

# GEAR POST

Waynesboro  
Rotary Club  
5780

November 2020

*President:* Rebecca Shin  
*President Elect:* Leonard Poulin  
*Secretary:* Mary Ann Everly-Maupin  
*Treasurer:* Laurie Landes  
*Immediate Past President:* Lowrie Tucker  
*Directors:* Dick Clark, Vonda Lacey,  
Charlie Guggenheimer, Frank Carey  
*Gear Post:* Francine Johnston



## Save the Dates

**Nov 8<sup>th</sup>** Virtual Rotary Foundation Celebration hosted by our district.  
**Dec 3<sup>rd</sup>** Deadline for Rotary shirts. Contact Thea Jordan to place an order: [tj99music@gmail.com](mailto:tj99music@gmail.com) or call 451-0778.

## Fundraising Event Update

We collected over **\$20,000** from the Wild West fundraiser thanks to sponsors, auction bids, and donations, as well as raffle and ticket sales. Harold Cook got a \$2700 check for winning the raffle.

## October 1st



### *Two17.co and Digital Marketing*

Christie Privette and our own Heather Swan reminded us of how much the world of marketing has changed in the last 10 years. Nowadays 87% of purchases involve online searches and people are spending up to 12 hours a day engaged in media consumption of some kind. Two17.co was founded by Christie to provide services to move businesses, large and small, into this new world of digital marketing. They certainly have ideas we can use to “market” our club!

## October 8th



### *Virginia Athletics Foundation*

Lo Davis is the associate director of the Virginia Athletics Foundation which is the fundraising arm for all student athletics at UVA. Lo shared the challenges to college athletics created by the pandemic, beginning with the cancelation of all sports last spring (most notably the ACC tournament). Spring training went online, and virtual recruiting was required. Student athletes can return for an additional year to make up for their lost season but that poses financial problems. Despite all the disappointments, Lo praised UVA for its commitment to the safety of athletes and staff.

## October 15<sup>th</sup>



### *Demystifying Rotary's Strategic Plan*

This week's program featured Rotary International Director Stephanie Urchick talking about what RI's strategic plan will mean to our club. She described how RI collected ideas from a number of sources to create a vision statement (see photo) and an action plan. Priorities include increasing the impact of Rotary, expanding our reach, enhancing engagement and increasing our ability to adapt to changing conditions (like COVID-19). Membership in the US has declined since 2005 and retention of new members beyond 2 or 3 years is a problem.

**October 22<sup>nd</sup>**



***New Member Talk: Angela Taylor and Magellan Complete Care***

Angela told us a bit more about herself but used her new member talk primarily to tell us more about Magellan Complete Care where she works as Director of Marketing and Community Engagement. She described an outreach project (a calming room at a local school) as well as their response to the pandemic which involved packing and donating food, toiletries, and personal protective equipment to 38 clinics. Angela and her employer exemplify “service above self”!

**October 29<sup>th</sup>**



***Halloween Expert: Lisa Morton***

Award winning author Lisa Morton joined us from California via zoom to share fascinating information about the origins of Halloween. Starting as a Celtic celebration of the harvest, the holiday picked up traditions such as witches, black cats, costumes, trick or treating, and pumpkin carving from diverse sources through the centuries. Over time it has become more macabre and is now celebrated around the world.



***In Memoria***

We recently lost a member of our club. Rear Admiral James (Jim) B. Ferguson passed away on Sept 30<sup>th</sup>. Jim had many different positions during his 35-year navy career and served all over the world. After his retirement he was employed with Northrop Grumman in Washington DC for 13 years and joined our club in 2013. We offer our sincere sympathies to his wife Suzanne. He will be buried in Arlington.



***Gold Club Status and Club Banner***

Have you ever wondered about that banner with embroidered patches displayed at our meetings? Gold Club Awards are given to all district clubs for meeting goals they set in the area of service, leadership, fund raising, membership, and public relations. We have earned Gold Club status in 10 of the last 11 years. AG Ruth Arnold presented our latest patch back in August. Other awards are competitive such as: conference attendance, membership growth, best bulletin, best website, and community service. We have patches from the district for many of those as well, so take a closer look at our banner some time as a record of our club’s achievements in the district.

**Notes from the Board**

We donated \$500 to the Salvation Army. The board held a retreat on October 17<sup>th</sup> devoted to the first steps of strategic planning.



***Become a Paul Harris Fellow!***

Between **November 16<sup>th</sup>** and **Dec 1<sup>st</sup>** any donations made to Rotary will be matched in terms of points. A Paul Harris award requires 1000 points so a \$500 donation will count for \$1000 (the amount required for an award.) Donate at <https://my.rotary.org/en/donate>

