



District 7545 Newsletter

Vol 7, January 2023

**This month's Rotary theme:
Vocational Service**



**IMAGINE
ROTARY**

Table of Contents

District Governor's Corner

Membership Minute

Community Service Spotlight

Public Image tips

Foundation Feature

Fun facts of the Month

News from Around the District

News from Outside the District

Upcoming District Events

2022-23 Rotary Leadership

Upcoming District Governor Visits

Helpful Links



McPuff

DISTRICT GOVERNOR'S CORNER

Happy New Year! We trust your holidays were a joyful celebration with family and friends that you are reenergized to begin the New Year. 2023 promises to be an exciting promises to be an exciting year as we continue our growth as a district.

January is Vocational Service month. Vocational service is the one of Rotary's Five Avenues of Service that often receives the least attention at our club meetings and activities.

Taking an excerpt from Rotary's *An Introduction to Vocational Service*:

"the concept of vocational service is rooted in the second object of Rotary, which calls on Rotarians to encourage and foster:



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- High ethical standards in business and professions
- The recognition of the worthiness of all useful occupations
- The dignifying of each Rotarian's occupation as an opportunity to serve society

As a Rotarian, how can you put these ideals into action? Consider these suggestions:

- Talk about your profession in your club, and take time to learn about fellow members' occupations.
- Use your skills and expertise to serve a community.
- Practice your profession with integrity, and inspire others to behave ethically through your words and actions.
- Help young people achieve their career goals.
- Guide and encourage others in their professional development

By undertaking these activities, you bring vocational service to life. Vocational service is the essence of Rotary and serves as the foundation from which we serve our communities around the world."

Speaking of the New Year, January is also a good time to assess your club's membership growth progress. Typically, clubs update their membership records in December in anticipation of the invoice they receive from Rotary International in January each year. Frequently, that results in a membership loss in December, which is exactly what happened to our district, but to a much greater extent than any of us anticipated (see DMS Sean's note that follows). So let's use January as a time to reevaluate progress against our clubs' membership goals for this Rotary year and make it a priority to make any needed adjustments to ensure achievement of those goals.

With just five club visits remaining, the vast majority of you have been introduced to McPuff and his five foundational areas of focus for a successful Rotary Club. At the top of that list is Membership and by this point in the Rotary Year we should all be making net progress in our efforts to achieve **consistent moderate growth** in club membership.



Carol and DG Dan McCarthy

If that is not the case for your club, or if you're just looking for new ideas to continue your club's membership growth, register now to attend our District Membership Summit on February 25th in Charleston. You can register through the District calendar on DACdb or through the District website at <https://rotarydistrict7545.org/calendar/>. See you there!

Yours in Rotary Service,

Dan

MEMBERSHIP MINUTE

Fellow Rotarians,

I regret to inform you that your District Membership Chair comes to you this month with his head uncharacteristically hanging low, as it seems that I have clearly let all of you down.

If you haven't seen the most recent District membership numbers, while December is historically a month for decline, this particular December was a very, VERY tough month for our District. What only a short month ago showed as a net gain of over 40 new members since the beginning of the new Rotary year, we now have collectively lost more than we gained during such time and sit at -8. While 19 of our Clubs have gotten larger, 20 have gotten smaller, some in significant amounts.

While I surely cannot say with specificity what the reasons are that all of the losses have occurred, I can accept responsibility for evidently failing to make sure that each and every club in our District has the tools to create membership growth and the knowledge of how to use them. It is not enough to remind everyone that reads this that the Membership Committee has created and made available a Member Care Manual on our District website, or that the Committee members remain eager to visit with your Club and make every resource available to its members. Merely reciting that programs like 'Discover Rotary' and 'Impact' clubs have yielded more growth in certain areas does not cause growth if they are not properly encouraged to be used. For all of this, you each have my most sincere apologies.

So, a few questions . . . Do you want to be the last member to leave your regular Club meeting and turn off the lights in the room for the last time? No. But, without moderate growth, it could end up being any one of us that gets that perilous task. Have you ever heard of a Club that grew by mistake? No. Wouldn't using something called an 'Intentional Strategies' roadmap likely lead to a better result?

While the first half of our year is over, we still have the second half of the year to correct it. For these reasons alone, I now implore all of you to acknowledge that if it is the responsibility of our Clubs to serve and support our communities, it is the responsibility of our members to support and insure the future viability of our Clubs. More simply put, it's time to rebound, reboot, reprioritize and recommit!!

