

# Rotary

## District 6780



## Club of Cleveland



SERVE TO CHANGE LIVES

### Speakers

**July 27, 2021**

[Ty Sparks](#)

Chattanooga Red Wolves

**August 03, 2021**

[Cameron Fisher with Don Ritzhaupt](#)

**August 10, 2021**

[Paul Gaffney](#)

Gaffney Athletic Preparatory  
Academy

**August 17, 2021**

[Melissa Woody](#)

Creating a Unique Tourism  
Product - Project Cowpea

### Club Leaders



[Vaughn J Berger](#)  
President



[Bethany McCoy](#)  
President-Elect



[Matt Wiseman](#)  
Secretary



[Tanya E Mazzolini](#)  
Treasurer

[Kevin D. Brooks](#)  
Vice President

### Tennessee Tourism

By Douglas B Caywood on Friday, July 23, 2021



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



*Left to right: Mayor Kevin Brooks, Club President Vaughn Berger, speaker Dennis Tumlin*

Rotary Club of Cleveland was privileged to have Dennis Tumlin, the Key Customer Officer for the Tennessee Department of Tourism Development, as the speaker for the July 20, 2021 meeting. Tumlin grew up in Rhea County. He has a degree in Business and worked for Coca-Cola for 16 years. In 2010, he joined NCCOG.

Tumlin is not a new name for the area as he was instrumental in Dayton, Tennessee becoming the Bass Fishing Capitol of the South and for bringing Nokian Tire to the area. When Governor Lee was elected, Tumlin was brought on board to aid in the 2nd largest industry, behind agriculture, in the state of Tennessee - TOURISM.

In 2019, there was \$23 billion in travel expenditures in Tennessee with 10 years of consecutive growth. There were 126 million person stays and \$1.9 billion in local and state tax revenue. Then.....COVID hit.

There was a 25% drop in consumer spending until the stimulus checks hit. The TN Pledge was developed as well as the TN Strong Mask Movement. In reviewing all of the drops, there was one county that had a 9.9% growth in 2020 - Sevier County. Visitors were looking for ways to be outside. A 35% increase in fishing licenses was reported with an 89% retention rate of those licenses to date. RV and boat sales are up as well.

During 2020, there were 126,000 jobs lost in Leisure and Hospitality. As a way to boost tourism, the 2020 Recovery included the TN Tourism CARES marketing program. \$25 million was poured into tourism and marketing.

Residents are driving up to 500 miles on road trips. Arrivals to Tennessee from June-Dec 2020 increased from surrounding states. Tennessee became 1 of 7 states to have positive change in consumer spending.



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

## Birthdays

Hunter Shamblin  
July 23rd

Carolyn H. Ingram  
July 24th

Ben Chandler  
July 27th

Misty D. Allen  
July 31st

Derrick Kinsey  
August 2nd

Andy Brown  
August 3rd

Vaughn J Berger  
August 3rd

Adam Osborne  
August 10th

James Bently Thomas III  
August 16th

Philip Cason Conn  
August 17th

Elizabeth Harting  
August 17th

Kim Randolph  
August 18th

Victor Boltnew  
August 20th

Phil Jacobs  
August 21st

Tennessee is looking forward to restoring and reaching \$81 million in 2021-2022.

Bradley County has received \$200,000 in marketing grants since 2017. The county has \$152 million in direct visitor spending which equates to \$319 less for each resident to pay in taxes due to leisure travel. Bradley is currently #15 of the 95 counties in Tennessee.

Tumlin concluded with Tennessee's goal - 'To become the best non-beach tourism state in America.'

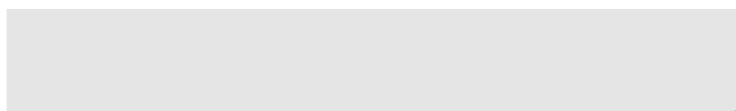


## Interactive Member Survey: Cleveland Rocks! Cleveland Rocks!

Friday, July 23, 2021

At our July 20th Meeting, Denis Tumlin of the Tennessee Department of Tourist Development talked about the importance of tourism to our state.

Tell us: When you have visitors in town, where do you take them?



Having trouble with the survey link image? Click here: <https://www.surveymonkey.com/r/RCoC0723>

## July 27th Program: Ty Sparks, Chattanooga Red Wolves

Thursday, July 22, 2021





Ty was born and raised in the rural community of Wadley, AL, where his love of sports undoubtedly spawned from growing up in a household with both parents as coaches. This love affair was exemplified as he played three years at Quarterback under his father Randy in high school, and kept official stats year-in and year-out for his mother Janet's college basketball team. Following high school, Ty transitioned into an academic career at the University of Alabama that was void of athletic competition (other than spending Saturday's in attendance at Bryant-Denny Stadium). While studying marketing at "U of A", he quickly developed a passion for sales and customer service; and it was after a season-long internship with the Birmingham Barons baseball club that his pursuit of a career in sports business began.

