

Rotary



Club of Asheville THE COG

Tuesday, October 19, 2021



SERVE TO CHANGE LIVES

Club Meeting

Asheville
Meets at TUTION HALL, TRINITY
EPISCOPAL CHURCH--Proof of
Covid-19 vaccination or recent
(72 hrs) negative Covid-19 test
required to attend in-person. To
request a Zoom simulcast link
email avrotary1915@gmail.com.
60 Church St
Asheville, NC 28801
Time: Thursday at 12:30 PM

Speakers

October 21, 2021

Matthew Bacoate
"A Living Asheville Treasure" -
Hear Matthew's personal
account of how a boy raised in
Asheville's Southside grew up to
found and AFRAM Inc., the
largest African-American-owned
business in Asheville history.

October 28, 2021

New Member Talks
Short, autobiographical talks by
our newest club members

Coming Events

October 21st
Thirsty Third Thursday Social

Club Leaders



Katherine Morosani
President



Ross Sloan
President-Elect

Richard T. Devereaux
Past President

THIS WEEK'S PROGRAM

By Joseph T. Hackett

A Living Asheville Treasure

Matthew Bacoate was born in 1930 in Asheville, to Osie and Matthew Bacoate Sr. Segregation, Jim Crow laws, and the Ku Klux Klan limited opportunities for blacks in the South, yet Matthew Sr. was enterprising, operating at various times a restaurant, a janitorial service, a cement block business, and an ice cream shop. His mother was a teacher, then a cosmetologist. Matthew, Jr., the oldest of three children, attended Allen Home Elementary School and the now historic Stephens Lee High School in Asheville.

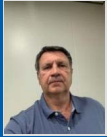


In 1944 the Bacoate family joined in the ♦The Great Migration,♦ which took them to Baltimore, where Matthew Jr. worked at a bowling alley, and later to Kent, Ohio, near Akron, where Matthew Sr. was employed by the Firestone Tire company and continued with a junk business on the side. In Ohio, Matthew Jr. graduated from the integrated Roosevelt High School where, he recalls, he received a good education. When Matthew Jr. returned to Asheville, his strong work ethic, friendly personality, good manners and skills landed him a full-time job at the Chamber of Commerce working as a clerk, a writer, and general jack-of-all-trades. A life-changing opportunity came when business leaders invited him to join a new enterprise as General Manager of AFRAM, a pioneer African American manufacturer. He set work schedules, organized production goals, and designed new products, and AFRAM became the largest black-owned business in the history of Asheville. Over time AFRAM transitioned to ACE (Asheville Community Enterprise), then M.B. Disposables, a manufacturer of disposable protective clothing, with Matthew as owner and a staff, on average, of 47 employees.

In 1970, Matthew Bacoate and AFRAM were featured in a national ABC documentary entitled *Help! ♦ Black Economic Development and Cooperation Between Blacks and Whites in Asheville, North Carolina*. Presidents Jimmy Carter and Richard Nixon invited him to the White House to speak on job creation and economic development, and he served on the advisory committees for Senator Robert Morgan and Senator Terry Sanford.



Secretary



David A. Kozak
Treasurer



Patrick A. Snyder
President-Nominee
Treasurer



Janet L. Whitworth
Past President
Treasurer



Bradley A. Arnold
Rotary Foundation
Chair



Celeste B. Collins
Diversity Equity &
Inclusion



Albert Davis
Community Service
Chair



Melissa R. Drennan
Club Admin Chair



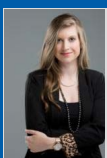
Tanya N. Fletcher
Interact Club Sponsor
Youth Services Chair



David T. Kaverman
Membership Chair



Sharon Kay LeDuc
International Service
Chair



Eva-Michelle G. Spicer
Club Director



Ford Willis
Attendance Secretary
Sergeant-at-Arms



Kristy Wilson
Vocational Service
Chair

Joseph T. Hackett

Matthew attended the University of Southern California 1953-55, WCU in 1970-71, and NC State University 1971-1975. He has served on the Boards of the Asheville Area Chamber of Commerce, the YMI, Pack Place, the Asheville Chapter of the American Red Cross, Victoria Health Care Center, the Black Mountain Center Foundation, and as cofounder of the Black Business and Professional League.

