

Rotary
District 6780



Club of Cleveland



SERVE TO CHANGE LIVES

Speakers

August 24, 2021

Art Is Here Partnership
Master Art Plan for Cleveland

August 31, 2021

Jaynese Waddell
United Way Funding Panels

September 14, 2021

Doug Berry
Industrial Development

September 21, 2021

Janet Sullivan and Cindy Campbell

Club Leaders



Vaughn J Berger
President



Bethany McCoy
President - Elect



Kevin D. Brooks
President - Nominee
Vice President



Matt Wiseman
Secretary

Tanya E Mazzolini
Treasurer

A Unique Tourism Product: The Cowpea Festival

By Douglas B Caywood on Friday, August 20, 2021



Pictured left to right: Rotarian and Chamber President Mike Griffin, Melissa Woody, Club President Vaughn Berger

Crowder peas, blackeyed peas, southern peas...where else in the world can you attend an International Cowpea Festival? NOWHERE, except Charleston, Tennessee!

On August 17, 2021, the Rotary Club of Cleveland were enamored with details about this festival and numerous other responsibilities of Melissa Woody, the Vice-President for Tourism Development for the Cleveland/Bradley Chamber of Commerce.

Celebrating 22 years with the Chamber, Woody was originally hired by Rotarian Jerry Bohannon and now serves with Rotarian Mike Griffin, the President and CEO of the Chamber. Cleveland is her hometown and she is committed to investing in the community and making it a wonderful experience for visitors.

As Woody reviews the recently released 2020 Economic Impact Study, the numbers are much different that they were for the 2019 report. In March 2020, there was a 45% decrease in the lodging tax, while April 2020 experienced a 51% decrease. Woody's budget was drastically affected as it is comprised of 19.6% of the lodging tax. In November 2020, the percentages started to go back up.

Currently, Cleveland/Bradley County is 26.8% below 2019's numbers, but we have outperformed the state average as well as Hamilton County. In May 2021, we were 35% below our healthy year comparison of 2019. In June, that number is at 25%.

As the numbers trend up, Woody continues her focus of promoting Adventure, Heritage and Charm. In addition to promoting annual and unique events in the area, she also is involved in highlighting unique attributes of our area. The Red Back Hymnal Exhibit is a permanent exhibit at the Museum Center at Five Points. This exhibit is part of the religious heritage of Cleveland as printing of the hymnals began here in 1951, seventy years ago. This exhibit put Cleveland on the Tennessee Music Pathways Trail.



Kim Gunter
Bulletin Editor



Mica Stephens
Public Image Chair



Douglas B. Caywood
CCO-Club Comm. Offcr



David Curtis Chaffin
Rotary Foundation Chair



Kyle Cooper
Membership Chair



James Harper
Service Projects Chair



[Brittany Katz](#)
Sergeant-at-Arms



[Andrea Boddeker](#)
Club Programs Chair



[James Bently Thomas III](#)
Club Programs Chair



[Peggy Ann Pesterfield](#)
Club Youth Services Chair



[Michael J Griffin](#)
iPast President



[David Curtis Chaffin](#)
Assistant District Governor

Did you know that Charleston, Tennessee was known across the nation for its peas? In its 9th year, the International Cowpea Festival is the main fundraiser for the Hiwassee River Heritage Center, which was established in 2013. The museum chronicles the region's Cherokee and Civil War history. It is a certified interpretive center on the Trail of Tears National Historic Trail. Woody emphasized, "It is a worthy story. This is a human story...to remember what happened where we live." The festival's theme this year is Quaint Country Churches and features the Isaac's as the headliner. The cost is \$5/adult and students/children are free. Visit <https://cowpeafestival.com/schedule/>



August 24th Program: Art is Here with Connie Gatlin and Dwight Richardson

Saturday, August 21, 2021

Birthdays

- Jamie Kyle
August 26th
- Mica Stephens
September 1st
- Terry Buckner
September 3rd
- Drew Gilliland
September 4th
- Lee Montgomery
September 21st



When it comes to the arts in Bradley County, one name comes to mind ♦ Connie Gatlin. Gatlin has had a lifetime of achievement in the area of the arts, always working tirelessly to provide programs, training, education and support to her community. She began her career of inspiring and educating future thespians and show choir singers at Bradley Central High School and continued for 20 years. She established a theatre program with 2-3 full length performances yearly with high school performances running the gamut from South Pacific to Little Shop of Horrors, from Grease to Steel Magnolias.

