



**SERVE TO  
CHANGE LIVES**

## DISTRICT 6960 SOUTHWEST FLORIDA

### MESSAGE FROM DISTRICT GOVERNOR ANDY



November is one of my favorite months of the year, with the changing of seasons in full swing and the celebration of Thanksgiving, my favorite holiday. As I reflect on the recent past with everyone being touched in some way by the pandemic, we have much to be thankful for this Thanksgiving. I encourage you to take time to look forward to our bright future and the opportunities we have in Rotary. I can assure you the best is yet to come.

We had an amazing turnout at the Foundation Luau on October 30. Celebrating our Rotary Foundation on the beautiful Myakka River was special. I am grateful to everyone who made the event possible and thank you to all that attended.

As I enter the mid-point of visiting clubs in District 6960, I continue to be inspired. I cannot say how proud I am of each and every club for your diversity, ability to problem solve, and for bringing service to our communities and the world.

I am especially inspired by our membership growth this year. This is made possible by individual Rotarians inviting others to join our great organization. Gerard Sola, our District Membership Chair, recently told me that we reached a net membership growth of 105 for this Rotary year. This is phenomenal and I applaud each District 6960 Rotarian who is opening the door to Rotary for others.

Many of you have heard my message about Rotary, first and foremost, being a membership organization. Without our members, we could not perform all of the wonderful service projects that get done in our local communities and around the world. Without our members, there would be no Rotary Foundation. Also of great importance to Rotary is the service by our members and our generous giving to The Rotary Foundation. Keep in perspective that these are the driving force behind the success and longevity of our amazing organization over many generations. We can keep that happening because we have and will continue to have strong members.

### **THERE ARE FOUR FUNDAMENTAL LEADERSHIP SKILLS WHICH HELPED GUIDE MY STRENGTH TRAINING IN LEADERSHIP DEVELOPMENT: SELF-AWARENESS, COMMUNICATION, INFLUENCE AND LEARNING AGILITY. THE CENTER FOR CREATIVE LEADERSHIP ALSO INSPIRED ME IN THIS AREA.**

**INFLUENCE.** This month I focus on the leadership skill of influence. Please ponder on how you influence our world around us and build your leadership skills in this area. To effectively and appropriately influence as a leader, all of the core leadership skills must be working together. A good leader is comfortable, persuading, promoting and delegating.

We are influenced during every waking moment by news, social media and a number of other channels surrounding us. We are also influenced by the people in our lives. Like most Rotarians, I remember the day I was influenced to join Rotary. The simple act of being asked to lunch changed my life. At the core of Rotary sits the first Object of Rotary, "The development of acquaintance as an opportunity for service." The one-to-one connection that happens in Rotary makes a difference in our world, and we are each part of it.

I reflect on a statement made by Past District Governor Howard Crowell, "one on one gets things done." This message embodies influence, in my opinion. You have the opportunity to be the person who changes someone else's life by influencing them to join Rotary; all you have to do is ask.

Yours in Rotary Service,

*Andy Lyman*

Andy Lyman  
District 6960 Governor 2021-22

## Clubs of Action



### Rotary Club of Naples Habitat for Humanity

Members from the Rotary Club of Naples joined Habitat for Humanity earlier this month to build hope in their community. Rotary is more than a meeting, and you can join the Rotary Club of Naples or partner with your local Habitat for Humanity to make an impact in your communities.

[Learn more here.](#)



### Rotary Club of Longboat Key Celebrates Harvest Fest

The Rotary Club of Longboat Key teamed up with the Children's Guardian Fund (CGF) to help make memorable moments this season, hosting Harvest Fest this past month; 114 children in foster and state care received books, toy, food and games to celebrate the season. CGF provides emergency essentials and ongoing support for the needs of children in foster and state care.

[Continue reading.](#)



### Rotary Club of Englewood Donates 1,000th Book

At the end of 2020, Deborah Hegedus, former president of the Rotary Club of Englewood, reached out to Ferst Readers to partner together to bring books to local Englewood children as part of their literacy component. Through a Rotary District Grant, Foundations Early Learning Center began receiving an age-appropriate book and literacy resources monthly for every child, birth to 5 years old...