LAST WEEK'S PROGRAM

By Kristy Wilson

Membership Update with Audley Knight

Asheville Rotary had an in-depth conversation from Audley Knight who is part of the Rotary International staff who talked with us about overall Rotary membership. Did you realize that Asia now has the highest membership percentage rocking out at 34%??!! North America is at 27%.

There are over 1,162,763 members with 36,614 clubs. Over 220,000 Rotaract members-who you know are the future of Rotary.

Many Rotarians (like myself) have joined Rotary due to the history of the club service organization and their community involvement. 44% of us anticipate being a Rotarian for their lifetime. The percentage of Rotarians with less than three years of membership experience is at 52%. We need to make sure that these members stay active and engaged. We can help facilitate membership longevity by providing members an impactful experience and making sure their expectations are being met.

People join Rotary because they want to be amongst like-minded people and gain friendships while providing local community service. And, we can't forget that many people join for professional connecting and networking. 85% of all Rotarians found Rotary through other Rotarians.

As Shekhar Mehta has been quoted "serving others changes lives, including our own". It's so true! Shekhar wants to have 1.3MM new people across the world to become active and participating Rotarians. A worthy, doable goal. How do we do this? ALL OF US-INVITE A GUEST.

How else do we recruit members? We can recruit members with a diversity survey, through business associations, non-profit organizations, our friends, and the local Chamber of Commerce. Linked In is another great way to have people see the good that Rotary provides to the individual and our local community. Public image!

Remember to keep engagement flexible and conducive to others' schedules and perceptions. Vary the meeting format, have multiple membership tiers, virtual/hybrid meetings are all ways to make Rotary more enticing. Celebrate your members. Balance fellowship with





Club Programs Chair



[Charles M. Peabody III](#)
Sgt-at-Arms



[Sara L. Marshall](#)
Club Public Image
Chair



[Sophia Stefanidis
Ungert](#)
Past President



[Richard T. Devereaux](#)
Assistant Governor

Birthdays

Daniel J. Lepore
October 19th
Oscar P. Wong
October 21st
Ford Willis
October 26th
Charles M. Peabody III
October 27th
Susan F. Harper
November 2nd
Ken Nelson
November 7th
Dena B. Whalen
November 12th
Katherine Morosani
November 14th
Avtar Singh Dhaliwal
November 14th

Wedding Anniversaries

Robert Steve Frellick
October 20th
Barbara J. Bowers
October 21st
Callie Elise Davis
October 28th
Colleen S. Dieterly
October 28th
Catherine Jo Early
October 28th
Michael S. Trayford
October 30th
Edmund B. Parker
October 31st
Robert C. Kendrick
November 1st
Richard T. Devereaux
November 3rd
Ford Willis
November 7th
Scott B. Carter
November 13th

community/international service projects. Embrace projects with other Rotary clubs. Involve your Rotaract.

Remember factors about membership satisfaction include comfort with other club members, positive impact upon the community, and confidence in club leadership. Also, the meetings need to be enjoyable and engaging.

Lastly-"Together we see a world where people unite and take action to create lasting change across the globe in our communities and in ourselves."

I know I'm happy to be a part of Rotary-how about you? Now, I need to remember to start inviting guests!

MARK YOUR CALENDARS

District Rotary Foundation Banquet Oct 30th

Event hosted by Rotary Foundation Trustee Chair John Germ. There will be presentations for last year's Foundation contributions (IPDG David and IPDRFC Carol) and a special presentation by the Rotary Club of Valdese. Go to DacDB calendar to register. Event Date ♦ October 30th at Morganton Community House in Morganton, NC . Cocktails begin at 5PM followed by dinner at 6 PM. Cost is \$45. Additional details: music by Rick Hefner & Company, coat and tie/cocktail attire, cash bar (no credit cards accepted.)