Here's how easy it can be . . . There are four essential pillars of a successful club's plan for consistent, moderate growth:



DMC/PDG Sean Sawyer

- 1) Lead Generation” -- identifying people who would likely make great Rotary members;
- 2) Attracting Members -- presenting Rotary to qualified potential members;
- 3) Onboarding New Members -- new member orientation and engaging new members in the club's activities; and
- 4) Retaining Members -- meeting or exceeding member expectations, including meaningful, Rotary-branded service projects.

And how easy is it to learn more about those concepts so that they become second nature? Attend the Membership Summit in Charleston on Saturday, February 25!! Register now at: <https://www.dacdb.com/Calendar/Event.cfm?EventID=77637160&CalClubID=0&R=0.3389041935183057>.

Can't wait until then to get energized? Need a lead-in to such a fantastic interactive experience? Watch the recordings of the Zone 33-34 Membership Action Plan sessions at <https://www.rizones33-34.org/membership-action-plan/>

Listen folks, it's up to all of us to fix this. Call me with any questions in the meantime. Otherwise, let's get started . . . see you soon-

Sean

COMMUNITY SERVICE SPOTLIGHT

Have you ever wanted ideas for service projects that address a particular area of service? Or are you looking for a project partner or an opportunity for international service? Your first stop for help should be Rotary Showcase. When you visit the Member Center in My Rotary, you will find the Rotary Showcase as one of the resources. Once there, you can search for projects by topic, location, club, or district, as well as whether or not the project has been completed or you are looking for a project partner.

Here's what a search for completed projects in economic development would look like in Rotary Showcase:



**Community Service Chair
PP Jane Stout**



SEARCH PROJECTS

Keyword

Economic development

Project Status

- Proposed, seeks global grants partners Proposed, seeks other partners
 In Progress Completed

Location

United States

Club

Enter a club name

District

- Select -

Search

Once you have started this basic search, you can further refine your search on the next screen.

Of course, the more projects that are shared by clubs to Rotary Showcase, the more ideas we all have available to consider. I encourage all our clubs to contribute ideas/projects to Rotary Showcase to “showcase” the work being done throughout our district as well as expand the project ideas available from our clubs.

Jane

PUBLIC IMAGE TIPS

As we kick off 2023, this is a great time for us to reevaluate our Public Image Plans (*or create one!*) and set some resolutions for our clubs. Here are some recommended resolutions for the new year:

- 1) Review your social media sites, website, and other marketing materials to ensure that you are using the correct rotary logo. If you need to update your own club logo, visit the Rotary Brand Center (it is very easy to download a brand-compliant club logo). Using the correct logo provides your club with credibility (and consistency). Remember an outdated logo can give the impression of an outdated club! (See the picture below for some logo reminders).



DPIC Amanda Ream

- 2) As you break in your new calendars for the New Year, don't forget to organize your content calendar for your club. A content calendar helps get rid of the guess work when trying to plan your social media posts for the month (or a year).
- 3) Check out the latest issue of Rotary Magazine for some tips on how to kick start your social media.
- 4) Report your #Feed10Million activities (*you can even report back to the beginning of the Rotary year in July 2022*). The Feed 10 Million campaign is not only a great promotional tool for Rotary (to show the results of our effort to fight hunger) but it is a terrific way to promote your own club's activities (and show that you are part of a larger, impactful organization). Visit <https://www.rizones33-34.org/feed10million-initiative/> and click on the "Click Here to Log Your Meals" button to start logging.

If you have any questions about promoting your club's public image, do not hesitate to reach out to me at executivedirector@SouthCharlestonChamber.org.

Rotary Logo Reminders

Mark of Excellence = Rotary Wheel 

Masterbrand Signature = Rotary Logo
(Mark of Excellence paired with the word Rotary)  **Rotary**

Incorrect Logo = Former Logo 

Rotary  District 7545

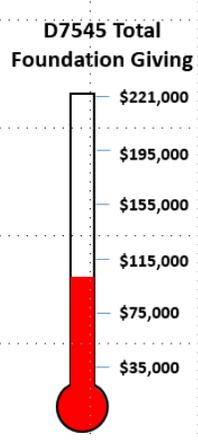
Amanda

FOUNDATION FEATURE

Thank you to all those who chose to support our Foundation in December. Our total Foundation giving continues to progress toward our goal, but we still have a ways to go in achieving it.



