



# Rotary District 7600



## Spirit of 7600



May 2021

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### District Leaders

Judith W. Cocherell  
District Governor

Deborah Altizer Wall  
DG-Elect

Kenneth Wayne Janes  
District Governor Nominee

Rudy Garcia  
District Governor Nominee  
Designate

William M. Mulvihill II  
District Treasurer

Stanley Theodore Wall  
District Secretary

Michael Soden  
DCO - Webmaster

Camile Peter - assistant

### District Committee Chairs

Charles A. Arnason  
Legislative Chair

Stephen R. Beer  
District Rotary Foundation  
Chair

## District News



### WHO?

Have you  
asked to  
join  
Rotary?

**Membership: You Want Me to do What? WHY**  
in the world would I do that?

*submitted by Rich Salon, District Membership  
Chair*

I have asked several Rotary clubs to start a satellite club, and invariably one of the first questions is ♦ why would we want to do that? ♦ So, I ♦ will start by answering **WHY?** I am going to answer the question from the perspective of a cause-based virtual club, rather than a geographic, in-person club, but many of the answers will apply to both scenarios.

To learn the **Top Ten Reasons** your Rotary club benefits from starting a cause-based satellite e-club ♦ Go [HERE](#).

Learn about how two more clubs have increased their membership...

Fluvanna Club: **submitted by Cliff Altschull, club membership chair (804 651-9141)**

**Our increase in** membership recently is due to a number of things.....some by chance and some by design.

1) The Covid-19 pandemic made everyone more aware of all things around us. Thus an organization like Rotary stands out brightly....and we did. We have had 3 huge successful food drives that both raised awareness of the need for food for many families in Fluvanna County and showed the many good things that the Fluvanna County Rotary Club does to help our fellowmen. There was a lot of publicity both in print and TV coverage that we received. Some of our new members came from people that volunteered in the food drive events.

2) We made a concerted effort to reach out to our friends and family in our county to tell them about all the reasons that they should consider membership in our Rotary Club.

3) Again because of the pandemic we chose to go to all Zoom meetings weekly which made it much easier for people to attend meetings from the comfort of their homes. We were able to have many great speakers from all over the state as well as from around the United States.....thus our programs were much more attractive than usual enticing folks to join us.

4) We began having Fluvanna County Virtual Town Hall Meetings immediately after our weekly meetings in March of 2020. We invited many of our county administrators like our school superintendent, county manager, sheriff (who is also a Rotarian), etc. They each gave an update on the Covid-19 pandemic situation in Fluvanna County and of course answered questions from the attendees each night. The attendance at those meetings drew many residents which in turn gave us several of our new members.

**Colleen Bonadonna**  
International Services Chair  
**William C. Dages Jr.**  
Finance Chair  
**Shel M. Douglas**  
District Conference Co-Chair  
**Bonnie S. Field**  
District Awards Chair  
District Conference Co-Chair  
**Lawrence Irwin Frank**  
Interact Chair  
**Dianne S. Gordonn**  
District Public Image Chair  
**JoAnn Meaker**  
Newsletter Editor  
jomeaker51@gmail.com  
**Maureen S. Patterson**  
Youth Service Chair  
**Robert Edward Preston**  
RLI District Chair  
**Dana Lewellyn Rieves**  
DCO Chair  
**Janice L. Rowley**  
Community Service Chair  
**Rich Salon**  
District Membership Chair  
**Susan G. Zachensky-  
Walthall**  
Friendship Exchange Chair

That about sums up the many reasons that we have had a large increase in our membership.....but I also must add that luck as with anything has a lot to do with success in life so we must include that in our results.

James City County Satellite Club: *submitted by Neva Lynde, Club membership chair, Neva.Lynde@cox.net*

The Rotary Satellite Club of James City County was established 3+ years ago to offer an alternative meeting day, time, location, operating model and a different price point. The sponsor club meets for breakfast; satellite club meets in the evening but doesn't eat together.