She also founded the education program at the Museum Center at Five Points and led a team of fellow artists to create a local council ♦ the Allied Arts of Cleveland, celebrating its 25 th Silver Anniversary this year. Through her work on the Allied Arts Council, Gatlin co-founded a fund-raising project called ♦ Chair-ees Jubilee ♦ which has now raised in excess of \$450,000 for local teacher-written grants for the children of Cleveland and Bradley County in classroom arts-based experiences.

When a long standing dance studio was about to shut the doors, Gatlin purchased the studio in 2005 and continued its tradition of quality and classical dance instruction for children in our community. The Cleveland City Ballet is in its 80 th year of serving our community because of her commitment.

But, of all of her accomplishments in her life, there has never been a prouder moment than when she watched her daughter, Abigail, dance as Cleveland ♦s first and only Radio City Rockette in New York City!



Dwight Richardson has been an Affiliate Broker since 1986 and holds a GRI designation. Most of his real estate career has been with Bender Realty, LLC., specializing in residential properties in and around the Cleveland, Tennessee jurisdictional area. He is dedicated to Bender Realty's goals and principals of serving the public with any and all real estate needs with integrity, honesty and superior customer service. He is am a member of the National Association of Realtors, Tennessee Association of Realtors and the River Counties Association of Realtors and has served the Association as President.

Community involvement is important to Dwight. He holds membership and/or volunteer efforts in The Rotary Club Cleveland, serving as a Past President. He is a current member and past board member for MainStreet Cleveland also past advisory council member for the Salvation Army, Cleveland-Corp, member Cleveland/Bradley Chamber of Commerce, past President and current member of the Allied Arts Council, member Chair-ries Jubilee both are arms of the Cleveland/Bradley Chamber of Commerce. I am a recipient of Cleveland State Community College's Community First Award, member Greenway Public Arts Committee and charter member of Art is Here.

Interactive Member Survey: If you're happy and you know it

Friday, August 20, 2021

At our August 17 meeting Melissa Woody talked about the Cowpea Festival and other unique tourism products she promotes for our area. Our tourist interests fall into three areas:

Adventure (like the Hiwassee River, hiking, and more in our natural beauty)
Heritage (Cherokee Nation, Trail of Tears, and Civil War)
Charm (Such as our walkable downtown)

Which is your favorite?

Adventure

Heritage

Charm

Having trouble with the survey link image? Click here:
<https://www.surveymonkey.com/r/RCoC0817PProgram>

Reply Requested: Will you attend or volunteer for Oktoberfest?

Friday, August 13, 2021



Ready to raise money for our foundation with a fun new event? Oktoberfest is coming soon and we need club members to volunteer the day of the event!

The event will be on Saturday Oktober 2nd from 11am - 5pm. Volunteers are needed throughout the day.

We need to know if we can count on you to make the event a success.

Are you planning to be there on Oktober 2nd to help make it a successful event for our Club?

Yes

No

Image not working? Click here: <https://www.surveymonkey.com/r/RCoC0Oktoberfest>

August Service Project: Toiletries Needed for Care Closet

Wednesday, July 14, 2021



For our August Service Project, we are collecting toiletries for the local school systems. These items are kept at the schools and are for students who may need assistance with the basics while they are at school. Needed items include toothbrushes, toothpaste, deodorant, shampoo, soap, feminine products, and clothes. If you are able to donate items or money, please contact Service Chair Jimmy Harper, or bring the items to our August Meetings.

Special Opportunity for 1-Day Rate to Chattanooga Rotary Convention

Wednesday, August 11, 2021

Special Note: If any members of our club want to attend on Friday October 1, let Tanya Mazzolini know. She will be gathering the names of members of our club who plan to attend and registering us as a group.

Details about the event:

As a Rotarian in the vicinity of Chattanooga, we want to extend a special invitation to attend part of our Rotary Zones 30 & 31 Conference on Friday, October 1 at the Chattanooga Convention Center.

We've extended a special 1-day rate for local Rotarians to attend at only \$25 including lunch.

This is a once in a lifetime opportunity to hear Rotary International President Elect [Jennifer Jones](#) as she shares her vision of Rotary's future during our luncheon presentation as well as other leaders from Rotary International.

We'll explore the future of Rotary in interactive sessions that encourage open-minded thinking and new ways to experience the Rotary we know and love.

You'll also have full access to The Hub where you will find engaging, interactive representatives from Rotary projects and programs and a great place to find Rotary swag you won't see every day!

We look forward to seeing you in Chattanooga [Register NOW](#) for

Pathways to our Future Zones 30/31 Conference Chattanooga

and go have fun, fellowship, grow your relationships, and your networks by engaging in this Rotary experience.

