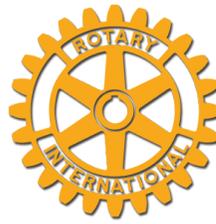


Rotary

District 7670



District Leadership



Kenneth A. Shull
District Governor



Tammy Mosteller
DG-Elect



Sean Gibson
DG-Nominee

DG Ken-September

By Kenneth A. Shull

The leaves are beginning to change, which means our Rotary year is already one-third complete! I'm proud of the many projects and activities you are continuing to sponsor and facilitate, especially as many events continue to be relegated to online/virtual only.

October is a great opportunity to focus on Rotary's area of focus "Economic & Community Development" with speakers from your community or around the world. For example, did you know we have a program called Rotary WORKS?

Rotary Works is an initiative provided for Rotarians and Rotaractors within Zones 33 & 34 experiencing career transition. This initiative is comprised of three distinct programs, providing education, networking, and/or financial resources for participants, providing mentorship opportunities for personal and professional development. [You can learn more about the program here.](#) We have many participants here in our district that would be happy to share a program for your club or there are video links on the zone website that you can use too!

October is Economic and Community Development Month

By Joey Macaluso on Friday, October 1, 2021



Economic and Community Development is one of Rotary's Areas of Focus! Rotary chose these areas as they reflect critical humanitarian issues and needs. By focusing our efforts in these areas, Rotary can make a more significant impact locally and globally!

District Foundation Banquet

By Gary D. Dills

It is time to register for the District Rotary Foundation Banquet for all Rotarians and guests:

We have a great program headlined by Rotary Foundation Trustee Chair John Germ. We also have presentations for last year's Foundation contributions (IPDG David and IPDRFC Carol) and a special presentation by the Rotary Club of Valdese.

Details-- 30 October, Morganton Community House in Morganton, 5PM cocktails with dinner 6 PM, Cost \$45 per person, Music by Rick Hefner & Company, Dress: Coat and tie/cocktail attire, CASH bar (no credit cards!!)

Go to dacdb calendar or [use this link to register](#). If you have trouble, contact Gary Dills at gddills@gmail.com.

Branding Matters!

By Tim Radford

Is your club using the correct Rotary branding?

We all recognize the golden arches of McDonald's and the brown UPS trucks bringing goodies to our homes. In fact, if we see anything but a brown truck, we question whether it's really UPS. These were great examples of branding that Assitant Rotary Public Image Coordinator (ARPIC) Billi Black shared with a class of Emerging Leaders this week at #NaplesReunion at the Rotary Leadership Summit in Naples, Florida.

Many of our clubs are using old, outdated branding inconsistent with Rotary's branding. With that in mind, I wanted to share some resources where you can get the latest logos which were adopted in 2013, over 7 years ago.

I have samples for your Facebook Cover Photo and Facebook Profile Pictures at <https://www.rotary7670.org/>. Just navigate to our District page and click on the **Public Image** tab for those files.

Events

October 30th
[District 7670 Foundation Dinner](#)

