



District 7545 Newsletter

Vol 2, August 2022

**This month's Rotary theme: Membership
and New Club Development**



**IMAGINE
ROTARY**

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McPuff

DISTRICT GOVERNOR'S CORNER

It's hard to believe we're already into our second month of the Rotary year! This month's theme is "Membership and New Club Development." McPuff's favorite theme as it aligns with the first letter of his name.

For those of you I've already visited, you already know my primary message during my visits is to seek out ways to increase our impact, both as clubs and as individual Rotarians and Rotaractors. What better way to increase our impact than to grow our membership. More hands means more service, more voices enhancing our public image, more donors supporting our Foundation, and of course, more fun in our clubs. Right up McPuff's alley isn't it.



Carol and DG Dan McCarthy

There's lots going on in the membership area already.

- As you know, we completed a D7545 Membership Summit last January. The results have been impressive with D7545 having ended the year with one of the best growth records in the Zone. District Membership Chair (DMC) PDG Sean Sawyer is already working on scheduling our next Summit to keep building on the momentum of last year.
- Our new Member Care Manual has been published on the district website (www.rotarydistrict7545.org). It's located under the Membership tab and contains a wealth of information on supporting your club's membership growth plans.
- Our Zone Director has launched a new Membership Action Plan initiative, the watchwords of which are "consistent, moderate membership growth" in our clubs. Tips and strategies to support our clubs membership growth plans will be offered in bite-sized chunks beginning this month.



So if you haven't already, use August as your month to build both your club's and your personal membership plan for the 2022-23 year. We can all make a difference!!

Yours in Rotary Service,

Dan



MEMBERSHIP MINUTE

This month's Membership Minute comes from our Zone Director Jeremy Hurst.

"Since 2015 Rotary International has officially recognized **membership growth** as our top internal priority. We are a **membership organization** that delivers amazing service however Membership decline remains the biggest problem we have to solve.

Our clubs deserve a multi-year approach to create a membership culture that will result in consistent, moderate membership growth. And that's what Zones 33 & 34's Membership Action Plan (MAP) intends to help you do.

Imagine... having more members to share the load in your club, to bring fresh ideas and generate energy, to give you the resources to do more good in your communities... Imagine the increased impact...the difference we all know Rotary can make. By providing clubs an easy-to-follow path toward membership growth, we'll go beyond imagining and make it reality."

Jeremy Hurst
Rotary International Director 2022-24
Zones 33-34



DMC/PDG Sean Sawyer

August marks the first month of a series of special webinar presentations by our Zone on what is being referred to a "bite sized chunks" of easy to follow tips to building an effective Membership Action Plan within your club. The first was entitled "Create a Membership Pipeline." If you missed it, go to <https://www.rizoness33-34.org/membership-action-plan/> to view the session.

The next session entitled "Connect with Prospects" will be available on September 12th at 5:00 pm.

Find out more about the Membership Action Plan by going to our Zone website at <https://www.rizoness33-34.org/> and typing "Membership" in the search bar.

COMMUNITY SERVICE SPOTLIGHT

Is your club using Rotary Showcase? Do you know what it is?

Simply stated, Rotary Showcase is both a resource and an opportunity to share information on your club's service projects.

You can use it to find partners on projects you'd like to undertake beyond the boundaries of your own community (including finding partners for possible global grants).

You can also use it to look for ideas on new projects that have been undertaken by other clubs and that may give you ideas on projects you can undertake in your community.

You can also use it to tell about projects you have completed to help other clubs benefit from your experience.

Find out more about Rotary Showcase by logging into MyRotary and typing "Rotary Showcase" in the search bar.

When was the last time your club posted in Rotary Showcase? Why not pick a community service project you've completed and tell the world about your success in Rotary Showcase. You may give another Rotary club a new idea they can use in their community.



**Community Service Chair
Jane Stout**

PUBLIC IMAGE TIPS

Since we are early in the Rotary year, August is the perfect time to explore the different resources that are offered by Rotary International to help you build your club's public image. I would recommend starting in the Learning Center under myrotary.org. There are 8 public image courses in the Learning Center that can help jumpstart your public image efforts (*or serve as a great refresher course*).

