



In This Issue
























[About Rotary](#)

[Upcoming Programs](#)


[Recap of last week](#)

[Stay Connected - Follow us on Social Media!](#)

Club Leaders

-  Terry Swaim
President
-  Wayne Ellison
President-Elect
-  Shelly Emanuel Hoffman
Secretary
-  Wanda Weegar
President-Nominee
Treasurer
-  Nicole Hendrickson
Treasurer-Elect
-  Joseph Justin Ariano
Membership Chair
-  Scott P. Zanardo
Membership Retention Chair
-  Jeff Alexander
Rotary Foundation Chair
-  Rodney T. Brundidge
District Grant Chair
-  Jennifer K. Hendrickson
Family of Rotary
International Service Chair
-  Schelly Tennant Marlatt
Public Image Chair
-  Robert Rule
Attendance Secretary
Club Executive Secretary
Sergeant-at-Arms
-  David Thomas Upchurch
ROCK Co-Champion
Club Polio Plus Chair
Training Officer
-  Marlon Allen
On-To Conference Chair
-  Scott Jordan
Club Programs Chair
-  Terry Kolander
Club Service Chair
-  Mark Willis
Past President
Club Fundraising Chair
-  John D. Gibb
Vocational Service Chair
-  Sherwin M. Levinson
AV & Stage Manager Chair
-  Joe Godfrey
Club Fellowship Chair
-  Ife Marie Williams
Youth Services Chair
-  Jennifer S. Hibbard
iPast President
-  Brandy Lynn Swanson
Assistant Governor

Birthdays

-  Suleima Salgado
August 21st
-  Rich Bartolotta
August 24th

About Rotary

Rotary International is an international service organization whose stated purpose is to bring together business and professional leaders in order to provide humanitarian service and to advance goodwill and peace around the world. There are 34,282 member clubs worldwide, representing 200 countries and 1.2 million members.

RI President-elect Holger Knaack's theme for 2020-21, *Rotary Opens Opportunities*, asks Rotarians to create opportunities that strengthen their leadership, help put service ideas into action, and improve the lives of those in need.

Upcoming Programs

Upcoming In-Person & Virtual Club Meeting - Ron Skeete, Executive Director of 100 Black Men of Atlanta



This week, we will be meeting both in-person at The 1818 Club as well as virtually.

Ronald S. Skeete, MSEd is an experienced not-for-profit executive with over fifteen years in the field. He holds a Master of Science in Education as well as a Bachelor's Degree in Economics. Mr. Skeete began his career working on a National Science Foundation grant to replicate effective science and math programs in New York City. Prior to joining The Salvation Army, Ronald Skeete served as State Fidelity Manager for the Children's Aid Society Carrera Adolescent Pregnancy Prevention Program. As Territorial Pathway of Hope Director, Mr. Skeete leads the overall coordination, oversight, direction and implementation of The Salvation Army's nationwide initiative, Pathway of Hope. In this role he will work closely with all divisions to ensure consistency and quality as well as provide technical assistance throughout the Southern territory.

Ron is a member of the Georgia Charter School Assoc., 100 Black Men of North Metro Atlanta, Georgia Public-Private Partnership for Teen Pregnancy Prevention (P3) and holds the position of Vice Chair for Atlanta Heights Charter School. When he's not trying to save the world, Ron enjoys spending time with his beautiful wife Tameka and fun-loving children, Trinity and Ronald.

AWARDS & ACHIEVEMENTS
 Georgia Public Private Partnership (P3) Outstanding Contribution Award 2016
 MENSWEAR Inc. Man of Distinction 2014
 Atlanta Public Schools Mentor of the Year ♦ 21st Century Scholars 2009
 Citation from New York State Governor Eliot Spitzer for Exemplary Service to Community June 2007
 Citation from Senator Kevin S. Parker ♦ 21st Senatorial District 2003
 Inducted into the Academy of Boys & Girls Club Professionals - Youth Professional Level 2001

Register in advance for this meeting and future meetings. You only need to register once and you will have access to all future virtual club meetings: [zoom.us/meeting/register/jupE1cumpjkbZS9P5pzK6C0uYnjcOF6w](https://zoom.us/join/zoom.us/meeting/register/jupE1cumpjkbZS9P5pzK6C0uYnjcOF6w)

To participate virtually, registration is required. For best results, please **COPY** the link above and **PASTE** it into your browser. Upon completion of registration, you will receive a confirmation email containing information about joining the meeting. If you are new to using Zoom, we encourage you to connect at 11:45 a.m on the day of the meeting. If you have any technical problems when connecting, you can call or text Tom Upchurch at 865-250-1141 or Mark Willis at 404-518-1894. Tom and Mark will also be available between now and Tuesday if you would like to do a one-on-one test to make sure you are comfortable connecting. Just let them know if you would like assistance.

Here are some tips from Tom for using Zoom:

1. To see and hear everyone and for everyone to see and hear you, you need a computer linked to the internet, video camera, speakers and microphone (a typical laptop, smart phone or iPad has all this built in). If you don't have speakers and a microphone, you can use your telephone to listen to audio and talk to others while watching visual material on the monitor. If you don't have a video camera, you can still do and see everything except no one will see you.
2. To enter the zoom session click: the meeting link. (If this doesn't open the meeting, copy the address and paste on the browser address line).
3. When the Zoom screen opens click "open Zoom Meetings" as instructed.
4. After a minute or less, you should see some content on the big screen and a little screen will pop up asking which audio you want to use.
5. If you have microphone and speaker on your computer, select "Computer Audio". Then choose "Join with Computer Audio" and you are ready to go. If you don't have a microphone and speaker on your computer, select "Phone Call" Then dial any of the phone numbers that pop up and be prepared to give the meeting ID when asked. Then you can listen to everything on the phone. Be sure to click "done" in the box after you have set up the phone call (I usually write the phone number and meeting ID on a piece of paper in case the phone connection is lost and I have to redial).