DRFC/PDG Terry Mathias



Becoming a contributor to our Legacy Campaign is certainly one way in which we will continue to make progress toward our goal, but every donation helps.

When was the last time your club had a Foundation program at a regular club meeting? How often is the Foundation a subject with your membership?

Here's an idea: Rotary International has published a set of "Weekly Thoughts on The Rotary Foundation." They can be found at the following link:

<https://isrotaryforyou.com/wp-content/uploads/2020/03/TRF-Weekly-Thoughts.pdf>

"Educating Rotarians about the work of The Rotary Foundation is one of the most effective tools for gaining and broadening support of our Annual Fund and the Every Rotarian, Every Year effort. The Weekly Thoughts on The Rotary Foundation is designed to inform our members of the many ways in which we impact the world — there's always something new and exciting going on in Rotary.

The club president can begin the tradition by opening each meeting with a brief moment on The Rotary Foundation, but consider rotating ownership of the weekly reading among club members. In fact, didn't Paul Harris have a similar idea about rotating?"

Our Foundation is the economic engine of Rotary. It is the mechanism through which we fund our efforts to do good in the world. Let's ensure The Foundation and the importance of contributing is frequently a topic of discussion in our clubs.

Terry

FUN FACTS OF THE MONTH

We all recognize the familiar motto of Rotary, "Service Above Self," but that was not Rotary's original motto.

The first motto of Rotary International, "He Profits Most Who Serves Best," was approved at the second Rotary Convention, held in Portland, Oregon, in August 1911. The phrase was first stated by a Chicago Rotarian, Art Sheldon, who made a speech in 1910 which included the remark, "He profits most who serves his fellows best." At about the same time, Ben Collins, president of the Rotary Club of Minneapolis, Minnesota, commented that the proper way to organize a Rotary club was through the principle his club had adopted-"Service, Not Self." These two slogans, slightly modified, were formally approved to be the official mottoes of Rotary at the 1950 Convention in Detroit- "He Profits Most Who Serves Best" and "Service Above Self." The 1989 Council on Legislation established "Service Above Self" as the principal motto of Rotary, since it best explains the philosophy of unselfish volunteer service.



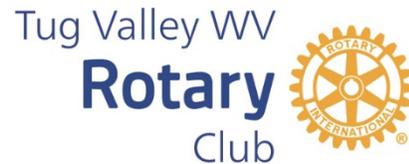
Rotary's first service project

Ever wondered what Rotary's first service project was? The first service project of the first Rotary Club was the installation of public toilets in Chicago in 1917. This project made Rotary the **World's First Service Club**.

NEWS FROM AROUND THE DISTRICT

TUG VALLEY ROTARY CLUB ESTABLISHED

Two former Mingo County Rotary Clubs have merged to form the Tug Valley Rotary Club. Area Governor Lola Preece will serve as the first President of the newly established club which combines members of the Williamson and Matewan Clubs. A membership expansion event is planned for early this year.



Congratulations to our newest Rotary Club!

HOLIDAY SEASON HIGHLIGHTS ROTARY AT ITS BEST

As you might imagine, December brought out lots of Rotarians in support of their local communities. We couldn't possibly cover all the work of our Rotary Clubs in December, but here's a sampling of December events around the district.

MILTON ROTARY SUPPORTS BIG BROTHERS & BIG SISTERS

Members of the Milton Rotary Club were found at the Big Brothers, Big Sisters of the Tri-State Christmas Tree Sale and at Breakfast with Santa last month.

Just doing good in their community comes natural to these district 7545 Rotarians. Well done!



HUNTINGTON ROTARY FUNDRAISER



Who says Santa can't have fun? Members of the Huntington Rotary Club got a chance to prove otherwise during their first ever holiday fundraiser in December.

That's Club President Abrey King with the green tie.

You go Santa!

MORGANTOWN ROTARY SUPPORTS CIRCLE OF FRIENDS

The Morgantown Rotary Club served a delicious hot meal to those in need at Circle of Friends, a dedicated group of volunteers that provide food for those in need in the Morgantown area.

That's Club President V.K. Raju on the right.



BECKLEY ROTARY SUPPORTS SALVATION ARMY



Members of the Beckley Rotary, as with many of their sister clubs in the district, were out in force ringing bells to support this year's Salvation Army fundraising efforts.