Club Anniversaries

[Valdese](#)
October 13th

[Denver/Lake Norman](#)
October 23rd

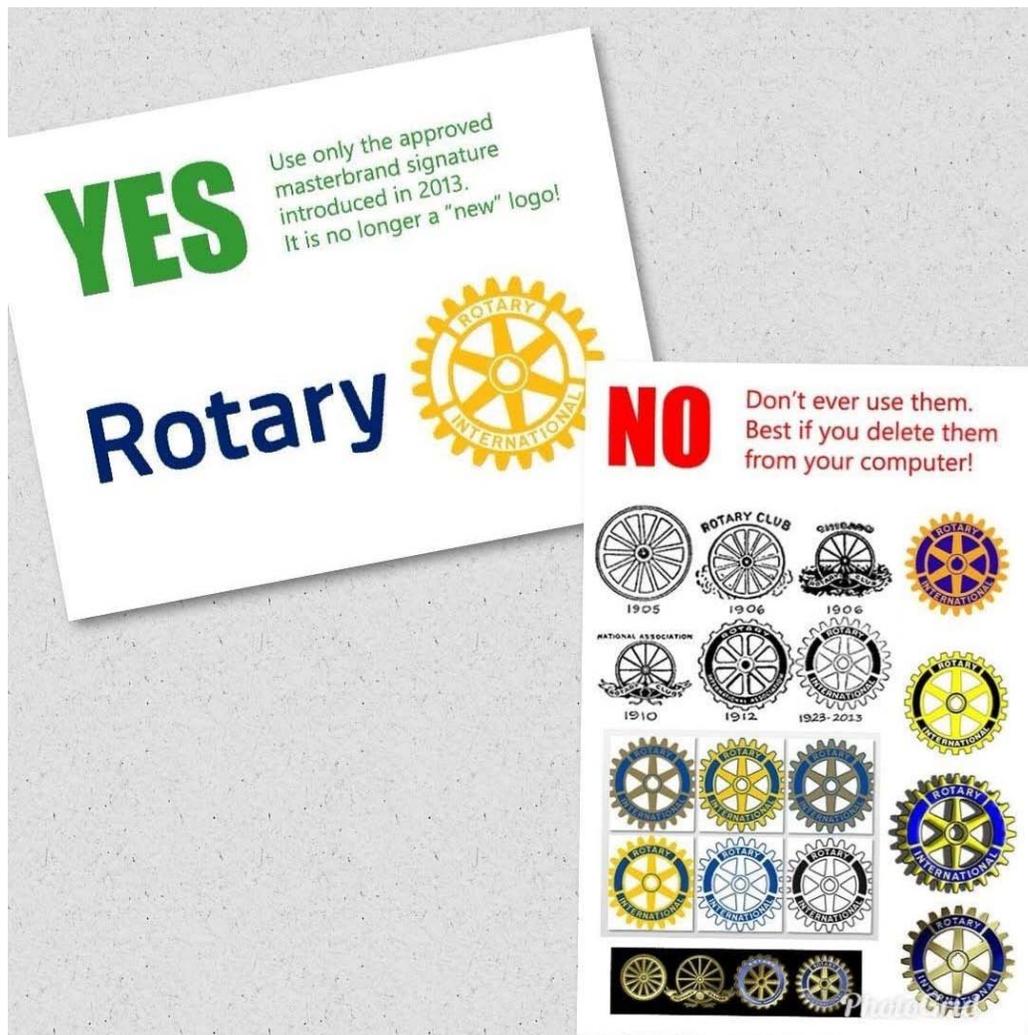
Black Mountain
October 24th

Another GREAT resource for Public Image is from the Zones 33-34 Public Image team. This includes templates and a link to Rotary's Brand Central. That link is <https://www.rizones33-34.org/z33pi/>

With that said, please make sure that your branding is current so that we can all take pride in consistent branding.

If you are using any of the "NO" logos below, please delete them from your computer so they don't accidentally get used in the future. If you don't know how to delete these files, please throw away your computer and buy a new one. (Yes, I'm joking ... but branding is super important.)

If you have Public Image questions, feel free to reach out to me at timradfordrotary@gmail.com. My job is to help you promote your club.



District CART Update

By Michele Garashi-Ellick on Tuesday, October 5, 2021

Thank you to all the clubs that have kicked off their CART campaigns for this year. We are off to an excellent start. Our goal is to have 100% participation! Don't be left behind.

How about a Trick or Treat event for Alzheimer's or a Club member challenge? Just reach out and let us know how we can help. Our district has a team of volunteers ready and able to provide club programs, CART pins, little blue buckets and more.

Enjoy the change of seasons. Stay healthy and safe.



ROTARY MEMBERSHIP GROWTH

By Philip Reed

Big Bold Year-Long Plan vs Simple Plan Repeated Often?

Do special situations, such as the effects of the COVID-19 lockdown and months of virtual Rotary Club meetings on your membership numbers, call for special membership retention and growth plans, or will time-tested regular times plans rebuild and grow membership for our Clubs?