[Continue reading.](#)

## People of Action



### President Shawn Shields Presents Pints for Polio

President Shawn Shields from the Rotary Club of Anna Maria Island organized Pints for Polio to support the Rotary Foundation's efforts in eradicating Polio. "President Shields demonstrated extraordinary leadership to organize the event in record time," says a member of her club. "We are proud to have an outstanding example of leadership in our district. Thank you for your commitment to Rotary!"



### DFC Alfred Delivers a Great Foundation Luau

Over 250 Rotarians and friends from around the district came out to the Englewood Youth Foundation Campground in Venice to enjoy live music, barbecue, drinks, kids' activities and fellowship at the beautiful spot along the Myakka River. The event was spearheaded by District Foundation Chair Alfred Current and his amazing Foundation team.

[Click here to reach the full story.](#)



### Past President Darcy Hanley Receives Award

Congratulations to Past President Darcy Hanley, who received the Rotary Citation Award 2021-2022 for her excellent work in leading the Rotary Club of Punta Gorda in achieving at least 13 out of Rotary's 25 citation goals, such as reaching funding goals or increasing membership. With Rotary Citations, club leaders can choose goals their club wants to target. [Learn more here.](#)



# Rotary Foundation

**November is Rotary Foundation Month** which means we're celebrating the projects The Rotary Foundation helps support. The Rotary Foundation helps Rotarians to advance world understanding, goodwill and peace by improving health, providing quality education, improving the environment and alleviating poverty. Last month, we started celebrations a little early at our District 6960 Foundation Luau on October 30. Through generous donations and hard work from Rotarians across the District, the District 6960 Foundation is able to fund meaningful projects, including clean water projects and polio vaccination drives, local and international communities.

[Discover more about The Rotary Foundation.](#)



*What is your club doing to recognize Rotary Foundation Month? Send us your stories and photos to share in next month's newsletter and on social media. Submit to: [susan.r.courter@gmail.com](mailto:susan.r.courter@gmail.com).*

## membership

Membership growth is the engine that powers the vehicle of Rotary. Growth is important because new ideas and new interests reinvigorate the club, bringing in new energy and future leaders.

The District 6960 membership team understands the importance of a strong membership base, and encourages Rotary clubs to focus on innovative ways to attract new Rotarians. Adding new clubs is one of the best ways to do this. One new community in southwest Florida has identified the need for a Rotary club and is quickly taking the necessary steps to charter a new club.

Wellen Park is a planned community located in Sarasota County toward the northern part of our district. It's a prime area for new families, business leaders and people moving into Florida, and it's well on its way to becoming home to our newest Rotary club. Join Rotarians and prospective members for a [social event](#) to promote the charter of the new club!

## public image

Why is public image so important to Rotary? In simple terms, public image is how you or your organization is perceived by the public. Don't you want people to think of Rotary as the club that makes the community better? The club with all of those People of Action? We know we are amazing. Having a public image team, plan and toolbox is how you make sure others know it, too.

Make sure your club is on track to earn the public image citation. Click the links below to complete all tasks. Not sure if your club is keeping up? Ask [Susan Courter](#) for your club's progress report.

[November - Celebrate Foundation Month](#)

[October - Promote World Polio Day](#)

[September - Content Calendar](#)

[August - Public Image Plan](#)

[July - Social Media Audit](#)

*NOTE: The forms for first-quarter tasks will be unavailable after November 30, 2021.*

**When: Wednesday, December 8, 2021, at 6 p.m.**

**Where: CoolToday Park - Superior Pools - Tomahawk Tiki Bar**

**A NEW Rotary Club is forming in Wellen Park!**

**[Click here to register!](#)**

Everyone who engages with Rotary—no matter who they are, where they are in the world or how long they have been connected with Rotary—should feel valued, respected and welcomed. These ideals reflect what current and prospective members want and expect from their Rotary experience: respect, ethical leadership, inclusion, and the opportunity to work together to create more just, open and welcoming communities for all people.

Diversity has long been one of Rotary's core values and continues to serve as a foundation for how we interact with each other and our communities.

One thing DEI is not is a political issue; we all have the right to be treated with dignity and respect, to have equal opportunities for fellowship and service, and to be given the same platforms for our voices to be heard. In hopes of reinforcing that message and expanding members' thinking and perspective on DEI, the district has developed a presentation for sharing at club meetings.