Ty's first full-time position, after graduating with a master's degree in Sport Management, came in Chattanooga with the Chattanooga Red Wolves of USL League One. Still with the club today, his main

responsibility is to put "butts in seats" each Saturday Night at CHI Memorial Stadium. Under current leadership, season-ticket sales have increased by 150% over the past two seasons and excitement in the community is at an all-time high.

Ty permanently resides in the Missionary Ridge community. He is supported by the Red Wolves incredible front office staff, his parents Randy and Janet, brother Matt, and girlfriend McKenzie.

## Paul Harris Fellows Awarded to James Cogdill and Cecil Stanberry

Friday, July 23, 2021



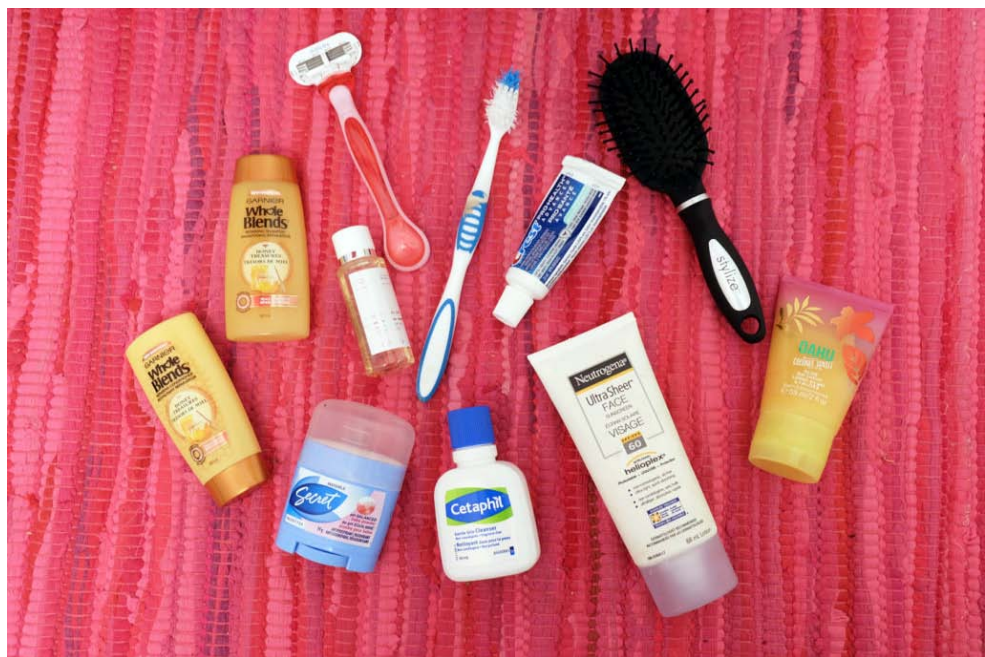
*Left to right: PHF James Cogdill, PHF Cecil Stanberry, Rotary Foundation Chair David Chaffin*

At our July 20th meeting, Rotary Foundation Chair David Chaffin presented two Paul Harris Fellows: James Cogdill (his first PHF) and Cecil Stanberry (his third PHF).

Learn more about what it means to be a Paul Harris Fellow here: <https://www.rotary.org/en/history-paul-harris-fellow-recognition>

## 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, deoderant, 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.

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## 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>

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## 2021 Group Photo

Thursday, July 15, 2021

Thank you to everyone who was able to attend and make our group photo happen!





Left to right:

Row 1: Bill Estes, Jim Buckner, Cindy Gammons, Don Littrell, Amy Card-Lillios, Lyle Swartzel, Tanya Mazzolini, Peggy Pesterfield, Mike Griffin, Vaughn Berger, Bethany McCoy, Matt Wiseman, Kyle Cooper, Mica Stephens, Bently Thomas, Will Jones, Harrison Brown, Doug Caywood, Aaron Weatherford  
 Row 2: Tommy Arrendale, Brandi King, Nick Lillios, Drew Gilliland, Alisha Fox, Jennifer Pennell-Aslinger, Craig Mullinax, Bill Brown, Stephanie Linkous, Ken Jones, Ken Bolin, Leon Shahan, Andy Brown, Ginger Buchanan, Mike Jenne, Miaosheng Peng, Kim Frady  
 Row 3: Tim Poteet, David Carroll, Bill Seymour, Paul McCord, Jay Leggett, Seth Ford, Rufus Tripplett, Victor Boltnew, Kathi Jensen, Milan Blake, Brad Benson, Art Rhodes, Clay Collins, Lee Montgomery, Jim Bilbo, Kim Randolph, Ed Lay, Wayne Wilhelm, Dwight Richardson, Derrick Kinsey, John Stanberry

The picture is especially impressive when you consider how it started . . .