Different meeting times give Rotarians options to attend either meeting for make-up or for fellowship. Flexibility of having two clubs has saved some Rotarians whose work schedules no longer allow them to participate in the sponsor (legacy) club. We don't compete for members; we find the right fit, even if it's a different club.

We've built a strong synergy between the sponsor and Satellite clubs: we fundraise together, work community service events together, share a mentorship program, and collaborate on our Public Image efforts (consistent messaging. We share a Rotary webpage but have separate Facebook pages). Club cultures are a bit different, however, we have more in common that we have differences.

Our Satellite Club set a very aggressive net membership growth goal of +7 for Rotary Year 20-21, particularly with the challenging pandemic and we are currently at +6. If you don't have a plan, you won't get there. We used a simple two pronged approach: retain and engage current members and recruit new members. They won't care how much you know until they know how much you care.

We continuously seek ideas from Rotarians for local causes we can support to engage our members, increase their buy-in, and increase our awareness of community needs. We search for service projects that meet the community's needs (i.e., increased feeding capacity) and that are appealing to most Rotarians. We adopted a local Title I elementary school which is a worthy cause and has great visibility in the community.

We intentionally strive to be diverse in many ways, to reflect our community populace and appeal to newcomers. When possible, we tailor our events to be family-friendly.

We invite prospective members to join us at community service events and ask them what Rotary can do for them. We emphasize that we're looking for a relationship, not a date. And then we follow up, follow up, follow up.

Simply stated, we seek meaningful, enduring service projects where members can contribute, grow, have fun, and let it show. Enthusiasm, drive, passion and dedication are contagious internally and externally.

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**THE DISTRICT HAS NEW DIGS!** *Submitted by iPDG Clenise Platt*

The District Office has officially moved to Newport News! We want to thank all of those who were able to assist with packing up the office and moving the items to the new location. We also want to give a shout to those who provided a moving truck and ensured all of the services were up and running at the office. As we prepare to organize the new office space we may need your help!

Stay tuned for details about dates and times teams will be at the office so that you can get in on the fun!

***If you want to let us know NOW that you are interested in helping to unpack and organize the office in the future, feel free to email Clenise at [crotary06@gmail.com](mailto:crotary06@gmail.com).***

The Office Suite is number 10 in the Pilgrim Landing Executive Center located at 11847 Canon Boulevard in Newport News.

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**THE ROTARY OFFICE NEEDS YOU!** *Submitted by iPDG Clenise Platt*

Remember, we are still looking for an Administrative Assistant. Staffing for this position is being handled by Priority Staffing. If you or someone you know are interested in this position, please contact Laura Lemm, the recruiter leading this project. Laura's email address is [laura@priority-staffing.com](mailto:laura@priority-staffing.com) or she can be reached by phone at 757.965.4287.

In the meantime, if you are a Rotarian in Newport News or Hampton and don't mind helping us out by making a weekly visit to the office to pick up the mail and handle some general office duties for the District, please contact IPDG Clenise at [crotary06@gmail.com](mailto:crotary06@gmail.com).

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**District Golf Tournament at Kingsmill a Success:** *Submitted by Neva Lynde*

We had a beautiful day for the District Golf Tournament...sunny, 75 degrees, at the Kingsmill River Course. We had our best-ever turnout - 92 golfers (23 teams) - with another 20+ on the wait list. The Rotary club of Oyster Point won the lowest Rotary club team score. Oyster Point also won the DG award for most Rotarians from one club.



Bill Pollard says, "I had a fun day at the Rotary District 7600 golf outing at the

Kingsmill River Course with my good friend Jimbo ♦ The Man ♦ VanLandingam, the Petersburg legend (pictured). Our teammates today were Bard Kirkpatrick (also a Petersburg native and president of the Western Henrico Rotary Club), and Karl Quinn (a fellow Churchland Rotarian and long-time chair of the Eastern Amateur golf tournament in Portsmouth). We finished in second place."

To read more about the tournament and view pictures, go [HERE](#).