Learn more on the Zone 30/31 Website [Pathways to Our Future](#)

Friday October 1, 2021 Schedule of Events

8:30 am - General Session: Leaders on Leadership

10:30 am - Conversations That Matter - Deep Dive on Membership

12:30 pm - Lunch with RI President-Elect Jennifer Jones

Junior Dairy Show Set for September 7, 2021

Friday, August 6, 2021



(Photo by Bethany McCoy)

Mark your calendars to attend the Junior Dairy Show at 6:00 PM on Tuesday, September 7, 2018 at the William Hale Agricultural Center on Peerless Road.

Red badge Rotarians will be assisting with the event as part of the requirements for their blue badges. Take a moment and review the program to thank each of the Rotarians, businesses and individuals who sponsor this event.

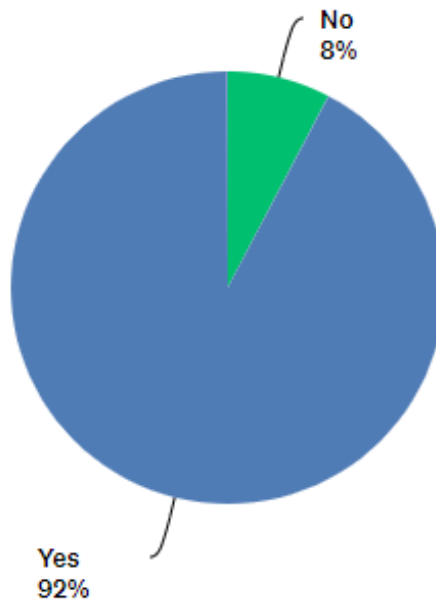
Contact Rotarian Kim Frady for more information.

Results from last week's poll: Did you play any school sports in high school?

Friday, August 20, 2021

At our August 10 meeting Paul Gaffney introduced us to the Gaffney Athletic Preparatory Academy, a Christian academy for sports enthusiasts.

We asked: Did you play any school sports in high school?



Your survey author regrets not asking which sport people played! But whether it was pole vaulting or volleyball or soccer: Go team!

Don't forget to answer this week's survey: [What is your favorite type of local tourism?](#)

Zoom Instructions for 2021

Wednesday, July 14, 2021

Please use the below information to join our zoom meetings.

This link will be used through the remainder of 2021.

Join Zoom Meeting

<https://us06web.zoom.us/j/93292013465>

Meeting ID: 932 9201 3465

One tap mobile

+13126266799,,93292013465# US (Chicago)

+19292056099,,93292013465# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

Meeting ID: 932 9201 3465

Find your local number: <https://us06web.zoom.us/j/93292013465>

There's a Seat for You in Rotary's Future



Get ready for a Rotary homecoming with current and future district and club leaders from 13 states and 31 districts! Reconnect with old friends and meet new ones - the friends of your future. Generate new ideas in new ways in an environment that encourages open-minded-thinking!

All this at the 2021 Zone Conference: "Pathways to the Future" set for September 30-October 3 at the Marriott Convention Center in Chattanooga.

An outstanding lineup of speakers promises to provide lots of information and food for thought. They include Rotary International President-Elect Jennifer Jones, The Rotary Foundation Trustee Chair John Germ, Zone 30-31 Director Elizabeth Usovicz, "The Boy Who Harnessed the Wind" William Kamkwamba, Nobel Peace Prize Recipient Human Rights Advocate Jody Williams, and Pulitzer Prize-winning journalist Stephanie Sinclair.

Interactive sessions will encourage open-minded thinking and new ways to experience Rotary, and the re-imagined House of Friendship, ♦The Hub♦, promises engaging, interactive representatives to share experiences with Rotary projects and programs. "The Hub" is also a great place where you can purchase Rotary signature items such as shirts, jewelry, and accessories.

Young Rotarians should plan to attend the pre-conference Emerging Leaders Program on Thursday, September 30.



As a Rotarian in the vicinity of Chattanooga, the Zone has extended a special invitation to attend part of our Rotary Zones 30/31 Conference on Friday, October 1, at the Chattanooga Convention Center. We♦ve extended a special one-day rate for local Rotarians to attend at only \$25 including lunch. This is a once in a lifetime opportunity to hear Rotary International President Elect [Jennifer Jones](#) as she shares her vision of Rotary♦s future during the luncheon presentation.

Register now for this exciting event. Go, have fun and fellowship, grow relationships and your network by engaging in this Rotary experience.

Register for the conference or get more information about speakers, the venue, and accommodations, at the Zone 30-31 website: www.rizones30-31.org/institute/rotary-summit-2021/.

Club Meeting

Cleveland
Meets at Museum Center at Five Points
200 Inman St E
Cleveland, TN 37311
Time: Tuesday at 12:00 PM