CLUB ANNOUNCEMENTS

COVID-19 Boosters Available at Reuter Center

The COVID-19 vaccination and booster clinic at the Reuter Center is open to everyone, no appointment needed. Vaccinations will be available each weekend in October. November dates will be added if there is adequate demand.

Friday's in October: 1:00pm-8:00pm
Saturday's and Sunday's in October: 9:00am-5:00pm

Community Grant Applications

The Community Grants Committee would like to update you on the Harry R. Morrill Community Grants for 2022.

As a reminder on how these grants began; in 1981 Harry R. Morrill donated to funds our Rotary Club with the intent to use the spendable income ♦ for educational or local charitable donations that conform to Rotary ideals. ♦

To apply for a grant, recipient organizations must be classified as a 501 (c)(3) public charity, church, school, or government agencies. Eligible charitable purposes for these grants include support for health, human services, the arts, and education. Applications for grants must be

received by October 31, 2021, for projects proposed for the 2022 calendar year.

The Committee members expect to recommend 10 organizations to our club's board for approval. These organizations will each receive \$1000.

Grants will be awarded in December 2021, and the recipient organization's representative will be invited to attend one of our January 2022 meetings.

Club members, your help is needed to spread the word about this grant opportunity. The application is also posted on the club's website under the club's links tab and is downloadable by the public. I encourage you to forward it on to organizations that you feel may benefit from not only the \$1000 grant but also the chance to share their organization's mission with club members at one of our January meetings.

Please contact committee chair David McCartney with any questions. My contact email is david.mccartney@hotelarras.com and cell phone is 828-275-8680.

Rotary World Polio Day



As October begins and we approach **World Polio Day on October 24th**, the Rotary community is getting ready to amplify our message about eradicating polio to protect the world's children from this devastating disease. Together, we've made tremendous progress. Now it's time to intensify our fight to make polio the second human disease ever to be eradicated

Brad Arnold encourages members to consider making donations to Polio Plus. This can be accomplished through your Rotary account at [MyRotary.org](https://www.MyRotary.org) or Rotary International's site website www.Rotary.org

President Mehta's [World Polio Day Video](#) message

Update on In-Person Meeting Policy

A new order from the Buncombe County Board states that "**face coverings are required of all Buncombe County citizens, residents and visitors in any indoor spaces in public spaces** to maximize protection from the Delta variant and prevent possibly

spreading it to others. Indoor public places means ... any indoor place the public is invited or allowed to enter and gather." The order also says, "for restaurants, bars, and other food establishments, this includes that all guests wear face coverings at their tables **unless actively drinking or eating.**"

In order to comply with this order, our club **now requires that all meeting attendees continually wear a face covering** unless actively eating or drinking, regardless of vaccination status.

Donations and Scholarships

Donations to our **Club Foundation** can now be made directly on our website. Couldn't make the fundraiser but want to contribute to our projects this year, owe happy dollars for birthdays and anniversaries, been fined for looking too good in the media ♦ hit the EASY button by going to RotaryAsheville.org.

Please bring raffle items for our weekly drawing that benefits the **Tennent Scholarships**. Promote your business, your passion, or your creativity.

Cart Fund



The CART Fund is dedicated to raising funds to provide ♦seed♦ money for cutting edge, high impact research in hopes of finding a cure/prevention for Alzheimer♦s disease. Consider contributing \$1 a week per quarter; \$13.

For Birthday/Anniversary/Happy Dollars/CART Funds
please mail your check to
Rotary Club of Asheville Foundation
P.O. Box 1954
Asheville, NC 28801

Additional Volunteer Opportunities :

*Please submit any volunteer opportunities you feel your fellow Rotarians would enjoy being a part of.



If you would like to add an announcement in an upcoming COG, please email [Lisa Cutshaw](mailto:Lisa.Cutshaw) no later than Saturday, prior to Tuesday publishing.

FOUR WAY TEST



THE FOUR-WAY TEST

Of the things we think, say or do:

first

Is it the **TRUTH**?

second

Is it **FAIR** to all concerned?

third

Will it build **GOODWILL** and
BETTER FRIENDSHIPS?

fourth

Will it be **BENEFICIAL** to
all concerned?
