

Rotary
PEOPLE OF ACTION



**SERVE TO
CHANGE LIVES**

DISTRICT 6960 SOUTHWEST FLORIDA

MESSAGE FROM DISTRICT GOVERNOR ANDY



I began writing this message from the Rotary Zones 33/34 Summit held in Naples. Ringing the opening bell to the Summit as District Governor was a great experience, and I felt proud to host fellow leaders from around our zones. The Summit is a critical leadership event for incoming district leaders and emerging leaders, and I hope everyone enjoyed it as much as I did.

As of early October, I have completed seven out of the 51 official club visits. I must say, my favorite part of being District Governor is visiting clubs. I continue to be inspired by the members in District 6960 and the sheer cleverness in how you have not only survived a pandemic but how you are making Rotary thrive during such times. I look forward to seeing each member in our District and thanking you personally for the work that you do to continue the success of our great organization.

COMMUNICATION

This month I want to focus on communication, the second skill in the the four-part series on leadership. The leadership skills I have developed through Rotary have shaped my life, and I have seen first-hand how these same skills have shaped the lives of many of my friends in Rotary as well. Without the ability to communicate clearly through writing, speaking and listening, a leader has a very difficult time successfully executing that role. One of the attractions to Rotary is the connection into an organization which gives a novice leader the means to develop the four fundamental leadership skills.

Public speaking, for example, is something that you can read about and study, but without getting up in front of a crowd you cannot master the skill. It has taken me years to develop even the most modest abilities in public speaking. During my early experiences with public speaking, I would sweat through a shirt and sport coat when facing only minimal audiences. Rotary shifted this.

Rotary offers a comfortable environment for new leaders to exercise public speaking. Similar to my experience, I have witnessed the transformation that takes place for club presidents from the first meeting at the podium to the last meeting of the year. Confidence builds and public speaking skills develop.

Speaking in front of others is one of several types of communication skills that can be honed in Rotary. Often with communication, it is not about saying anything but rather listening to what is said. Steven Covey put it well in *The 7 Habits of Highly Effective People*, "Seek first to understand, then to be understood." Active listening is at the core of understanding and is essential to good communication. As Rotarians, we help each other improve these skills every day.

I look forward to meeting Rotarians throughout the district as I make my way to your club to communicate my message and goals for this Rotary year. I also stand ready to listen to your ideas for strengthening and growing our organization.

Yours in Rotary Service,

Andy Lyman

Andy Lyman

District 6960 Governor 2021-22

There are four fundamental leadership skills which helped guide my strength training in leadership development. The Center for Creative Leadership also inspired me in this area.

- 1. Self-Awareness*
- 2. Communication*
- 3. Influence*
- 4. Learning Agility*

Clubs of Action



Rotary Club of Sanibel Captiva Road Kill Cleanup

Rotarians from the RC of Sanibel-Captiva held their monthly roadside cleanup, hauling trash off the road leading to the entrance of Sanibel Island. With September 18th being International Coastal Cleanup Day, Rotarians worked extra hard to keep their community clean. But we can't wait another year before the next haul! Learn more about the road cleanup and other projects to get involved in. [Click here to visit sanibelrotary.org.](http://sanibelrotary.org)



Rotary Club of Naples Keeps Collier Beautiful

Members of the Interact Club at Naples High School and Rotarians from the Rotary Club of Naples gathered to "[Keep Collier Beautiful.](#)" More than a meeting, Rotary offers opportunities for people of all ages to take action in any interest. Interact Clubs engage youth with Rotary and give them the agency to take action in the communities. Learn more about Interact Clubs, and how they can work with your club. [Click here to learn more.](#)



Rotary Club of Sarasota Feeds Their Community

For nearly a decade, the Rotary Club of Sarasota and All Faiths Food Bank have been fostering a powerful relationship. From packing food to volunteering at the new mobile food pantry, Rotarians have continued to step up and help feed those in need throughout their community. All Faiths Food Bank published a story about the Club in their newsletter that went out to almost 10,000 people! [Click here to check it out.](#)

People of Action - We Are Roterns



Carl Veus, Rotern Rotary Club of Naples Bay

"I joined the Rotarianship program in February of 2021, and since then I have made new friends and learned skills that will last me forever. I learned that Rotary does not just make a positive impact in our communities, but it makes a positive impact on the whole world. Being part of something so big and impactful makes me even more thankful for the opportunity to be a part of the Rotary Club of Naples Bay."



