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[www.district6690.org](http://www.district6690.org)

[www.rotary.org](http://www.rotary.org)

For make up locations, check the club web site or call the make-up hotline at (614) 470-1002.



Connie Aschinger introduced our speaker, **Jennifer Peterson**, CEO at Steiner & Associates. Jennifer oversees the entirety of operations at Easton Town Center. In addition, she leads the Easton Community Foundation. The Foundation has delivered nearly \$9 million in direct funding to local nonprofits since its inception. Jennifer is also a past recipient of the Northwest Volunteer of the Year Award – in 2018.

In a PowerPoint presentation Jennifer discussed her, and the entire Easton family's, focus on creating an environment that enhances the customer experience. She referenced the "Ominchannel Experience" which Easton hopes to provide to customers and prospective customers. People may not realize all of the various ways that they can interact with Easton and connect with the brands available to them. This interaction is not reserved for a customer's time at Easton but can happen well in advance of any trip to the center. Easton is able to meet the customer no matter where they are – and at any time. The customer decides how and when they want to engage.

Easton's website was redesigned in the past year. All of the available brands are featured. In the past year 22 new brands were added with another 6 brands expected to join the family by the end of this year.

The center maintains a robust online presence via resources such as Facebook and Instagram. In addition, a mobile app (MyEaston) provides a comprehensive look at Easton – including details such as parking availability near your selected store or restaurant. (There are 11,000 parking spaces at Easton.)

In furtherance of their focus on delivering Easton to customers in an "omnichannel" way, the center maintains comprehensive signage throughout the property – including digital directories with walking directions as well as paper directories for folks who prefer that medium.

A mobile concierge service offers text messaging to answer any questions a customer might have. An automated answer system is supplemented by a human respondent if the need arises.

Jennifer proudly reported that Easton had 25 restaurants stay open during the pandemic. The center provided assistance with pick-up procedures to help those businesses maintain a flow of business. "Pick-up Only" stations were strategically placed to help restaurants and retailers.

Another example of the Omnichannel mentality is the availability of CBUS Shops, a same day delivery service from Easton to customers in Columbus.

Easton has a Retail Incubator which helps new brands, or online-only brands, to test out the retail experience in a brick and mortar environment. The incubator provides space and digital screens which can either highlight the story of a business or display the business's entire array of products.

[CLICK HERE](#) to view this meeting and all previously recorded Rotary meetings



## GREETERS

### November 9

Brian Close  
Matt Kirby (v)

### November 16

Chris Aschinger, Connie Aschinger  
Mike Hare (v)

### November 23

Sandra Cotter, Jack Cotter  
Wade Giffin (v)

## REGISTRATION DESK

### November 9

Keith Schneider  
Jim Hyre

### November 16

Andy Livingston  
Tom Westfall

### November 23

Jim Winfree  
Kevin Brown

## CALENDAR

### November 9 - Scioto CC/ZOOM

MaryJane Shackelford, Rotary  
District 6690 District Governor  
Host - Joe Valentino

### November 16 - Scioto CC/ZOOM

Bob Szuter, Wolf Ridge Brewery  
Host - Michele Hoyle

### November 23 - Scioto CC/ZOOM

Rev. Wade Giffin,  
Thanksgiving Message

## VOLUNTEER OPPORTUNITIES

Submit your volunteer opportunity to [herb@herbgillen.com](mailto:herb@herbgillen.com) for inclusion in the Rotaryview Newsletter.

## SOCIAL EVENTS

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## OUR NEXT MEETING

# NOVEMBER 9TH

Scioto CC/Zoom

Upper Arlington  
**Rotary**  
Club



# JENNIFER PETERSON

## CEO STEINER & ASSOCIATES



The pandemic brought on a wave of new thinking about how to serve customers and maintain the business. Digital cueing allows people to avoid standing in line for events at Easton. This technology is made available to tenants who might wish to use it.

There is a "Happy Returns service which makes it easy for customers to return items with no hassle. Some brands that are not even available at Easton participate in this program.

The holiday season is upon us Santa will return this year after going virtual last year. Santa's digs will be in the former Henri Bendel space. The digital video option will also be available again.

A new Town Club at Easton is being rolled out. The annual fee of \$395.00 will provide free valet service, special discounts, occasional gifts and event previews for members.

There are 350 apartments being developed behind the RH store. This will be the first residential development on the Easton property. The units are expected to be available in 2024.

Finally, Jennifer noted that Easton had been selected as the nation's top retail experience in both 2019 and 2021.

During the Q&A session:

- We learned that there had been rent and lease negotiations with Easton's tenants during the pandemic to help them through the imposed shutdown.
- Tenants are reporting some supply chain issues – accompanied in some cases by labor shortages.
- There are still 200 undeveloped acres on Easton's property. When they are developed they will probably not be focused on retail.
- Easton is in regular collaboration with MORPC about regional transportation development.

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## THE MEETING



President **Joe Valentino** opened the meeting and asked **Angel Lanctot** to offer the invocation and lead us in the Pledge of Allegiance. We met at Scioto Country Club and via Zoom.

There were no visiting Rotarians or guests today.

**Dave Dewey** reminded us that November is Rotary Foundation month. He recognized UA Rotarians who have financially supported Rotary at the highest levels... including the Bequest Society (**Jill and Steve Sandbo**), Major Donor classification (**Phil Glandon, Steve Sandbo and Eric Smith**) and a number of members in the Paul Harris Society.

**Sandra Cotter** was recognized for reaching Paul Harris +2 status.

Dave also reminded us of our annual OSU/Michigan football fundraiser. At \$10.00 per square we will send \$900 to Polio Plus and a \$100 gift card to the individual winner.

Each UA Rotary member will be receiving a personalized report on their level of giving to the Rotary Foundation through July 31, 2021. Everyone is encouraged to join the 125 club to continue moving toward a Paul Harris Fellowship.

Finally, Dave reported that the club contingent's trip to Guatemala was beset by transportation problems this past weekend (flight cancellations) so they were delayed in departing - some by a day, others longer.



## NOTES AND ANNOUNCEMENTS:



**Don Trotter** reported that next Tuesday, November 9, we will have a Rotary Roundtable featuring a slide show and discussion about the Litchford Cemetery and the legacy of **Pleasant Litchford**, an early landowner in the area that includes part of Upper Arlington. The Roundtable begins at 10:00 AM and will be held in the main ballroom at Scioto CC. (**Joe Valentino** noted that we need someone to help set up the AV equipment for next week's Roundtable. Let Joe know if you can help.)

**Tom Davis** announced our participation in the Salvation Army bell-ringers program again this year. We'll be at the Kroger store on Chambers Road again. Our club will cover the dates of November 25 through December 6. Signup sheets were on the tables. When you sign up you will receive a confirmation to assure that there are no overlapping times on the schedule. Masks will be required and it has yet to be determined if we'll be posted outside the store or in the outer lobby.

**Chip Knoop** announced a November 13 Bed Brigade opportunity. We'll need a few Rotarians to deliver beds to two families. The time commitment begins at 9:00 AM and will run for 60-90 minutes. Let Chip know if you'd like to help.

Chip also announced that there are now two openings for the Grandview Café bourbon tasting on November 18 at 6:30 PM. The cost is \$300 per person which goes through our Fundraiser to the UA Rotary Foundation.

Saturday, November 6 is Senior Service Saturday. Help is needed at 8:45 AM at the Senior Center.

Our Holiday Wish campaign is underway. See **Sandy Clary's** emails for details. Checks should be sent to Sandy at her new address (in the emails) and made out to the UA Rotary Foundation.

