The SOC-KET

The weekly publication of the Optimist Club of Salem
Volume 58 Issue 44 August 16, 2007
Ye Olde Editor —— Wes Alderson

The Club meets every Thursday noon at Willson House
(check out our website at www.optimistclubofsalemor.org)

2006-07 Club Officers

President:		Bruce Gilbertson
President-Elect:		(position open)
Immediate Past-President		Maur Horton
Vice-Presidents:		Frank Milton & Dave Sevall
Secretary/Treasurer:		Arlen Hollinshead
Directors:	(2 positions open)	Ray Thomas, Vern Tabery
	Bob MacArthur	Frank Masser

Majestic Video & Photo

The gentleman at the left is John D. Strauch. How does one pronounce his name? You may come reasonably close if you think of "auch" as sounding like "ou." The "ch" is silent. Nevertheless, Mr. Strauch is a very gifted man when it comes to the field of video and related matters. One of the first statements John made was how he got started in this field. He stated that he had always admired visual art and decided this was going to become his field of endeavor. Therefore, in the early 70's, and encouraged by his father to start with the best equipment, he bought a Nikon. Then, instead of waiting for customers to come to him, he began to approach potential clients who might be interested in training videos. While this was going on he held down a retail job with G. I. Joes. However, greener pastures were in the offing, so he branched out, working an additional 20 hours per week as programming coordinator for a television station. For a time he worked with Sony, creating videos. Actually, John said he began his own business in 1974, and has been at it ever since.

While some of this got lost in translation, John explained that, at one time at least, Salem was the largest capitol city without a major tv affiliation; no ABC, CBS, or NBC, etc. He contacted someone at the State Capitol who shared the same degree of disappointment at this apparent shortcoming. Accordingly, the two of them went about the business of forming KWVT (the WV is for Willamette Valley) and setting up a tower in the Silverton Hills. Now, what was originally established as channel 52 is now channel 17. John advised that this has yet to be placed on cable, but the end result is not too far off.

As a side issue, John mentioned that there are about 250,000 customers in this geographic area, and 1/2 this number are still pulling television signals off of antennas. Evidently, there are those who don't think signing up with a cable company is worth the added expense.

In further explaining just what it is that he does now, John is an independent contractor, specializing in slow motion replays. He also markets design graphics, demonstrates video equipment, and markets promotional videos.

Those who decided against attending this week's luncheon, and one might say there were a few, you missed out on a very entertaining and informative speaker. Shame on you! Our guest speakers deserve better than the snubbing that was evident today.

Following today's meeting, Arlen and Jerry were headed for the District Convention to be held at Valley River Inn, Eugene. The convention officially begins the 17th and finishes up on Sunday, the 19th.

If you intend to be one of those participating in the food booth evaluating during the State Fair, time is growing quite short. The fair begins on Friday, August 24. This means that Thursday, August 23, will be the last real opportunity to get names on the list.

As always, the greatest need is for people, and there are a multiple number of slots yet to be filled. Remember, you don't have to be an Optimist member to participate in this endeavor. All we really require is that the person wants to help, and are willing to make an honest appraisal of the food and the service.

Not only will you be reimbursed for participating, but admission and parking are gratis as well. Where and when have you had such a deal as this?

The sooner you contact a club member, the sooner you can be assigned booths to evaluate.

UPCOMING PROGRAMS

August 23 Cheryl Gribskov
Travel Information Council

August 30 John Gallagher & Sharon Wright — The Chemeketans (climbing & walking club)

It's not too early to be thinking about Oktoberfest and those super delicious Philly Cheese Steak Sandwiches. While the sign-up sheet has yet to start circulation, it won't be long before it will start making the rounds. As with most every other fund raising projects, the principle requirement is manpower. It has been suggested that 4 persons per shift is most desireable.

What better place to go in order to get your share of Philly Cheese Steak Sandwiches than the booth at Oktoberfest. And, while you are there, why not spend an hour, two, three, or even four selling them?

The location is to be the same as in prior years (Charles Street), but the music is being moved to the west.

Have you given a bit of thought as to what this club's objectives might be? In order to achieve those objectives it is necessary to employ manpower. Manpower means people, and we need to make an honest effort to recruit new members, particularly those whose time and other obligations will permit them to attend weekly meetings. We have quite a few names on the roster, but only a portion of them do we see on Thursday.

A Bit of Humor

Ole bought Lena a piano for her birthday. A few weeks later, Lars inquired how she was doing with it.

"Oh," said Ole, "I persuaded her to change to a clarinet."

"How come," Lars asked.

"Vell," Ole answered, "because with a clarinet she can't sing."

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Ole is so cheap, after his airplane landed safely, he grumbled, "Vell, dere goes $5.00 down da drain for dat flight insurance!"