Helen Michell, Rotern Rotary Club of Naples Bay

To say the very least, becoming a Rotern has been one of the best choices I've made. I've made so many great connections and learned new skills that will last a lifetime. And it has been a great honor to have shared my story as a young woman who grew up in Naples, lived in the UK in my teens, and returned back home to take part in the community. I see nothing but good things coming from being a Rotern."



Ethan Wolfson, Rotern Rotary Club of Lakewood Ranch

"Serving on the PI team gives me the chance to compliment my academics and activate what I've learned in the classroom to develop new knowledge on marketing campaigns and digital design, all while bringing attention to Rotary, its members, and their amazing projects! Every Rotarian I meet is so kind and welcoming, it truly makes me honored to be a Rotarian and live by the Four-Way Test."

[Click here to read the full stories from Roterns Carl, Helen and Ethan.](#)

Economic & Community Development

October is Economic and Community Development Month

which means we are recognizing and celebrating the projects across our district that are dedicated to uplifting local and international communities alike. From clean water initiatives to polio projects, Rotarians across District 6960 are always working to promote economic and community development, and you can too! There is no better time to check out projects in your area and join your fellow Rotarians this October to celebrate Economic & Community Development month.



What is your club doing to recognize Economic & Community Development 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

public image membership

The District 6960 Public Image team introduces

Rotary Radio - People of Action.

This one hour talk show is dedicated to Rotary so we can showcase the good work we do in our communities and around the world. Clubs are invited to send someone (in person or via skype) to talk on air about local and international projects, and upcoming fundraisers and events. Tune in live from anywhere using the iheart radio app or listen live to Bob Alexander's show directly from wccfradio.iheart.com. Contact Sue Haviland shaviland@earthlink.net to get your club on the lineup to speak on the first or third Wednesday of the month at 8:00am, beginning November 3rd.

There are several areas in District 6960 that are currently underserved and would benefit from a NEW Rotary club. The District Membership team is looking for someone, or a group of people, to "Champion" a new club in these markets, which include Ave Maria and Babcock Ranch. If you or someone you know would like to be involved in developing a new club, please get in touch with District Club Innovation Chair Jim Hinck jameshinck@gmail.com or District Membership Chair Gerard Sola gerard_sola@yahoo.com to discuss the next steps. You have a full support system behind you, all we need is a champion to step up and take action to get things moving.

Rotary Youth Leadership Awards

Due to the COVID-19 Pandemic, the Spring 2021 Rotary Youth Leadership Awards (RYLA) was condensed to a one-day event, held outdoors at the Alliance for the Arts in Fort Myers, FL. Motivational Speaker and former NFL player Jay Barnett led two rap sessions that helped the 73 high school students in attendance understand more of what their peers are going through, and see that none of them are going through their challenges alone (even if it feels that way). For the Spring 2022 event, RYLA is returning to the Camp and Convention Center at Lake Placid. Clubs can sponsor students for \$350 each. There may be a possibility to partner with another district to increase the capacity of the event. RYLA relies on 6960 clubs to nominate sophomore and junior high school student leaders from across the district. The committee is excited to return the event to the original multi-day format. Contact David Seitz theseitz@gmail.com if you have any questions. [Click here](#) to download the RYLA 2022 Packet or visit our [District Youth Website](#) for more info.

JOIN US FOR A LUAU!

Bring the family out **October 30** to enjoy an afternoon with friends, food, fellowship and fun at the Englewood Youth Foundation Campground!

- **Live Music**
- **Kids activities**
- **Showcase your club projects**
- **Vegetarian & Vegan options**

LET'S CELEBRATE ALL THE GOOD WE DO!



