

DISTRICT PULSE



Rotary
District 7545



District 7545 Club, Barbourville

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NOTE FROM THE DISTRICT GOVERNOR

Greetings, District 7545 Rotarians!

It is an honor to be installed as your District Governor for the 2025-2026 Rotary Year!

I know that I am inheriting a great District with lots of potential for even greater accomplishments. I am excited about this year's challenges and opportunities, and I look forward to meeting you during my club visits.

Before going further, though, I want to extend my thanks to District Governor Jeff Disibbio for his leadership and contributions to the District over the 2024-2025 Rotary Year. Well done, Jeff!

First, a little bit about me. I was born not too far from West Virginia along the northern edges of Appalachia in Athens, Ohio. Upon completion of college, I served 28 years in the United States Marine Corps as a Field Artillery Officer and for another 16 years as a Senior Defense Analyst within the Department of Defense.

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These two careers allowed me to live in and travel to many U.S. and worldwide locations to include eight years in Japan and a year in Afghanistan. After my retirement, I came full circle and returned to this area in 2017.

I learned some valuable lessons in the military, none more important than the relationship between supported and supporting organizations, which relates very well to our Rotary world. For instance, our District is the supporting entity that ensures the success of our supported Clubs. The Clubs are where the “rubber meets the road” and my primary role is to make sure that our club presidents are supported in ways that will contribute to their success this year.

So, what will we be doing in 2025-26? In a word...plenty! Thanks to our efforts earlier this year during our District Visioning event over thirty District and Club Rotarians identified and then prioritized a list of goals to accomplish during the next three years. Your District Governor chain then identified which goals would be completed in each of the next three years when they are the District Governor. I will have more details on our District and Club Visioning efforts in a separate article but, in a nutshell, here is a very brief description of some of the goals we will focus on during my Rotary year: achieve moderate, steady membership growth, create three new clubs, develop Emerging Leader and Area Governor programs, enhance our Club Visioning capability, produce a comprehensive communications plan, etc. I will provide periodic updates either through our District website, this newsletter, or during Club visits.

I just returned from Calgary, Canada and the Rotary International annual Convention where over 15,000 Rotarians gathered over a four-day period. I'll have more to share on this experience as I visit clubs during the year.

For now, let's focus on the 2025-26 Rotary year. Starting in July, let's use the recognized gold standard of membership attraction, commonly referred to as Discover Rotary, to expand our Rotary community. Why not use a tool with a proven track record to bring new members into our clubs? Please don't reinvent the wheel...generic Discover Rotary slides are already available on our District website which can be easily modified for your club's needs. In addition, our District Membership Committee is more than able to assist club presidents as they plan and conduct their respective club membership attraction events. Likewise, recent Rotary Code of Policy changes will provide additional flexibility in our future efforts this Rotary year to create new clubs.

Finally, we are all in this together! As previously mentioned, my charter is to ensure our club presidents are successful. Let's work together to expand our reach and impact within our respective communities!

Yours in Rotary Service,

Rick





CLUB IN THE SPOTLIGHT

On May 22nd at the Gaines Estate, the Canyon Rim Rotary Club in Fayetteville inducted 12 new members. Past District Governor Dan McCarthy was the guest speaker, providing an inspirational review of Rotary and the influence Rotary has on the World stage.



Membership Chair, Matt Wender and Club President Phil Tissue stand with the group of club inductees.

FROM THE DISTRICT CALENDAR

Upcoming Club Visits

District Governor, Rick Macak will be on the road starting in July, visiting with several district clubs:

- | | | | | |
|---------------|------------------------|----------------|---------------------|------------------------|
| Elkins: 7/14 | Cheat Lake: 7/31 | Westover: 7/31 | Newburg: 8/5 | Wheeling: 8/26 |
| Madison: 7/26 | Morgantown: 7/31 | Grafton: 8/5 | St. Albans: 8/7 | Moundsville: 8/27 |
| Spencer: 7/28 | Morgantown North: 7/31 | Kingwood: 8/5 | Putnam County: 8/19 | New Martinsville: 8/27 |

Watch for more visit dates in subsequent the coming monthly editions of the *District Pulse*.

THE DISTRICT WANTS TO HEAR FROM YOU!

The District Pulse is a communication made with our clubs in mind. We want to chare, celebrate, and lift up the work you and your clubs are doing in local, regional, national, and international spaces.

If you have a story you'd like to share and that we can add to the monthly District Pulse, be sure to send them in. You can submit stories to rotarydistrict7545@gmail.com.

Stories sent in on or before the 15th of each month can be considered for the next District Pulse edition.



