



SUE ZAZON HUNTINGTON BANK



- 82% of U.S. consumers consider corporate responsibility when making purchase decisions about products or services.
- 56% of Americans will travel an extra ten minutes out of their way to support a cause they care about.
- 71% of people are willing to pay an average of \$2.28 more for a \$10.00 product that supports a cause they believe in.
- 65% of students entering the job market today expect to be able to make a positive environmental or social impact in their job and career.

Research has also found that people whose jobs provide opportunities to make a positive social or environmental impact are more satisfied with those jobs.

The above points reinforce the notion that good corporate citizenship is a positive factor which contributes substantially to corporate health and success.

Looking at Huntington specifically, the bank hopes to go beyond normal volunteering and service hours. The “how” of achieving the guiding principles noted above is the difficult part.

There are three key things which help realize the guiding principles. The first is the provision of hope. She cited a lesson she learned from her daughter about the importance of representing hope to people around her and in the community. The lesson revolved around the fact that Sue is a breast cancer survivor and her status as a survivor should not be kept from others who are afflicted by the disease. The bank has adopted the idea of providing hope to clients. An example is bank’s “Home Saver” program which focuses on keeping people in their homes as opposed to operating a foreclosure department. SBA lending is another example of how the bank provides hope to small businesses.

Andy Livingston introduced our speaker, **Sue Zazon**, Huntington National Bank Regional President for Central Ohio. Sue was a regional President with FirstMerit Bank at the time it was acquired by Huntington. She followed **Jim Kunk** in the position of Regional President.

Sue’s focus was on the “culture of community” that is the result of the guiding principles which drive Huntington and its employees.

Those guiding principles are best summarized in three points:

- Make peoples’ lives better
- Making the community we live in stronger
- Help businesses thrive

At the outset, Sue cited some interesting facts.

- Companies that practice corporate responsibility significantly outperform the stock market over time.

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GREETERS

February 20

Brian Close
Barri Jones

February 27

Jim McKinney
Scott McKenzie

March 6

Joe Berwanger
Dan Ralley

REGISTRATION DESK

February 20

John Hansel
John Adams

February 27

Andy Livingston
Tom Westfall

March 6

Jim Winfree
Kevin Brown

CALENDAR

February 20 (Scioto CC)

World Community Service Update
Mayan Families and Guatemala
Host: Steve Sandbo & Dave McCurdy

February 27 (Raymond Memorial) Rotary International Foundation

Hosts: Dave Dewey, Brian Hall &
Price Finley

March 6 (Raymond Memorial)

Dennis Concilla
Dinosaur Dig
Host: Mike O' Sullivan

VOLUNTEER OPPORTUNITIES

Submit your volunteer opportunity to herb@herbgillen.com for inclusion in the Rotaryview Newsletter.

SOCIAL EVENTS

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OUR NEXT MEETING

February 20th
Scioto Country Club

Upper Arlington
Rotary
Club



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The second key to reaching these goals is providing a place where employees can bring their whole self to work. An environment where employees hear about and discuss various issues and learn that they are not alone in their situation helps those employees cope in their work and non-work lives. Providing a place where a meaningful conversation can take place is vital.

The third key is to create a place where community and diversity are celebrated. Sue cited the story of an autistic Huntington employee who wrote about his experience at the bank and the extensive support system he found there which coordinated smoothly with his external support system.

Notes and Announcements



Alan Yarletts told us that one of our two International Exchange Students would be returning home to Germany ahead of schedule due to homesickness. He also reported that the high school Interact Club recently had a social event in the form of an outing to a Columbus Blue Jackets game. The Jones and Hastings Interact clubs had a pizza and movie party which was hosted at **Dave DeCapua's** facility. Dave also helped with transportation for the high school club's trip to the hockey game.

Chip Knoop updated us about the Windermere/Livingston Avenue schools partnership. After an initial period of uncertainty about how the relationship might develop things have begun to blossom. A pleasant surprise has been the amount of parental involvement. There are two opportunities coming up to help out in the ongoing relationship. On March 1 Windermere 4th graders are going to Livingston Avenue Elementary and we will need some folks to accompany them for the day. In the first week of March (or thereabouts) students from Livingston Avenue will be coming to Windermere to provide landscape decorations in the form of painted rocks and stones around the building. Chip also mentioned that a STEM related project will be coming in May.



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The Meeting



President Dewey asked **Andy Schmidt** to offer the invocation and lead us in the Pledge of Allegiance. Andy asked for a moment of silence to pray and reflect about the recent deaths of two Westerville police officers.

Dave Dewey reminded us about the Westerville Sunrise club's call for contributions to support the families of those fallen Westerville police officers.

Debbie Johnson introduced visiting Rotarian and friend **Sharon Gingerich**.

We sang Happy Birthday to **Bob Edler** whose 90th birthday fell on Wednesday, February 14.

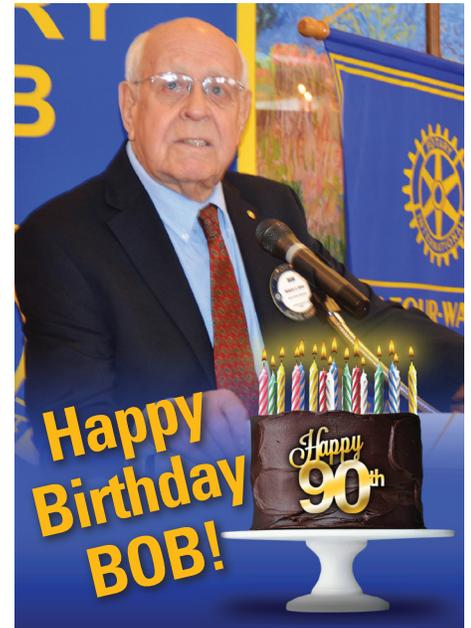
(Editor's Note: The UA Rotary Choir should consider more rehearsal time.)

Next week's program will feature a World Community Service update. We will hear about the current status of the Mayan Families project and our work in Guatemala.

The Board recently approved funding for an Upper Arlington High School Idea Day, a robotics program at the high school and the upcoming 100 tree planting project which will occur from April 22-27.

Two scholarships for the Rotary World Affairs seminar were also approved.

We recognized **Keith Schneider** for his recent attainment of Paul Harris Fellowship.



A "Get to Know You" session featuring **Chuck Snyder** revealed that Chuck decided to become a pilot when he was in his early 20's at which time he figured if he could fly a plane why not go ahead and learn how to jump out of one. He cited Marv Moorhead as one of the most influential people in his life and recalled one of Moorhead's many quotes... "It's Golden Bear time"... which of course meant 10 minutes ahead of the clock. A family experience which is memorable for Chuck is a trip he took to help his son move to Baltimore for his new job with the Baltimore Ravens. Chuck is a lifelong UA resident as is his wife Pam. His career has been spent in the construction industry – first as a commercial contractor and then in residential remodeling.