**RI Convention ♦ Virtual:** The RI Convention will be virtual again this year, which makes it very easy to attend, and inexpensive too!

To learn more go to <https://convention.rotary.org/en>



## Club News

### James City County Satellite Club Invites YOU!

The Satellite Club is pleased to welcome Mr. Tom Thorfinnson, Chief Strategic Officer at Rotary International, as our speaker on Wednesday, May 12. Mr. Thorfinnson and his team work with Rotary staff and members to develop and implement organization-wide strategy and set and measure goals. His topic is the vision of Rotary International going forward, the effects that COVID has had on our organization and where we are in membership. Don't miss this great presentation.

You are invited to a Zoom meeting.  
When: May 12, 2021 06:30 PM Eastern Time (US and Canada)

Register in advance for this meeting:  
<https://us02web.zoom.us/j/811111111111>  
meeting/register/  
tZErceqorz4tHddN8TZoePwV81H7kG  
lusBJ1

After registering, you will receive a confirmation email containing information about joining the meeting.





COMMUNITY SERVICE PROJECT

We had a great time planting flowers and weeding this past Saturday. We got to actually see and be with our Rotary friends while helping EQUI-KIDS, EQUI-VETS out at their beautiful ranch in the country.

SERVICE ABOVE SELF WITH ACTION + FUN



Rotarians with yard tools and flowers in hand is such a beautiful image!

#DoingGood

#CapeHenry Rotary

#Service AboveSelf

#Open Opportunities



Interact  
FIRST COLONIAL

**Saturday, April 24**  
Our First Colonial  
High School Interact Club  
at Atlantic Shores

**Community  
Service  
Art Project**



The First Colonial HS Interact Club shared their time and art talents with residents of Atlantic Shores this past Saturday. At the end of the day, they gave their paintings to the center.

**A HUGE SUCCESS + FUN FOR ALL**

**Williamsburg Club:** submitted by Will Hummel (President Williamsburg Club)



Our club has diverted our weekly meeting budget to support the donation of food for groups in need. These photos are from a donation delivery to the Williamsburg House of Mercy.



**Goochland Club:**  
Banner day at Goochland Rotary!



Yesterday was an awesome day, I was fortunate to sponsor two new club members, Dr. Adrian Avram, and my beautiful wife, Laura Salon. Welcome to Goochland Rotary, where we do not run away from the fire, we run to the fire! For more information about membership at Rotary Clubs in Central Virginia, please contact me.  
Rich Salon  
District Membership Chair  
Rotary District 7600  
(804) 385-1309

One of Goochland Rotary's area of focus is supporting education by encouraging children to read. For the third year, Goochland Rotary was able to provide every 4<sup>th</sup> grade student in the Goochland County Public Schools their own hard-back copy of the *Wonder* by R. J. Palacio.

If you have not seen the movie or read the book, the story is about a boy named Auggie who has been home schooled because of a facial deformity, and his parents wanted to protect him. As he gets older, he and his parents agree it is time for him to go to school with other kids and he starts his first year in Beecher Prep School in the 5<sup>th</sup> grade. This is a funny and incredibly moving novel about Auggie's adjustment to going to school for the first time, making friends and the students learning to accept him.

In part of the story, one of the teacher's explains to the kids about having a precept to guide them in their life and in making their decisions. Rotary also has a precept to guide us Rotarians. It is known as the 4-Way Test.

Of the things we think, say, or do -

1. Is it the Truth?
2. Is it Fair to all concerned?
3. Will it build Goodwill and Better Friendships?
4. Will it be Beneficial to all concerned?

A label is included in each book with this test.

This year's distribution process was modified to follow Goochland County Public Schools' COVID-19 Health Plan, which did not allow us to distribute the books to the students in person. Instead, this year, Rotarian Robin Hillman prepared a video



with our Rotary Club message that was played for the students and then Rotarian Dr. Raley handed out the books to each student. We missed seeing the children's excitement in person when they received the book. But Dr. Raley collected great pictures of the students receiving the books. Those pictures have been included here for your enjoyment.