I know what you are thinking; none of us wants to spend more time online taking classes. But these are short, interactive courses that you can take at your leisure (*you don't have to complete it all in one setting*). They provide information about branding, public relations, promoting our club members as people of action, etc.

One of the important takeaways that I like from these courses is that our brand is more than just a logo: it is about "perception, an emotional connection, a promise, a distinct concept" and then a "recognizable logo". So, take some time to explore the Learning Center – it may provide just a little bit



DPIC Amanda Ream

of inspiration that you need to boost your club's public image and create that special connection with your community (*and perspective members*). If you have any questions about the Learning Center (or other public image tools), please do not hesitate to reach out to District Public Image Chair Amanda Ream, executivedirector@SouthCharlestonChamber.org.

FOUNDATION FEATURE



DRFC/PDG Terry Mathias

The District Foundation Committee met for the first time to kick off the new Rotary year. There's plenty going on.

Please remember that the deadline to apply for District Grants for certified clubs is September 1. If you have any questions, please reach out to Cindy Kolsun (drkolsun@atlanticbb.net), the District Grants Chair.

October 24th is World Polio Day. It is not too early to start planning your Polio Plus fundraiser in October. Please reach out to Greg Cartwright (gregcartwrightrotary@gmail.com), the District Polio Plus Chair if you need any ideas or assistance.

Did you know:

- The Rotary Foundation is recognized as one of the most effective and well-managed charitable organizations in the world, with 12 consecutive four-star ratings from Charity Navigator and an A-plus rating from CharityWatch.

- Over the past five years, contributors in the United States have donated \$395,669,358 to The Rotary Foundation, the most of any other single country (this number excludes the \$409 million in matching funds contributed by the Bill & Melinda Gates Foundation).
- The average yearly giving of Rotarians in the U.S. has been \$245 over the last five year period.

If you're not already a contributor, please consider doing so. Your Club Foundation Chair can help advise you on how to do so.

FUN FACTS OF THE MONTH

- The Rotary Club of Salt Lake City was founded in January 1911, a little more than five years after the first Rotary Club was organized by Paul Harris in Chicago in 1905.
- Club 24's first meeting was held in Room 508 of the Boston Building. When the club received its charter in 1911, it was the 24th club to do so, and the only Intermountain Club between Chicago and the West Coast.
- Today there are 45 rotary clubs throughout Utah.
- Salt Lake City hosted the Rotary International Conference in 2007 when New Orleans was unable to do so following the devastation of Hurricane Katrina

NEWS FROM AROUND THE DISTRICT

Several Rotarians and their families from the Weston, Tucker, Harrison, Clarksburg, and Cheat Lake Rotary clubs attended a black bear baseball game and fireworks in Morgantown. They even had a special guests Franzi Jansche from Germany, a former Youth exchange student who returned to visit Dennis and Kenette Shreve. This was her first time attending a baseball game.

IPDG, David Cooper, DGE, Jordan Feathers were also in attendance.



WESTON POLIO FUNDRAISER



The Weston Rotary club is selling t-shirts to support Rotary's Polio eradication efforts. You can order your

own "Smokin' Hot Rotarian End Polio Now t-shirt at this link:

<https://hometownoutfitters.net/shop/ols/products/smokin-hot-rotarian-polio-fundraiser>





FRIENDS & FAMILY GATHERING 2.0

Rotarians from 18 clubs around the district gathered for two days of fun and fellowship at The Summit Bechtel Reserve in Glen Jean. The weather was perfect and the variety of events and activities kept everyone engaged.

We've included a sampling of photos from the event below. Check out our district Facebook page for more photos. Here's the results of the various competitive events held:

Golf tournament:

- First place, Grafton Rotary Club (returning champs)
- Second place, Marlinton Rotary Club
- Third place, Canyon Rim of Fayette County Rotary Club

Shotgun Tournament

- First place, Chris Knowlton representing the Beckley Rotary Club
- Second place, Nick Ailport representing the Fairmont Rotary Club
- Third place, tie between:
 - PDG Sean Sawyer of the Fairmont Rotary Club
 - Dylan Johnson of the Braxton Rotary Club

Field Games

- First place club, Beckley Rotary Club
- Individual first place finishers:
 - Ladderball: Analeigh Leszczynski
 - Sport darts: Rhys Leszczynski
 - Washer Toss: Analeigh Leszczynski
 - Basketball Throw: Anderson Leszczynski
 - Yard Dice: Amber Leszczynski
- Overall winning competitor: Rick Macak



Shotgun
competitors



Golfers



Long Point String Band





MOUNDSVILLE ROTARY CLUB FLAGS FOR HEROES

The Moundsville Rotary Club undertook a Flags for Heroes project this year to honor heroes in their community to include military, first responders, family members, teachers, or anyone who is a hero in someone's life.