NEWS FROM ROTARY INTERNATIONAL

Francesco Arezzo, a member of the Rotary Club of Ragusa, Italy, was recently selected during a special session of Rotary International Board of Directors to become RI's president for 2025-26. Arezzo will become president on 1 July and replaces Mário César Martins de Camargo who unexpectedly resigned as President-Elect on 8 June, 2025 due to professional and health related reasons.



The 2025-26 presidential message, previously announced by Mário César Martins de Camargo at the 2025 Rotary International Assembly in February, will remain ***Unite for Good***, which calls on Rotary members to be a force for unity in a world increasingly divided by politics, geography, and ideology. The message emphasizes the power of human connection—encouraging members to welcome new faces, collaborate on service projects, and expand our global impact.

It is further noted that beginning in the 2025-26 Rotary year the traditional annual “presidential theme” will be replaced by a more consistent “presidential message.” This shift is designed to streamline branding and communication, ensuring a unified and cohesive voice across Rotary. The presidential message is intended to communicate a central message aligned with the Rotary Action Plan, with the intent of avoiding confusion caused by a different theme and logo each year.



DISTRICT PUBLIC IMAGE UPDATE

As we kick off a new Rotary year, let's strive to make it an EPIC one! Our RI Zones 33/34 and Elevate Rotary websites offer a wealth of knowledge and resources in the world of public image. They have created an EPIC Award, which is designed to help clubs develop a sustainable public image strategy, while optimizing the role of the Public Image Chair. It outlines a series of tasks throughout the year that helps clubs stay focused on a public image plan. They also provide an engaging series of webinars to gather the essential tools needed to bolster your club's public image presence.

Speaking of the EPIC Award, congratulations to the following clubs that were recognized for their public image work in 2024-2025! Platinum: Newburg; Gold: Cheat Lake; and Bronze: Elkins! Way to go! If you have any public image questions or concerns, please do not hesitate to reach out to our District Public Image Chair, Amanda Ream, executivedirector@southcharlestonchamber.org.

ROTARY CLUB OF POINT PLEASANT TURNS 100



1. Donation to Veteran's Memorial
2. Collect Tissues for Schools
3. Donation to Special Olympics
4. Valentines Cards for PV Nursing Home
5. Donation to PPJSHS Tennis
6. Beale Elementary School Dictionaries
7. Volunteer at PPJSHS Bball Concession Stand
8. Bingo Prizes for Lakin Nursing Home Residents
9. Donation to Point Pleasant Softball League
10. E-Cards for Make A Wish Cancer Children
11. Scholarships for PPJSHS Graduates
12. Participate in Random Acts of Kindness Day
13. Soles for Souls Shoe Drive
14. Place Recycle Bins for Plastic Bottles at RH
15. Provide Prizes for Mason Senior Citizens Bingo
16. Provide Student Dictionaries @ Roosevelt ES
17. Donate Duffle Bags to LMC for Foster Care
18. Teacher Appreciation Cookies-PPJSHS
19. Donation to Rise Against Hunger (RYLA)
20. Career Day for Point Pleasant High School
21. Provide Student Dictionaries @ Leon ES
22. St. Patrick's Day Cards for Lakin Hospital
23. Easter Cards for Meals on Wheels Recipients
24. Donation to Hannan High School Band
25. TY Donuts for Child Protective Services Office
26. Provide Student Dictionaries @ New Haven ES
27. Donation to the Tu-Endie-Wei Garden Club
28. Used/New Book Drive/Donation for Library
29. Provide Student Dictionaries @ PPIS
30. Teacher Appreciation Cookies-PPPS
31. Provide Student Dictionaries @ Ashton ES
32. Teacher Appreciation Cookies-PPIS
33. Graduation Cards for every PPJSHS Graduate
34. Place Recycle Bins- Plastic Bottles/Lids at Fair
35. Collecting Plastic for Wahama High School
36. E-Cards for Nationwide Children's Hospital
37. Collecting Cans of Food for Blessing Boxes
38. Sponsor Pt. Pleasant Splash Pad for two days
39. Dental Hygiene Items for PPJSHS
40. Donation to Gold Star Family Memorial (WW)
41. Place Recycle Bins-Plastic Bottles/Lids at CG
42. Coloring Sheets for Fair
43. Feminine Hygiene Products for PPJSHS
44. Donation to PPJSHS Football Team
45. Donation to WHS Recycling Club
46. Pick up trash at the Point Pickleball Courts
47. Stuffed Animal Drive for Foster Children
48. Dictionaries Donated to Mason County Library
49. Movie Night for Families
50. Coloring books for Hoops Children's Hospital
51. Trash Pickup at Tu-Endie-Wei State Park
52. Take Food to Homeless
53. Flags for RES for Veteran's Day
54. Happy Fall Cards for Lakin Residents
55. Donation to WHS Band Boosters (Uniform)
-in Memory of Longtime Member Frank Capeh
56. Donation to PPJSHS Band Boosters (Uniform)
57. Thanksgiving Cards for Nursing Home Residents
58. Mason County Law Enforcement Banquet
59. Donate Flowers to the Nursing Home
60. Stuffed Animals to Hoops Children's Hospital
61. Putting Up Lights at MC Library
62. Sponsored the Coin Toss at PPJSHS Game
63. Goodwill Donation