Register on DACdb or [click here!](#)

Party with a Purpose

GIFT OF LIFE OF FLORIDA

The Gift of Life program, in partnership with Rotary, provides lifesaving heart surgeries to children with congenital heart defects in developing countries. It also develops sustainable pediatric heart surgery programs in developing countries so that the people in these communities can eventually save the lives of their own children who are in desperate need. Contact Richard Hall rhall@rhallcpa.com to purchase tickets to this event.

SATURDAY, NOVEMBER 6 | 5:30-9:00PM

Forest Country Club, Ft. Myers

Buffet Dinner | Live Music | Dancing

Tickets \$100 per person

Rotary on the Road

HELP SUPPORT FLORIDA'S YOUTH

Hey Floridians! Do you want to support Rotary's youth programs? Get your Florida Rotary license plate today! You do not have to be a Rotarian to get this specialty tag with the Rotary symbol. Simply visit www.floridarotarytag.com, pre-order a tag, and help us get to the 3,000 mark so the plates will go into production. Get one for your car, truck, motorcycle, motorcycle trailer, boat trailer, RV, corporate fleet vehicles and more, and support this great cause!



[Click here to order today!](#)

ALL ABOARD

DISTRICT CONFERENCE 2022

3-Night Bahamas Cruise with DG Andy!

[Click here to learn about pricing options.](#)

[Watch Our Video](#)



May 20-23, 2022

Rotary International Convention 2022

[REGISTER](#)



Introducing the PolioPlus Society



WE ARE THIS CLOSE TO ENDING POLIO

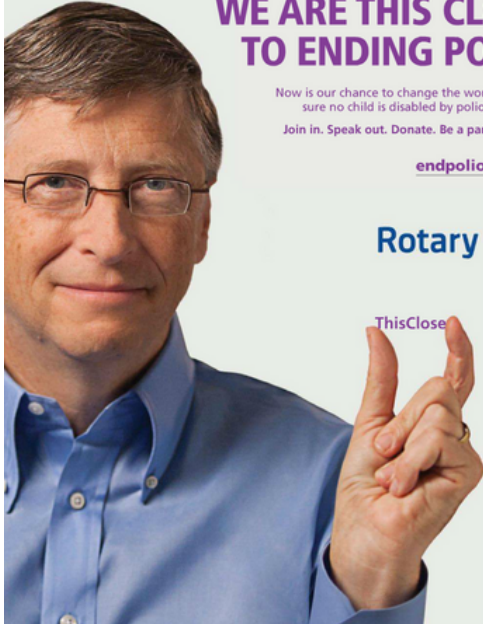
Now is our chance to change the world. To make sure no child is disabled by polio ever again.

Join in. Speak out. Donate. Be a part of history.

endpolionow.org



ThisClose



October 24 is World Polio Day, and now is the time to put additional emphasis on promoting awareness of Rotary's polio eradication efforts, raising funds and planning club events. Engage your community in the fight against polio, because as long as polio exists anywhere, it remains a threat everywhere.

Become a member of the PolioPlus Society by completing the pledge form [here](#) and pledging to donate at least \$100 a year. To add to that, all donations are matched 2:1 by the Gates Foundation.

Sign the pledge and join PPS

YOUTH PEACE ACTIONSM

Youth Peace & Action

is a program that our district adopted, inviting students in high schools and youth clubs to join a peacebuilding journey that equips them to imagine and create positive peace projects.

[Visit YPAKickoff.org](http://YPAKickoff.org)
[to learn more!](#)

Contact District Youth Services Chair Holly Kobie for more info thehappyhooper@aol.com.

Register Your World Polio Day Event!

[CLICK TO COMPLETE THE OCTOBER TASK - World Polio Day Activity](#)

Clubs are busy organizing events for World Polio Day. The October task for the Zone 34 Public Image Citation is to submit a photo and details of your event by the end of the month. Also, register your event on www.EndPolioNow.org.