In the preparation photographer Kris Berger managed to capture 81 years of perfect attendance;

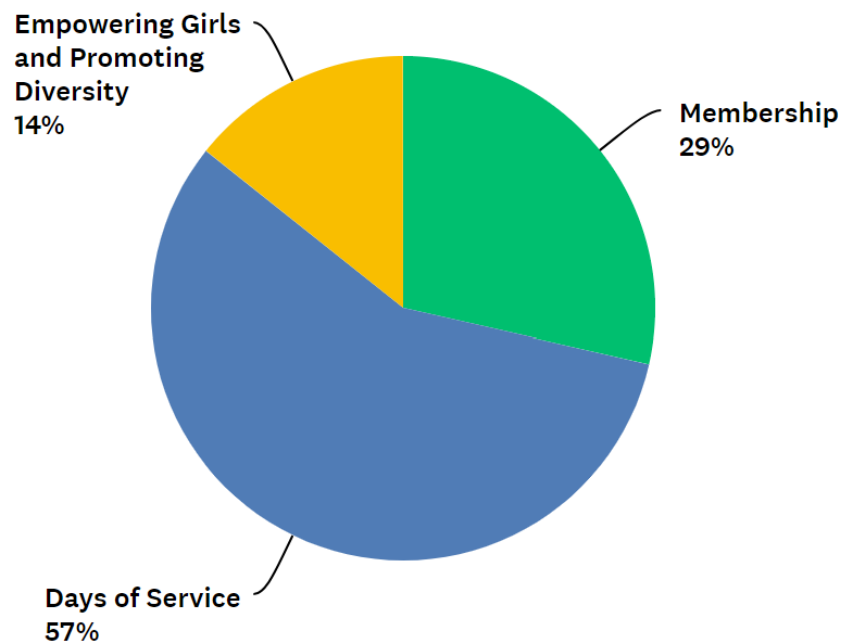


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## Results from last week's poll: Which 21-22 Rotary Initiative Can You Help With Most?

Friday, July 23, 2021

Outgoing President Mike Griffin was awarded the Rotarian of the Year Award at our June 29th meeting. Which of the three pillars of Rotary Initiative presented by District Gov. Cindy Gammons do you think you can help with the most?



Don't forget to answer this week's survey: [Where do you take visitors from out of town?](#)

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**Welcome New District Governor Cindy Gammons!**



District 6780 Rotarians welcomed 2021-22 Governor Cindy Gammons at the District Awards Celebration on June 19 at Webb School in Knoxville.

Cindy has been a member of the Lafayette Rotary Club since 2000. She served as President in 2011-12 and has served on many committees over the years.

Cindy is a graduate of the District Leadership Academy and has worked at the district level for the past eight years, serving as an Assistant Governor for three years, and Assistant Governor Coordinator for two years. Additionally, she has served on the District Conference Planning committee, currently serves on the Governor's Committee, and is a trainer for the Rotary Leadership Institute. Cindy also serves on the Zone 30-31 Rotary Conference Team, which is gearing up for Pathways to the Future in Chattanooga September 28-October 1, 2021.

A graduate of Middle Tennessee University, Cindy received her B.A. in the area of Instrumental Music, K-12. She was the band director and choral director at Macon County High School for nine years during which she received her M.A. and E.D.s. from Tennessee Tech University in the area of school administration.

She was an elementary school principal for one year and then served as principal of Macon County High School for seven years. For the past 17 years, Cindy has served on the Federal Programs Director of Macon County where she oversees the entire Title program as well as other federal grants.

Cindy's pride and joy is her family. She has three wonderful children and six grandsons. Her daughter Meghan serves as a probation officer. Middle daughter Lauren works for the sheriff's department and has six-year-old twin boys, a four-year-old son and a 20-month-old son. Cindy's son, Jon, just finished his freshman year at Tennessee Tech University, where he is studying to be a teacher and hopes to coach football. Cindy also has three-year-old and one-year-old step-sons.

In her spare time Cindy is a huge sports enthusiast. She loves football and is an avid fan of both the UT Vols and the Tennessee Titans. For the past 20+ years she has been an avid runner and has run in over 14 half marathons in Nashville, Murfreesboro, Hendersonville, and Cincinnati, OH.

Cindy is a Paul Harris Fellow plus three and a member of the Bequest Society.

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