ROTARY CLUB OF MORGANTOWN FUNDRAISER

Sip, Snack & Support!

**Rotary Morgantown
Fundraising Event**

Saturday, August 27, 2022 | 5 pm - 8 pm
at Forks of Cheat Winery, Morgantown

All proceeds would go to the Rotary Club of Morgantown
to fund its community & global projects.

The event is sponsored by Susan & Jerry Deal
of Forks of Cheat Winery.

For more details, contact
Donna Tennant at (304) 376-5376
www.rotaryclubofmorgantownwv.com



BLUEFIELD ROTARY CLUB CLEANUP

Members of the Bluefield Rotary Club recently cleaned up a section of U.S.-19 in Bluefield.



ROTARY CLUB OF WEIRTON SCHOLARSHIP PRESENTATIONS

Members of the Weirton Rotary Club recently presented college scholarships to the winning candidates of each of the area high schools for the upcoming Fall semester. Students from Weir High, Weirton Madonna, Brooke and Oak Glen are given the opportunity to apply for assistance for their upcoming college tuition for a \$1,500 scholarship by writing essays describing their passions and intents for furthering their education and goals for their careers. Approximately 50 applications were received between all four high schools. The Weirton Area Chamber of Commerce Education Committee reviews all submissions and selects a student from each high school to receive one of the scholarships.

Pictured are Mason Drobish, Weir High School; Tommy Charnie, Brooke High School, Doug Finton, Rotarian in charge of scholarship programs; Nina Daugherty, Madonna High School; Steve Kladakis, Rotarian, and Vanessa Beaver, Weirton Rotary President.



NEWS FROM ROTARY INTERNATIONAL

2024-25 RIP ANNOUNCED

Past Zone 33/34 Rotary International Director Stephanie Urcheck of the Rotary Club of McMurray, Pennsylvania has been selected as the 2024-25 Rotary International President (the year D7545 DGN Jeff Disibbio will be our District Governor).

Stephanie should look very familiar to District 7545 Rotarians as she has been a frequent visitor to our district events.

Congratulations Stephanie. We look forward to your year heading our organization!





Focusing on the comfort and care of our members

August is Membership and New Club Development Month. One of [RI President Jennifer Jones' initiatives](#) is to focus on the comfort and care of our members, and Membership Month is the perfect time to make sure that your club provides a welcoming experience. Members are more likely to stay if we listen to them and understand what they want out of Rotary. Here are a few ideas for helping people feel valued and involved:

- Take the [Best Practices for Engaging Members](#) course to develop strategies for engaging people at all stages of membership, or the [Creating an Inclusive Club Culture](#) course to discover ways to become more inclusive, diverse, and equitable.
- Make sure your members know that they can develop their [leadership skills](#) with professional development courses.
- Help your club improve its member experience, service and social events, public image, and operations by taking the [Is Your Club Healthy?](#) course.

Remember that for any Learning Center course, you'll need a My Rotary account. Find more [membership resources](#) on My Rotary.

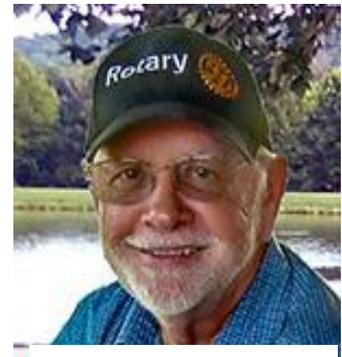
NEW AWARD ANNOUNCED

A new award recognizing members for advancing women in Rotary was recently announced. The Sylvia Whitlock Leadership Award honors one Rotary member each year for their work to advance women in Rotary. The award is named for Sylvia Whitlock, the first woman to serve as a Rotary club president. Whitlock has gone on to lead change for women around the world through Rotary.

