



Rotary 

Club of
Cortland Breakfast
New York

Chartered on the 26th of October, 1990

THE FOUR-WAY TEST
of the things we think, say or do

first...

Is it the **TRUTH**?

second...

Is it **FAIR** to all concerned?

third...

Will it build **GOODWILL &
BETTER FRIENDSHIPS**?

fourth...

Will it be **BENEFICIAL**
to all concerned?

Still—the undefeated “Friendliest Club in the District!”

CORTLAND BREAKFAST ROTARY

JANUARY 11, 2023

Katie Maloney Wallace

Exosome DX

We were fortunate to have a Speaker who provided us a two-fer! Katie Maloney Wallace relayed her past work experiences, and felt that she learned how to sell when she worked with Casella Waste. She went on to work with American Express and with pharmaceuticals, and is presently a National Sales Trainer with Exosome DX. She asked us what we thought of when she mentioned sales, and that we all were involved in selling, one way or another. As a sales trainer, she credited the sales profession with bringing innovation and a different perspective to professionals who need it, and that the best salespeople bring credibility, flexibility, and simplicity to their clients.

Katie has been involved with improving men's health for a long time. Working with training salespeople with Exosome DX has been rewarding, as the process can tell DNA protein with a simple test from a bodily fluid, as a form of molecular diagnostics.. This is important because a PSA test in determining Prostate Cancer has a lot of gray area, and a lot of issues. This science is ten years ahead of medical procedure, and Katie teaches people how to sell to urologists. 50,000 men died last year from Prostate Cancer, and Katie's cohorts are helping doctors stay in tune with their profession. We need more solutions for better health!

Katie also has a consulting business, and has navigated the challenges of raising two children as a single mom. Thank you for your eye opening presentation, and we wish you continued success!



Katie Wallace

National Sales Trainer, ExosomeDX

Energetic, positive, consultative, and results-driven leader with more than ten years of consistent performance and coaching in business development, business consulting, client management, medical device, pharmaceuticals and business to business platforms.

Education

- BA in Communications, Public Relations and Creative Writing
- Certification with Harvard Business School Executive Education in Business Excellence, and Cornell in Women's Entrepreneurship

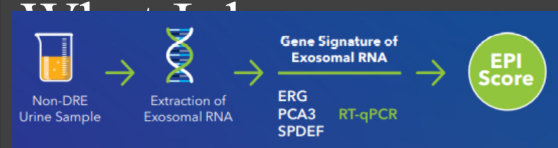
Experience

- Pharma: Wyeth, Eli Lilly, Watson, Shionogi,
- Device: Medtronic
- Diagnostics: IDEXX, Myriad, ExosomeDX
- Business: Casella, American Express, Foundation
- Self-Employment: KLWallace Entp



Keys to Thrive and Survive

- Flexibility
- Overcome fear of failure
- Learn/hone what your good at
- Networking is everything
- Work/Life Balance



Sales is education, partnership, problem and goal alignment

The ExoDx Prostate test is a simple urine test that can be done in the office or at home.



CONRAD JANKE.



TERRY CAHILL, PAT CLUNE



BOB MARTIN.



CHUCK FEISZLI

Welcome,

KATIE WALLACE.

ROTARY 1/2 MINUTE. PETE WILLIAMS.

1). JOINED ROTARY IN 2011. 2). SPONSOR WAS. MIKE SHAFER. 3) PETE FEELS THAT HIS COMING TO ROTARY HELPS HIM

BALANCE HIS LIFE.

Attendance

24 + 3 Zoom



President-for-the-Days are still needed for February 8 and 15. It's not hard, and is fun!

As a Service Club, we raise funds to help local organizations. Charity Allocation Chairman Jim Dempsey detailed the groups we have awarded funds to since July 1, 2022. Many thanks to Jim and his committee:: Jackie Burke, Regina Grantham, Dianne Higgins, Dick Kroot, and Matt McSherry.

District Governor Rocky Martinez will be at the Interact Club today at 11am.



Pete Williams—for **Mike Shafer** being his Sponsor;

Mike Shafer—remember when he pinch hit for his niece and she was not impressed;

Matt Banazek—for Conrad's presidency;

Don Ferris—sold the Homer News to the Center for the Arts;

Conrad Janke—our having **Katie Maloney Wallace** as our Speaker;

Don Richards—for **Pete Williams'** Rotary 1/2 Minute;

Steve Cinquanti—**Mike Shafer** being a good sport;

Pat Clune—**Don Ferris'** sale of the Homer News.