To learn more about the topic of DEI, schedule a club presentation or contact District 6960 DEI Chair Natalia today.



**Natalia E. Armstrong | District 6960 DEI Chair | [coarmnatalia@gmail.com](mailto:coarmnatalia@gmail.com)**

## Water, More Water

"When we arrived at our destination in 2014, it was in the foggy darkness of night. We, the Rotary Club of Estero members, happily climbed out of the tightly packed rented SUV with relief to stretch our legs. We had only stopped once in that grueling 9-hour drive, in beautiful Huehuetenango, to use one of the very few clean public usable toilets along the way from Guatemala City to Santa Eulalia."

*Sally Smith*



*Sally Smith and fellow Rotarians traveled to Guatemala to help promote clean water and sanitation. Read about their challenges and accomplishments in "Water, More Water."*

[Click here to continue reading](#)



## District 6960 Renewable Energy Challenge

Shine a light on renewable energy

Supporting the environment recently became Rotary's seventh area of focus, giving Rotary members even more ways to bring about positive change in the world and make a greater impact. Our district is embracing the new focus and encouraging all clubs to do the same.

District 6960 Environment Committee Chair Tim Ramage, along with Ambassadors Charles Reith and Belinda Rodebaugh, are busy making their rounds to clubs throughout southwest Florida to educate members on an important aspect of this area of focus: solar energy. The program is informative and offers great resources for Rotarians to get involved.

When presenting to clubs, they discuss topics such as: How does the 4-Way Test apply to the environment, how does the environment look today versus pre-industrial revolution, how does this affect residents of southwest Florida and what can Rotarians do to help?

The team is appealing to Rotarians to utilize local solar businesses when considering adding a solar energy system to a home, and to speak other residents about the importance of solar energy to help raise awareness. Contact Belinda to schedule a committee representative to speak at an upcoming club meeting.

[Click here to complete the Renewable Energy Challenge](#)  
Belinda Rodebaugh | (480) 748-1254 | [RotaryBelinda@gmail.com](mailto:RotaryBelinda@gmail.com)

# ROTARY RADIO

## PEOPLE OF ACTION



Rotary Radio: People of Action kicked off this month with guest speaker Susan Courter from the Rotary Club of Lakewood Ranch talking about the club's largest fundraiser of the year, the Suncoast Food & Wine Fest, and all of the projects it supports. Also featured in November was District Foundation Chair Alfred Current, offering an introduction to The Rotary Foundation and its grant programs, joined by Rotarians Tom Norton and Jennifer Crofoot speaking about Rotary's Suncoast Playground Project, a multi-club project funded by a district grant.

Every club in the district has projects, fundraisers and other programs that have a direct impact on the lives of people in our local communities and around the world. It's time to share your stories and inspire others to get involved with Rotary. Contact Sue Haviland to get on the schedule to speak on an upcoming radio show. It's great publicity for your club!

### Support Rotary AND promote your business!

The Rotary Radio: People of Action talk show started a few weeks ago. We're looking for businesses to sponsor the show. Here are some benefits sponsors receive.

- On-air shout-out during show
- Company logo on digital event banner in DACdb
- Company logo on District 6960 website
- Company logo in District 6960 newsletter
- Shout-out on District social media channels
- Recognition in **25 radio spots**
- Receive recording of radio show

**All this for ONLY \$175!**

**Discounts available for multiple weeks.**

Contact District Public Image Chair Susan Courter if your club or business is interested in becoming a sponsor; email [susan.r.courter@gmail.com](mailto:susan.r.courter@gmail.com).

## 2021-2022 Rotary Club Essay Contest

Take part today and inspire our eighth-grade students. Partner with local schools to sponsor the 4-Way Test Essay Contest, a project that Rotary clubs all over the world have committed to as a way of promoting the principals it stands for.

**Click here** for more information.

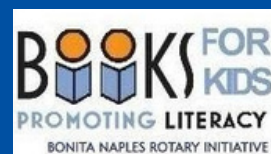
## 2021 Interact Awards



### ENTER THE 2021 INTERACT AWARDS

Submit your nominations by **December 1** for a chance to be named best video, photo or essay and receive funds to support your Interact club's next project. Each club may submit (1) video, up to (3) photos, and/or (1) essay. **Click here** to learn more about the Interact Awards.