#### **New Kent Club:**



The Rotary Club of New Kent hosted a second interactive virtual cooking class aimed to raise funds to support scholarships for local students. Given COVID, this is the only fundraiser series we have this Rotary year for the scholarships. Last month we held the first *Cooking with Lori*, Lori DeSanctis is a member of our club who lives in Italy, is a chef and owner of Molise Cuisine. We raised almost \$1,000 which will pay for one scholarship, so we are at it again in hope to raise additional funds. We hope you will consider joining us this Sunday at 1:00pm for Cooking with Lori.

Next we will have wine Sommelier, Scott Barden, a Brit who lives in Molise, Italy, share his tips on wine pairing. The menu

for this event is titled Italian Basics, based on requests from the last show. Lori will show us how to make Marinara sauce in the cucina with Scott and I will demonstrate the art of making fresh Cavatelli, homemade pasta, from my kitchen in Virginia. The ingredients are minimal and easy to follow. I hope you will consider supporting this event and take part in making some Italian Basics. We encourage you to cook along with us or have a glass of wine and interact with us as we cook.

to register go to: [rotaryclubofnewkent.com/cookingwithlori](http://rotaryclubofnewkent.com/cookingwithlori)

#### **Warwick Club:** *submitted by Jennifer Daknis*



We are PEOPLE OF ACTION! Rotarians from the Warwick at City Center Rotary Club celebrated Earth Day 2021 by spreading mulch and cleaning up the Dinosaur Discovery Trail at The Virginia Living Museum, the museum we help found in 1966. Opened in 2016, the walking exhibit showcases 16 of the majestic animals that ruled the earth more than 150 million years ago including a T-Rex and a Brachiosaurus.

Several Rotarians spent the afternoon at the Northern Neck YMCA Camp Kekoka helping to clean and tidy up the facilities for this seasons' campers. Founded in 1946, the 97 acre camp is located in Kilmarnock and has something for all ages!

President Sharon Martin was recognized as a Paul Harris Fellow+2 at a recent club meeting. Past



President Jennifer Daknis presented Sharon her pin and Foundation Chair Carol Chamberlain,

via zoom, made a brief presentation to the club recognizing Sharon's contributions. The Paul Harris Fellow was established in 1957 to encourage and show appreciation for substantial contributions to the Rotary Foundation.



**James City County Satellite: Submitted by Neva Lynde**

The Satellite Club of James City County volunteered at the Run the Fairway event at Kingsmill River Golf Course. There was a fun run, 5K and 10K run, all on the fairway. and an outdoor living festival. The event was sponsored by the Virginia Turfgrass Foundation, to increase awareness of the benefits of natural, living grass on the environment and supported Rotary's seventh focus area, the Environment.



*Photo Left: Grayson Moore, Courtney Martinez, Bella Martinez, and Neva Lynde.*

and Jane Chambers.

*Photo Right: Cathy Dahl, Elisabeth Reiss,*



*Left: Daughters of Satellite Rotarians and Future Rotarians: Rebecca, Elle, and Morgan.*

Neva says, "I particularly like the three





little girls whose Moms are all in our Satellite Club. This was our first event that all three were together. They had a blast handing out medals and bottled water to all the runners as they crossed the finish line. And they brought big smiles to the runners! Such fun."

And...

Led by PDG Gary Chenault, James City County (JCC) Rotarians cleaned JCC Veterans Park on the 43rd Annual County-wide Spring Cleanup Day. The JCC Club adopted Veterans Park a year ago and displays 100 U.S. flags there at least twice a year. Pictured near the Viet Nam Memorial in Veterans Park are Neva Lynde, Gary Chenault, Ron Lynde, and Roger Saunders. Score one more for the environment!



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#### **Newport News Club:**

It's always a great day to be a Rotarian and today was extra special because it was our first meeting in-person in 4 months!!! It was wonderful to see everyone!