In 2021, the RI Board designated this award, which was created by a group of Rotarians in 2017, an official RI award. Beginning this year, any member can nominate another member during the 1 August-30 September nomination period. Do you know a member of any gender who is doing great work to advance women in Rotary? Consider nominating them for this newly approved RI award.

ROTARY LEADERSHIP INSTITUTE

I am pleased to announce that we are once again offering in-person Rotary Leadership Institute events this fall. The first event is scheduled for Saturday, September 17, at the Beaver Campus of New River Community and Technical College in Beckley. We will have in-person RLI's on Saturday, October 15, at the Erickson Center at West Virginia State University in Charleston, and on Saturday, October 22, at Pierpont Community and Technical College in Fairmont. Attached is a flyer promoting Rotary Leadership Institute.



PDG Harry Faulk
RLI Chair

"The purpose of the Rotary Leadership Institute (RLI) is to strengthen your club and strengthen your life. Rotary provides an opportunity for all of us to provide service to our community and throughout the world. (Service Above Self) With that service comes a learning experience in the areas of leadership, team building, planning, marketing, communication and organization. RLI provides an opportunity to enrich that learning through sharing experiences and ideas with other Rotarians throughout the region."

It is highly recommended that all club presidents, club officers, and club members attend RLI to learn more about Rotary. Many clubs use RLI as an orientation program for new members. The cost is \$95 for the event. Clubs that send four members will be reimbursed for the cost of the fourth member. Most clubs pay for their members to attend RLI.

How to register: Go to RLI33.org. On the left side of the screen, you will see a complete listing of all RLI virtual and in-person events. Click on the event for District 7545 that you would like to register for, and it will take you to the registration page. Only Part I is being offered. However, if you need Part II or Part III, please contact me. If we get several Rotarians who want to take Part II or III, we can add them to the event,

Please consider attending RLI and encourage other Rotarians to attend. If you have Rotarians in your club who have attended an RLI event, ask them to speak about the value of RLI.

If you have any questions or need assistance registering for one of the RLI sessions, please don't hesitate to contact me.

Harry Faulk, PDG
District Chair, RLI
hfaulk1@yahoo.com
304 894-4838

YOUTH SERVICES

ROTARY YOUTH LEADERSHIP EXCHANGE

I'm excited to report that we have two outbound students from District 7545 this year. Margot Cerbone is sponsored by the Rotary Club of Kingwood. She flew to Germany on July 31. Natalie Sutton is sponsored by the Rotary Club of Elkins and will fly to Mexico in August. Both girls will spend a year studying language and culture in their host countries living with local families. As I receive reports from them, I'll share the same with the district.

Kenette and I welcomed our former exchange student, Franzi Jansche, from Germany the last part of June and she spent 6 weeks with us leaving on August 1. Franzi was an exchange student with us 12 years ago and we still keep in touch with her visiting us 3 different times since her exchange ended. This time her visit was the end of a months-long travel adventure for her which took her to Australia and South Korea. In October she will start a graduate program in a university in Germany. While she was here, Franzi made a presentation to the Rotary Club of Weston outlining the exchange process and her experience. She also attended a Black Bears baseball game with Rotarians from Weston, Clarksburg and Harrison County. DGE Jordan Feathers took time to explain the game to her which greatly enhanced her enjoyment of the game as it was her first game. Franzi also traveled to Ohio with PDG JR Wolfe to attend the OE outbound training for the 30+ students going on long-term exchange. Those going to Germany were lucky to have her insight into what to expect when they arrive in their host country.

I think you can understand what the exchange program means to me and Kenette and how we always say that we gained a daughter by hosting a student. I'm hopeful that we can influence some clubs to get involved in hosting in the 2023-24 Rotary year and that you will make students in your community aware of this opportunity to experience "A Lifetime In A Year"

Dennis Shreve
D7545 Youth Services Chair



PDG Dennis Shreve
Youth Services Chair

UPCOMING DISTRICT EVENTS

District Foundation Banquet, Edgewood County Club, Charleston	Nov 4, 2022
President-elect Training Seminar, Flatwoods	Feb 24-25, 2023
Rotary Youth Leadership Awards (RYLA), Jackson's Mill	May 12-14, 2023
District Leadership Installation, Flatwoods	Jun 23, 2023
District Training Assembly, Flatwoods	Jun 24, 2023

Coming early in 2023, District 7545 Membership Summit – watch for it. The date will be announced soon.