DGE Rick Macak happily joined the members of the Rotary Club of Point Pleasant in celebration of their centennial. The celebrations included a city proclamation from Point Pleasant Mayor Amber Tatterson, and the completion of 100 service projects during the 2024 - 2025 Rotary year.

DGE Macak also took the opportunity to meet the club's Officers and the areas incoming AG, Randy Brannon.



64. Sponsor Cheer Buddies
65. Sponsor a Tree on Main Street
66. Scarecrow Stroll for the Town of Mason
67. Thanksgiving Cards for Lakin
68. MC Teen Community Leaders 4-H Club Veterans
69. Putting Up Lights at Krodel Park
70. Cards for Military Personnel
71. Canned/Non-Perishable Foods Collection
72. Glove Drive for Mason County School Children
73. Thanksgiving Cards for Meals-on-Wheels Recipients
74. Sponsor PPJSHS Academic Boosters Fundraise
75. Participate in MCBQE Read Aloud Day
76. Parking For Charities
77. Collecting Towels for Mason County Animal Shelter
78. Recognized County Athletic State Champions
79. Operation Santa Claus List-Lakin
80. Taking up Donations for Main Street at Light House
81. Candy Canes for Krodel Park
82. Ringing the Bell for Charities
83. 2024 Christmas Auction
84. Donation to Point Pleasant Volunteer Fire Department
85. Donation to Mason County Toys for Kids
86. Participate in Support a Child for Christmas
87. Donations for Homeless

88. Valentine Cards & Crafts for PV Residents
89. Donation to 2025 Class of LMC Project
90. Virtual Valentines Cards for St. Jude's Patients
91. Donations for Flood Victims through Rivers Head
92. Rotary International-Water Day
93. CASA Hygiene Product Drive
94. Mason County Career Center Scholarship
95. Rotary Teacher of the Year
96. Rotary Essay Contest
97. Point Pleasant YBL Concession Stand Volunteer
98. Thank You Coins for the Community
99. Nurses Week Donuts
100. Coloring Books to Roosevelt Elementary School



DISTRICT 7545 DISCOVER ROTARY PLAN

This Rotary year we are doing something very intentional regarding our membership attraction efforts. Many of you heard about this when I used the slide below to introduce the plan during PETS, the Membership Summit and follow on Post PETS sessions but to explain it to a wider District audience, here goes:

Vision to Success
Clubs conduct: "Who Do You Know?" Worksheet and subsequent Discover Rotary Sessions

Quarters 1 and 3 (Jul/Aug/Sep) and (Jan/Feb/Mar)	Areas 1,3,5,7,9,11,13,15
Quarters 2 and 4 (Oct/Nov/Dec) and (Apr/May/Jun)	Areas 2,4,6,8,10,12,14

Conduct at least one session per quarter... or more, if desired.

Provide updates to AGs and to DG during club visit.

Ensures consistent District-wide membership growth using a proven and highest ROI attraction strategy (Discover Rotary).

- Clubs in odd-numbered Areas will conduct at least one Discover Rotary event during Quarters 1 and 3.
- Conversely, clubs in even numbered Areas do the same in Quarters 2 and 4.
- Discover Rotary is a proven membership attraction tool. As we use it throughout the year, we will experience steady, moderate membership growth quarter by quarter.
- Discover Rotary slides exist on the District website and can be easily tailored for club use. If you need help in doing this, please reach out to our District Membership Committee. Dave Long, our District Membership Chair, and his Team want to assist with this effort.
- During my club visits, I look forward to hear how your efforts are progressing!

ROTARY CLUB SENDS OFF CLUB MEMBER FROM WV TO NC

Recently, the Rotary Club of Putnam County celebrated Joe Kenaston and his time and service to the club, as he heads to Winston-Salem, NC. His many years of Rotary service in the State of West Virginia will not be forgotten.



Let's Connect:



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