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#### **Huguenot Trail Club:**

We would like to thank Wayne Chiles with ShelterBox USA for being our guest speaker this week. Wayne has been with ShelterBox for over 15 years and he was excited to spread the word about all the lives touched by this great organization. The Rotary Club of Huguenot Trail donated \$1,000 to ShelterBox to support their efforts with future disaster relief.



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#### **Smithfield Club:**





Rotarians hard at work!! Shown here - the Machine (aka Neil Parker) part of our work crew of combined forces from the Tuesday Happy Hour & Thursday Clubs who filled FOURTEEN of those orange bad boys on Rt between the Rt 258 intersection & Cypress Creek Overpass.

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**Alumni Association:** *submitted by John Miller, Rotary District 7600 Alumni Association President*

A Message to the Rotary Alumni Team,

Happy Spring! With summer fast approaching, it is time for the Rotary District 7600 Alumni Association Spring/Summer service project.

As many of you are aware, COVID-19 continues to stress homeless shelters across our Rotary District. With social distancing requirements, many shelters are operating at a fraction of their total capacity. This reality has left many individuals out on the streets and in the elements. In Norfolk, the Salvation Army Homeless Shelter has become the sight of a tent city, which was chronicled just today in the Virginia Pilot. <https://www.pilotonline.com/news/vp-nw-norfolk-homeless-growing-center-20210418-lfzudz7zkbdnzbbghfcmgbgcru-story.html>

To help individuals who can't get shelter, **we plan to purchase 200 ponchos made from recycled plastics for our Spring service project.** These ponchos will be delivered to the Salvation Army in Norfolk and Richmond. In the event that shelter is unavailable, these ponchos will help keep individuals and their valuables dry.

As we shopped for resilient, environmentally friendly ponchos, we realized our budget allocation would not get us across the line in a meaningful way. As such, we are asking each of you to make a small contribution to get our service project over the top.

If each of our Alumni is able to donate just **\$5**, we will be able to purchase the 200 ponchos and support our neighbors in need. Donations are easy.

1. Venmo: @RotaryAlumniServiceProject
2. Mail a check payable to Rotary District 7600 w/Rotary Alumni Service Project in the memo to Mr. John Miller, 388 Boush Street Unit 105, Norfolk VA 23510

**The deadline for contributions is 11 May, the date of our Spring Social.** I hope that you are able to help us reach our goal.

Yours in Rotary,  
John Miller

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#### **Rotaract District 7600**

Check this out! You can WIN an Apple Watch & Support an AMAZING cause By simply donating \$10 via the GoFundMe (linked below) & Filling out a super quick Google Form (linked below)  
Participate today! Prizes announced in June.

GoFundMe: <https://www.gofundme.com/.../selflessness-avoids...>

Google Form: <https://docs.google.com/.../1FAIpOLSeBNNYLq3r.../viewform...>

## Tip of the Month

### One voice, every club

#### Embracing the logo

Together we can unite Rotary

Rotary International President, Holger Knaack put out a message to all clubs.

"Rotary's logos mean so much to us. They're the visual representation of our identity and values, and they instantly

convey who we are. Those of us who've been with Rotary for many years have even seen the evolution of that logo. Repeated and consistent use of our logos builds global recognition of what we do. That's why we all wear our Rotary pins so proudly!

Over the next several months, we'll ask Rotary, Rotaract, and Interact clubs to update their logos to align with our brand standards. This means using the template in the Brand Center to create a [club logo](#) and then using it consistently, like on club websites, social media accounts, and signage, to name a few.

As a leader and brand ambassador, you lead by example when you use Rotary's logos properly in your district publications. You can also support our efforts by addressing branding during virtual club visits, challenging incoming club leaders to update their club logos, or encouraging district public image chairs and committees to contact clubs to offer hands-on assistance.

We understand that updating a logo might not seem to be a very high priority, especially during a pandemic. But look at it this way: With so many of our clubs supporting their communities during this health crisis, consistently using a unified brand signals to the public including potential members and donors that local clubs are supporting the community and those clubs are part of the global Rotary network. It establishes trust in our organization and our members.