After listening to the leaders of District 7670 Clubs which grew their membership 20% or more last year in RY2020-21, we suggest that you use the simple time-tested goal-setting and achievement techniques recommended by weight loss and business success experts to grow your membership:

(1) SET YOUR GOAL, making sure it is reasonable and measurable, expecting the historic 15% annual attrition rate

(2) PLAN YOUR ACTIONS to achieve your goal, keeping in mind the historic ♦10 suspects = 3 prospects = 1 sale (new member)♦ business model

(3) START IMMEDIATELY taking those planned actions

(4) REPEAT those actions, again and again, until your goals are met

Summary: Make it simple, do not wait; start today!

Your District 7670 Membership Team is here to help if you get stuck: MembershipManiacs.com

Just do it!

D7670 Membership Team
MembershipManiacs.com

Wells for Nora-How You Can Help

By Sarah Teel Leatham on Sunday, October 3, 2021



Nine year old girl gives up her savings to buy Bibles for a new church and then at age 17 started a well project in Kenya to help bring clean water and better the lives of people in need. Her life was cut short by a car accident on the night of her high school prom but her friend and confidant continues to keep her legacy alive by building a well each year in her memory.

About a month ago I received a call from a fellow Rotarian in Murphy, Bob Massey, who spoke with such passion about a young girl who left an imprint on his heart and soul. His story and his deep-seated desire to bring a project to fruition, honoring a young girl♦s need for helping others touched me in a way that I too wanted to share the story of Nora.

Nora Starks loved horses more than just about anything in the world. She dreamed about what type of horse she would own someday and saved her allowance and every bit of money earned doing odd jobs in hopes of turning her dream into a reality. At age 9 she had saved \$1,000 to buy a horse and was eagerly seeking the opportunity to find the right one when she heard her church pastor share a need one Sunday morning. A Hispanic

church was just forming and there was not enough money for Bibles for either the children or the congregation. After the service, Nora told her mother that she wanted to give all of the money she had saved to make sure the church had what they needed, because how could you have a church without Bibles? How would anyone learn about God if they didn♦t have his book? Nora♦s mom told her it was not necessary to donate the whole \$1,000 but Nora was adamant that everyone would receive a Bible. Nora was not your typical 9-year-old! [Read More](#)

Pictures in EZStories!

By Billi J. Black on Sunday, October 3, 2021

THANK YOU for learning to use EZStories to add a story to our fabulous District Bulletin.

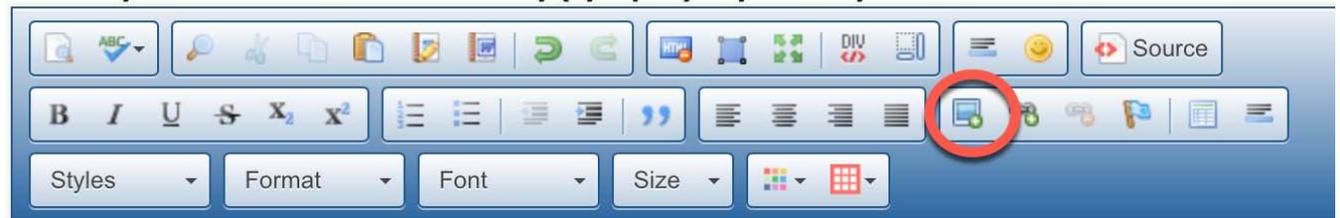
We have heard some frustration with pictures in EZStories.

Try adding the picture on the Story Content tab, rather than the Information tab. (Main Story Image)

Use the picture icon on the second line of icons in the last box. OR Copy your picture - Ctrl C and then Ctrl V for copy!

Then, once the picture is placed if it is too big or you want to add white space around it, just double click the picture and change the size or the white space.

Summary -- Enter below a brief summary (synopsis) of your story.



10 Million Meal Challenge Continues

By Alex R Portelli

The 10 Million Meal Challenge is still ongoing! For the third year in a row, Zone is collecting data as we continue to

spread good throughout our District by feeding our communities. Last year, Zones 33 & 34 collectively provided more than 6 million meals to those in need and well over 250,000 of those meals came from our District!