Upcoming Programs - Be sure to visit the DACb calendar to see all upcoming events.

- August 25th - Louise Radloff, District V, 2020 Chairman of GCPS Board of Education
- September 1st - Nick Masino, President & CEO, Gwinnett Chamber of Commerce
- September 8th - Candidates for Gwinnett County Commission

Recap of last week

Recap of Last Week's Meeting: Gregg Burkhalter, "The LinkedIn Guy" - The Power of Personal Branding

Our Club made history again last week, successfully hosting a hybrid meeting - in person and via Zoom. It was great to have fellowship with fellow Rotarians who were able to meet in person while including virtual attendees!

Gregg, "The LinkedIn Guy" Burkhalter shared a lot of insight regarding how to enhance and increase our personal branding on LinkedIn. In his previous life, he was a DJ and made his debut on the radio the same day Elvis died. He was also in the music business and when that came to a screeching halt years ago, he had to learn the importance of how to network and why it is so important. There are two types of LinkedIn pages. Your personal page must be knowledgeable, humble and helpful. Your company page must pertain to something you sell, promote and provide special offers. Gregg shared a lot of information with us but some takeaways are:

- * Know the difference between your resume versus your profile. Your profile should stir some kind of emotion, to make your viewers 'feel something'.
- * The three most important things on your LinkedIn profile are your name, your photo and both your hard/soft skills
- * Your brand is not what you say you are. It's what others say you are.
- * It's not what you know or who you know: it's who knows you
- * Employees have ten times more followers than their company's social media pages
- * Social media posts made by employees get 561% more reach than company posts
- * Account reps that use social media as part of their sales techniques outsell 78% of their peers
- * Best times to post on LinkedIn are typically weekdays 7am-9am (Tuesdays and Thursdays are best)
- * During COVID19, it seems that Sundays are great times to post as well as when you like or comment

Thank you, Gregg for the informative and helpful presentation!

CART FUND - The CART JAR Challenge

Terry Swaim encouraged us to get creative in raising funds while we continue to meet virtually. He suggested that we have a CART JAR (mason jar, high ball glass, bowl, etc.) in our office and/or home to collect our daily "extra change" while encouraging others to do the same. Terry requests that we bring our change to our next in-person meeting to be placed in our blue CART Fund buckets. A small amount can quickly add up!

Program Speakers Needed

Start putting on your thinking caps! Each member needs to think of people in their contacts who might have new and interesting subjects in science, business, education, public-awareness, charities, politics, literature, entertainment, etc. Send speaker suggestions to our new Program Chair, Scott Jordan.

In addition, if you would like to participate in a roundtable discussion of what our club members have learned about working remotely, please let Scott and Terry know that too. Many thanks in advance for your input!

Rotarian of the Month

If you know of a member that deserves to be recognized as Rotarian of the Month, send submissions and recommendations to Terry Swaim.

IMPORTANT DATES:

Hidden Hero Surprise-August 17th

Fellowship Golf Outing - September 8th

Joe Godfrey, Chair of the Fellowship Committee aka "The Sultan of Swing" has planned a fun afternoon of golf, fun and fellowship. See the invitation below. Please sign up soon!



Gwinnett Rotary Golf Outing

WHERE: Rivermont Golf Club

WHEN: Wednesday, September 9th, 2020 at 3PM

COST: \$50 including cart.

The Fellowship Committee, Chaired by "The Sultan of Swing" Joe Godfrey, invites you to come on out and enjoy an afternoon of golf, fun and fellowship. We have 5 tee times so room for plenty.

The format will be determined by participation, so **please sign up quickly** so we can agree upon what the game is.

I will be there at 1:30. Range balls included so come practice a bit before playing.

Look forward to seeing you all then-Mike Smith.

ENTRY

NAME: _____

E-MAIL: _____

SEND ENTRY TO: mike@sawvending.com

Rotarians Stand for Peace and Unity on September 21st

Georgia Rotarians are gathering at Rotary Peace Poles across the state on September 21, 2020 to recognize the International Day of Peace. Our club, along with Lawrenceville, Duluth and Gwinnett Sunrise will gather at the Rotary International Peace Pole on Monday, September 21st on the Lawrenceville Lawn, located at the corner of Jackson Street and Luckie Street.

This event will be held both in person and virtually, and will feature speakers from across the state, a Duke/UNC Rotary Peace Fellow, Rotary District Peace Scholar and more. More details to come as they become finalized but go ahead and mark your calendars now to attend if your schedule allows.



Will you stand with us for peace and unity in our communities?

End of Year Party

In the interest of everyone's health and knowing social distancing would be a huge challenge, our party at AC Myers (aka Party Pad) has been postponed to September. Details will become available as soon as can determine it is safe to gather together.

Stay Connected - Follow us on Social Media!



Paige W. Havens
August 27th



Derek Higgs
September 2nd



Brad Beisbier
September 6th



Dionitia Cornell
September 12th