# Rotary Club of Bonita Naples Awarded \$14,000 for Books For Kids Program



The NAILBA (National Association of Independent Life Brokerage Agencies) Charitable Foundation has given \$14,000 to help fund book distribution drives and literacy awareness events.

This grant will allow for the expansion of the program in 2021-22 to include all kindergarteners and first- and second-graders.

The funding will also go toward a parent/community literacy event to increase awareness and support for literacy with mini-workshops by volunteers, local authors and educators in addition to books for every child in a family to take home.

[Click here to continue reading](#)



# Rotary on the Road

## HELP SUPPORT FLORIDA'S YOUTH

Get your Florida Rotary license plate today! You do not have to be a Rotarian to get this specialty tag with the Rotary symbol and support our youth. Pre-order your tag at [www.floridarotarytag.com](http://www.floridarotarytag.com). \*\*\*Click here to order today!\*\*\*



## Cruise with us!

3-Night Bahamas Cruise **May 20-23, 2022**  
with DG Andy! [Click here](#) for pricing options.

## Walk to End Alzheimer's: TeamRotary

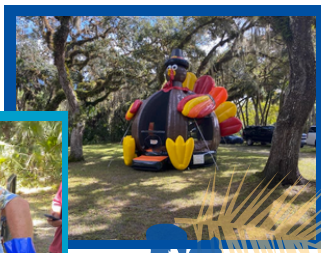
Help Manatee River Rotary in the fight!  
Families facing Alzheimer's need us now  
more than ever.



Join the team or donate to  
support **TeamRotary** on  
the mission to end  
Alzheimer's.

[Learn more here](#)

The **District 6960 Foundation Luau** was a great  
success, thanks to everyone who joined us! [Click  
here](#) to read about the luau and see more photos.



# ROTARY EVENTS & ANNOUNCEMENTS

## NOVEMBER 20 @7:30AM

Clewiston Golf Scholarship Tournament  
Support the Campbell & Frances Nall Memorial  
Scholarship Foundation.

## NOVEMBER 20 @3:00PM

BonitaFest 2021: Giving Back through Life Changing  
Experiences. [Learn more here](#)

## NOVEMBER 20

Applications for District Governor Due.

## NOVEMBER 30 @3:30PM EST

DACdb University Training: Committee Sign-Up. Zoom  
details on DACdb.

## DECEMBER 4 @8:00AM

Keep Collier Beautiful Quarterly Tigertail Beach  
Cleanup Walk. [Details on DACdb.](#)

## DECEMBER 6 @4:00PM

SMART Girls Service Project Party with the  
Boys & Girls Club @ Gulf Cove Methodist Church.  
[Details on DACdb.](#)

## DECEMBER 11-12 @9:00AM

Sarasota Sunrise Tree of Joy Sponsorship. Sponsor a  
child this Holiday Season. [Details on DACdb.](#)

## DECEMBER 11 @5:30PM

Rotary Club of Sarasota Sunrise Christmas Party.  
[Register on DACdb.](#)

## DECEMBER 11 @6:00PM

Rotary Club of Marco Island Entry in Christmas Street  
Parade: "Rotary's Gifts to the World."  
[Details on DACdb.](#)

## DECEMBER 16 @5:00PM

Naples Gulf Shore Holiday Party. [Learn more on DACdb.](#)

## DECEMBER 18 @5:00PM

Clewiston Rotary Holiday Party @ Clewiston Country  
Club. [Learn more on DACdb.](#)

## DECEMBER 18 @6:00PM

Englewood Holiday Party @ Boca Royale Resort Pool.  
[Learn more on DACdb.](#)

## DECEMBER 18 @6:00PM

Punta Gorda Rotary Holiday Party @ Isles Yacht Club.  
[Learn more on DACdb.](#)

## JANUARY 15 @12:00PM

College of Governors Luncheon. [Learn more on DACdb.](#)

## SAVE THE DATE

January 29 - Rotary Leadership Institute (RLI) training



[rotary6960.org](http://rotary6960.org)