The process for meal data input is pretty easy. If you haven't already done so, please appoint a Club Meal Challenge Champion and let me know who that person is by name and Club number. After that, it is simply a matter of inputting your Club meal donation numbers (and photos!) into the Zone10 Million Meal Challenge site. That site is just a link away at <https://www.rizones33-34.org/feed10million-initiative/> [Read More](#)



Register World Polio Day events

By Tiffany Ervin



Take action for World Polio Day on 24 October by promoting awareness of Rotary's polio eradication efforts, raising funds, and planning club events. Let's engage our communities in the fight against polio, because as long as polio exists anywhere, it remains a threat everywhere. Download the [World Polio Day Toolkit](#) for resources and tips for participating in promoting a polio-free world.

Be sure to register your club participation for World Polio Day on endpolio.org to show how Rotary, Rotaract, and Interact clubs around the world are striving to eradicate polio. Club presidents who register their events, fundraisers, and promotions by 14 October will receive access one week early to download Rotary's World Polio Day Global Update program, which is scheduled to broadcast on 24 October on [Facebook](#) and at endpolio.org.

Two named Paul Harris Fellows

By Rachel Hoskins on Saturday, September 18, 2021



Bryson Bert and Tyler Cloer were recognized as Paul Harris Fellows during the Tuesday, Aug. 24 meeting of the Rotary Club of Franklin Daybreak. Paul Harris Fellows are recognized when they donate \$1,000 to the Rotary Foundation. (Pictured left to right) Daybreak Foundation Chairman Ron Winecoff, Bert, Cloer and his father long-time Rotarian Jeff Cloer, and DG Ken Shull.

Hero Appreciation Baskets

By Joey Macaluso on Friday, September 24, 2021



Today the Rotary Club of Murphy delivered Hero Appreciation Baskets to local area first responders and medical staff! Our club appreciates all that our local first responders and medical staff are doing to help our community, and we hope the baskets full of snacks brighten their day. Rotary's motto is "**Service Above Self**" and we are excited to bring a little joy to those in our community who live and work by that motto every day to keep us safe and healthy.

Our club would also like to thank all those who took the time to donate items to show their appreciation for all the hard work these individuals are doing to help our community deal with rising Covid cases and increased hospitalization. A big thank you to Sherry Raines, the Executive Director of the Cherokee County Chamber of Commerce, and her team for allowing us to use her office as the drop-off location for items and for putting the baskets together! We would also like to thank Our Club President for delivering the baskets to the different first responders and medical staff around our local area. Thank you to all the first responders and medical staff in our community and worldwide working to make the world better every day.

Paul Harris Fellow Presentation

By Julie P. West on Monday, September 27, 2021

During a recent Rotary Club of Lincolnton's weekly meeting, DGN Tammy Mosteller recognized two Paul Harris Fellows, Tony Simpson and Stanley Spence. It was a special event and both Rotarians enjoyed sharing it with their wives who were in attendance.

What a great day to be a Paul Harris Fellow!!
[Read More](#)



Rotary of Lincoln's Newest Member

By Julie P. West on Sunday, October 3, 2021

It is a great day to welcome a new member to Rotary!! Welcome to the newest member of the Rotary Club of Lincoln!!



Robin Radovick was proposed by President Ed Lindsey and inducted by DGN Tammy Mosteller.

In Memorium-Marty Geyer

By Tiffany Ervin



We are saddened to announce the loss of one of our long-time members in Four Seasons Rotary, Mr. Marty Geyer, who died peacefully at his home on Sunday, Oct. 3.

Marty had been a member of Four Seasons Rotary since 1997 until his health declined earlier this year and he resigned in June. He had many years of perfect attendance and could always be counted on to show up to our club service projects and fundraisers. He and his wife Anne (his "Rotary Anne" as they would say) were integral parts of our annual Head Start Christmas parties.

Marty proudly served as President of our club in 2001-2002, and remained good friends with his District Governor Dennis Sanders in Franklin. This photo was taken at our inaugural Zero-K fundraiser. He was also a multiple Paul Harris Fellow and Benefactor to The Rotary Foundation.



SERVE TO CHANGE LIVES