That's Club President April Elkins-Badtke on the left.

PRINCETON ROTARY WARMS HEARTS AND STOMACHS

Members of the Princeton Rotary Club were caught supporting Amy's House of Hope's *Warm A Heart, Give A Bed* efforts in their local area by providing hot chili and grilled cheese sandwiches.

Just what was needed on a cold winter's night!





PETERSTOWN ROTARY DECORATES CHRISTMAS TREE

Members of the Peterstown Rotary Club were caught out supporting their local community by decorating the town Christmas tree.



BLUEFIELD ROTARY WRAPS PRESENTS FOR KIDS

Members of the Bluefield Rotary Club participated in one of their favorite Christmas events! Each year the participants in the



Little Jimmie program in Bluefield come to Walmart to pick out gifts for their children. The

Rotary Club of Bluefield, WV sets up to help those families wrap the gifts for the kiddos! It is an event that definitely puts them in the holiday spirit!

Santa's helpers at their best!

DISTRICT CONFERENCE NEWS



Kerry Gnik
District Conference Chair

helping West Virginian's with food insecurity. It will also include presentations by Zone and Rotary International representatives intended to

Club Presidents will be receiving letters this month outlining their role in preparing for our upcoming district conference. We all can play a role in making this "the best district conference ever." Hopefully the contents of this letter will start your club's planning process for the conference if you have not already done so.

This year's conference will feature a district service project targeted at



give us a broader understanding of Rotary’s work beyond our district.

They’ll be some surprises and a whole lot of fun as well as some Rotary cherished traditions you’ll learn more about as we approach the dates of the conference. For now, my only request is that your club get organized to both support and participate in the conference on April 29th and 30th at Stonewall Resort.



See you there!

Kerry

NEWS FROM OUTSIDE OUR DISTRICT

THE ROTARY LEARNING CENTER

The Rotary Learning Center holds a wealth of information helpful to clubs and individual Rotarians. Accessed through your MyRotary account at my.rotary.org under the Learning & Reference tab, you’ll find a virtual plethora of helpful topics to expand your knowledge of Rotary or better prepare you for your role as a Rotarian.

 Course Catalogs

Courses by Topic

About Rotary VIEW	Club Leadership VIEW	District Leadership VIEW
General VIEW	Membership VIEW	Professional Development VIEW
Public Image VIEW	Service VIEW	The Rotary Foundation VIEW

Organized into bite-sized courses that typically take 15-25 minutes to complete, you'll find you can:

LEARN BY ROLE to find resources and tools that support members in their Rotary roles such as:

- New member
- Trainer
- Club position (e.g., President, Secretary, Treasurer, Club Committee)

LEARN BY TOPIC to learn about club activities, best practices and available resources in areas such as:

- Membership
- Fundraising
- Service projects
- Grants
- Starting a new club
- Awards
- Public relations
- Rotaract
- Interact

Here's an idea: Looking for a unique approach to a club meeting or some help from your club about pursuing a specific area of interest such as growing your club's membership? Select a relevant topic from the Learning Center, ask the membership to complete the course prior to your club meeting, and discuss the topic at your next meeting. Want a topic with which to give this a try? How about "*Creating an Inclusive Club Culture.*"

RAM-GLOBAL WORKING TO END MALARIA GLOBALLY

RAM-Global, the Rotary Action Group on Malaria, is taking Malaria work Rotary wide. Rotary International and The Rotary Foundation gave the first ever PROGRAM OF SCALE to combatting malaria in Zambia. RAM-Global is working with partners, local and international, to SCALE UP the Program of SCALE to make it a global effort.



Consider the following:

- In 2019, malaria claimed 409,000 lives and caused 229 million cases (67% of deaths were in children under the age of 5 years).
- Malaria accounts for half of the missed days in African schools.
- Malaria may occur several times in children during the year in endemic countries, during which they cannot go to school and learn effectively, ultimately impacting their ability to earn a living.
- Keeping children healthy enables parents to go to work and reduce the need to spend their wages on malaria treatments and health care.
- Every \$1 invested in malaria control in Africa returns \$40 in economic growth.

Looking to get involved? Visit <http://www.ram-global.org>. Membership is open to Rotarians, their family members as well as participants and alumni of all Rotary and Rotary Foundation programs.