Shoot for the Moon TO END POLIO

*Have you ever
wanted to go
to space?*

**[Click here to learn
how your club can
have a place
among the stars.](#)**

While we're still a few years away from club meetings in zero gravity, Rotary and the PolioPlus Society are partnering with SpaceX to raise money for polio projects around the world in celebration of World Polio Day.

Any club that donates \$10 or more to PolioPlus will have their digitized club photo aboard a SpaceX Falcon 9 Heavy Lift scheduled to launch in late 2022 or early 2023!



TOGETHER, WE

END POLIO

Rotary  PEOPLE OF ACTION

ROTARY RADIO

PEOPLE OF ACTION

CORPORATE SPONSORS NEEDED

Support Rotary AND promote your business! The Rotary Radio - People of Action talk show starts in just a few weeks. We're looking for businesses to sponsor the show. Here are some benefits you'll 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!

Pricing is for one week of sponsorship. Discounts available for multiple week sponsorships. Contact Susan Courter for more information and to reserve your sponsorship susan.r.courter@gmail.com.

Rotary Radio
PEOPLE OF ACTION
TUNE IN!
First & Third Wednesday @ 8:00am
WCCF News Radio 1580

District 6960 thanks this week's corporate sponsor:

YOUR LOGO HERE

Rotary iHeart MEDIA

Rotary Webinars

VACCINES WORK!
PREPARING FOR
WORLD POLIO DAY 2021

PUBLIC IMAGE
BOOT CAMP
2021

ADVANCED
STREAMING
TECHNIQUES
FOR VIRTUAL
EVENTS

BECOME A GRAPHIC DESIGNER
IN ONE HOUR FOR FREE!
CANVA
WEBINAR

www.rotaryshares.org/streamslides

Did you know Rotary Zone 34 has over a dozen featured webinars available for Rotary members? [Click here](#) to view them and learn how to expand your club reach, or how to use technology to get the most out of your meetings. Check out a featured presentation with PRIP John Germ on Polio vaccine efforts, and learn how to promote World Polio Day.

ROTARY EVENTS & ANNOUNCEMENTS

OCTOBER 13 @5:30PM

Rotary Works presents Personal Branding: Why Should I Care? Learn how to grow your personal brand. Register for Zoom on DACdb.

OCTOBER 16 @7:30AM

RLI District training at the Cultural Center of Port Charlotte. Register on DACdb.

OCTOBER 26 @5:30PM

DACdb and MyRotary.org Training, with a focus on grants. Zoom info on DACdb.

OCTOBER 27 @6:00PM

RC of Naples Gulf Shore hosts Halloween with contests, costumes and more. [Click for details.](#)

OCTOBER 30 @2:00PM

District 6960 Foundation Luau at the Englewood Youth Foundation Campground. Register on DACdb.

NOVEMBER 4 @7:00PM

Do you want to be a Governor? Join an informal conversation with a panel of Past District Governors to learn more about the role. Zoom info on DACdb.

NOVEMBER 6 @5:30PM

Gift of Life Party with a Purpose at the Forest Country Club in Fort Myers. Dinner, live band, dancing, great cause! Tickets \$100 on DACdb.

NOVEMBER 10 @5:30PM

Rotary Works: Navigating Shark-Infested Waters of the Workplace. Zoom registration on DACdb.

NOVEMBER 13 @1:00PM

RC of Lakewood Ranch Suncoast Food & Wine Fest, Premier Sports Complex.

NOVEMBER 13 @8:00AM

Sanibel-Captiva Rotary Golf Charity Event. Register on DACdb.

NOVEMBER 20

District Governor nomination application deadline.

NOVEMBER 21 @3:00PM

BonitaFest 2021 at Riverside Park. [Click here to learn more.](#)

NOVEMBER 4 @10AM

Fort Myers East Rotary Club Turkey Shoot. For team and sponsor info contact ftmerotary@gmail.com.

HARVEST FEST LITERACY PROJECT

Rotary Club of Longboat Key October celebration. [Click here to learn more.](#)



rotary6960.org