare executives to face hostile media interviews and government investigations. Her three rules for dealing with the media: embrace this important way to spread your message, be prepared, and remember you're always communicating even when you're not talking.

She showed a couple video clips of executives that did, and did not, handle media interviews correctly. The differences were easy to see but not easy to do under the pressure of lights and cameras.

Thanks Wayne and Eileen for a great program.

**REMINDER!!**  
Future Programs

September 6	Carroll Bennink
September 20	Sam Kraus
October 4	Kurt Johnson