SUPPORT TO UKRAINE STILL NEEDED

As you may remember from our October Newsletter, our district has been part of a consortium of districts partnering with District 7620 through the Metro Bethesda Rotary Club (MBR) to provide support to Rotary Clubs in Ukraine by leveraging Disaster Response Grant funds set aside by The Rotary Foundation Trustees. Most recently, that combined effort provided \$500,000 in relief supplies to Ukraine.



The following are excerpts from a note recently received from our RI President Nominee Stephanie Urchick related to this effort.

The Rotary Foundation Disaster Response Funds (DRF) established to assist Ukraine have been depleted. I've heard from some clubs and districts that now that the grants are gone, there's nothing we can do through Rotary. WRONG! In pure International Service, clubs and districts can reach out directly and assist with humanitarian needs that remain.

Clubs that want to help Ukraine can still do so. The below excerpts from the letter from the District Governor of District 2232 provide relevant information:

On behalf of every Ukrainian, we are sincerely grateful for all the help we were able to provide thanks to DRF. We are convinced that our efforts have significantly improved the situation in Ukraine.

*According to the results of using the DRF, **442** grants were implemented by different districts. Our D2232 was able to realize **24** grants. About **30%** of the total amount was spent for projects outside of Ukraine. Another **40%** of the total amount was received by foreign districts... Finally, only **30%** of DRF was spent in Ukraine under the fair rules of participation among all **66** Rotary Clubs.*

*Unfortunately, the situation in Ukraine remains extremely difficult. The biggest threat at the moment is the arrival of winter. In our region, the temperature can drop to **-30 degrees Celsius [-22°F]**. The issue of providing Ukrainians with heat and electricity is a matter of survival. It is the infrastructure facilities that provide this and are now the main target of all missile strikes.*



From every Rotarian and from every Ukrainian, we ask you to consider the possibility of further financial support of Ukraine. The D2232 team is ready to take full responsibility for every dollar of

aid. We have complete and absolute information about problems and needs in every region of Ukraine and are able to respond to all challenges as effectively as possible.

We are infinitely grateful for everything you have already done for Ukraine, and we believe that we will not be left alone with the enemy in this dark, cold and hungry winter.

Sincerely yours, DG2232 Ukraine

Vitalii LESKO

DRF Committee Chair

Bohdan SVIDOVYY

PDG, Primary contact of D2232 in RI relations
email: sniko@ukr.net, tel. +38 067 650 3018

Mykola STEBLJANKO

Looking for additional information regarding Rotary's efforts to support Ukraine? Here's a link to stories, articles and a brief video you might want to share with your club: <https://www.rotary.org/en/rotary-responds-ukraine-crisis> .

UPCOMING DISTRICT EVENTS

Assistant Governor Retreat , Holiday Inn Express, Bridgeport	Jan 27-28 2023
President-elect Training Seminar , Kanawha County Public Library, Charleston	Feb 24, 2023
Membership Summit , Embassy Suites, Charleston	Feb 25, 2023
District Conference , Stonewall Resort	Apr 28-30, 2023
Rotary Youth Leadership Awards (RYLA) , Jackson's Mill	May 12-14, 2023
District Leadership Installation , Flatwoods	Jun 23, 2023



Mark your calendars!

2022-23 LEADERSHIP

INTERNATIONAL OFFICERS

RI President
[Jennifer E. Jones](#)
RI Board Chair
[Peter R. Kyle](#)
TRF Trustees Chair
[John F. Germ](#)
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
District Governor-nominee designate
TBD !
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](#) | 304-745-0051
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
District Conference Chair
[Kerry Gnik](#) ! 304-791-4480

UPCOMING DISTRICT GOVERNOR VISITS

Club	Date/Time	Location
Marlinton	1/23/2023 12:00 pm	Pocahontas County Parks & Recreation
Ripley	2/1/2023 12:00 pm	Jackson General Hospital
Meadow River	2/9/2023 6:00 pm	TBD
South Charleston	2/20/2023 12:00 pm	Fairfield Inn & Suites, 402 2 nd Ave., South Charleston

Charleston	3/27/2023 11:30 am	Kanawha County Library
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Club Presidents: Contact District Secretary Carol McCarthy at designsbycarol@gmail.com for information or to make adjustments

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.rizoness33-34.org/>

Deadline for February Newsletter is January 31st

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