Resources are available in the Brand Center and [Learning Center](#), plus you can work with your regional or district public image coordinator for guidance and support.

When every club uses the same visual identity, it builds awareness of who we are and the impact that we make around the world as people of action. Thank you for joining our effort to make the Rotary brand stronger than ever."



## Foundation News

The  
**Rotary**  
Foundation







(Can One do That?)



A  
Message from Stephen Beer:

As we are getting closer to the end of this Rotary year, I have been reflecting on all the good our clubs are doing for our communities and around the world this past year.

Looking ahead, we have many new service projects in the works, too.

Our clubs stepped up to respond quickly to the immediate needs in our communities because of the coronavirus. We increased capacity at local food pantries, provided personal protective gear and fulfilled other immediate needs. The deadline for clubs to apply for this coming year's District Grant is May 15.

Several clubs are working on new Global Grant projects. The Oyster Point Rotary is developing a water project with Rotary clubs in Accra, Ghana. The Chesapeake Rotary is partnering with clubs in Kolkata, India to provide open heart surgeries to impoverished children in India and nearby countries. The Rotary Club of West Richmond is continuing its support of The World Pediatric Project to fund another neonatal care program in the Caribbean. You may recall The World Pediatric Project, formerly known as the International Hospital for Children, was started by Rotarians in the South Richmond Rotary Club.

So, if you have not yet done so, please don't forget to make your contribution to The Rotary Foundation's Annual Fund. It's easy to do online at [my.rotary.org](http://my.rotary.org). After you log in, hit the donate button on the home page, then follow the prompts. For some of us, writing a check is still the preferred way to give. Help your club meet its giving goal for this year. But, more importantly, help Rotary fund our future humanitarian projects locally and elsewhere! Did you know that if your club's giving (which includes their members' giving) to the Polio fund is greater than last year's giving, the total amount will be matched nine to one! There are only a few weeks left to attain this incredible match. Please make sure your polio funds are sent to The Rotary Foundation before the end of May.

Finally, I want to thank everyone who participated in the Giving Tuesday campaign earlier in April. We had an incredible \$79,858 donated on that day! That was a 25.8% increase over last year.

### District Grants and the Ides of May

The 2020-2021 Rotary Grants year demonstrated how Rotary District 7600 and other Rotary districts across the globe met the COVID challenge. Our district hosted district grants and COVID 2019 Emergency grants for a total budget of approximately \$240,000 of district designated funds and other funding from clubs and partnering organizations.

Our clubs met the challenge when 55 of our 61 clubs attended the Grants Management Seminars (GMS) to become eligible to apply for districts for the 2021-2021 Rotary year. Applications for these grants are due to the district grants committee by May 15 via the district grants module in [dacdb.com](http://dacdb.com).

This is a work in progress. A number of clubs have submitted drafts to the module to-date for total project funding of \$38,000 of club, partnering organizations, and district designated funds. This coming year District 7600 has only \$130,000 of district designated funds for club grants, but the clubs will be creative in designing impactful grant projects and seeking partners. More clubs will be submitting their applications in the next couple of weeks as they develop their project proposals and budgets. Watch this space.



**SERVE TO CHANGE LIVES**

All of this is against a backdrop of challenges to club fundraising efforts and limits on the ability of club volunteers finalize the clubs' 2019-2020 district grant projects. These stalwart clubs are weathering the COVID-19 challenges and the district is anticipating novel proposals for district grant projects.

Be proud Rotarians, as we transition from ♦ Rotary Opens Opportunities ♦ to ♦ Serve to Change Lives ♦.



**\$15.5 million gift will fund new Rotary Peace Center in Middle East or North Africa**

Otto and Fran Walter started their foundation to address hunger prevention and peace. Their foundation has pledged \$15.5 million to The Rotary Foundation to start a Rotary Peace Center in the Middle East or North Africa. To read more about this go [HERE](#).

*Photo courtesy of The Otto and Fran Walter Foundation*