Mark your calendars!

2022-23 LEADERSHIP

INTERNATIONAL OFFICERS

RI President
[Jennifer E. Jones](#)
RI Board Chair
[Elizabeth Usovicz](#)
TRF Trustees Chair
[Ian Riseley](#)
RI Zone 33/34 Director
[Jeremy Hurst](#)
General Secretary/CEO
[John Hewko](#)

DISTRICT OFFICERS

District Governor
[J. Dan McCarthy](#) | 304-719-5206
District Governor-elect
[Jordan Feathers](#) | 304-319-2694
District Governor-nominee
[Jeff Disibbio](#) | 304-325-2815
Immediate Past District Governor
["Coop" Cooper](#) | 304-478-4446
District Treasurer
[Ed Westfall](#) | 304-203-4007
District Secretary
[Carol McCarthy](#) | 703-587-4453

District Membership
[PDG Sean Sawyer](#) | 304-366-2900
District Foundation
[PDG Terry Mathias](#) | 304-741-0045
District Public Image
[Amanda Ream](#) | 304-744-0051
District Communications
[Deb Halsey-Hunter](#) | 304-920-2131
District Community Service
[PP Jane Stout](#) | 804-356-5432
District Youth Services
[PDG Dennis Shreve](#) | 304-669-9666

UPCOMING DISTRICT GOVERNOR VISITS

Club	Date/Time	Location
Moundsville	8/17/2022 12:00 pm	Perkins Restaurant & Bakery, Moundsville
Ceredo-Kenova	8/26/2022 12:00 pm	First Baptist Church, Kenova
Buckhannon Upshur	9/6/2022 12:00 pm	Chapel Hill United Methodist Church, Buckhannon
Weston	9/7/2022 12:00 pm	The Coffee Club, Weston
Fairmont	9/14/2022 6:00 pm	Brickside on the Green, Fairmont
South Fairmont	9/14/2022 6:00 pm	Brickside on the Green, Fairmont
Elkins	9/19/2022 12:00 pm	YMCA, Elkins
Putnam County	9/20/2022 8:00 am	Area 34, Hurricane
Huntington	9/26/2022 12:00 pm	DoubleTree by Hilton, Huntington
St Albans	10/6/2022 12:00 pm	City National Bank, St Albans
Princeton	10/7/2022 12:00 pm	Princeton City Hall, Princeton
Cheat Lake	10/11/2022 7:30 am	Cranberry Hotel, Morgantown
Morgantown North	10/12/2022 7:00 am	Erickson Alumni Center, Morgantown
Morgantown	10/13/2022 12:00 pm	Hotel Morgan, Morgantown
South Charleston	10/17/2022 12:00 pm	Fairfield Inn & Suites, Charleston
Canyon Rim	11/3/2022 6:15 pm	Gaines Estate, Fayetteville
Charleston Vandalia	11/9/2022 7:30 am	Edgewood Country Club, Charleston
Lewisburg	11/14/2022 11:15 am	Dutch Haus Restaurant, Lewisburg
Peterstown	12/1/2022 6:30 pm	Peterstown Fire Hall, Peterstown
Bridgeport	12/14/2022 12:00 pm	Bridgeport Country Club, Bridgeport
Clarksburg	12/14/2022 12:00 pm	Bridgeport Country Club, Bridgeport

Club Presidents: Contact District Secretary Carol McCarthy at designsbycarol@gmail.com if your club is not yet scheduled for a visit

HELPFUL LINKS

District 7545 Facebook page: <https://www.facebook.com/RotaryDistrict7545/>

Zone 33/34 Facebook page:

<https://www.facebook.com/groups/rotaryinternationalzones33.34/>

District 7545 website: <https://www.rotarydistrict7545.org/>

Zone 33/34 website: <https://www.rizones33-34.org/>

Deadline for September Newsletter is August 31st

Send items to Newsletter editor Donna M. Tennant, DT2078@aol.com

Articles received after this deadline will be used the following month