



Monday, March 10, 2025



Broadcaster March 7, 2025

By Albert Blixt on Monday, March 10, 2025

Call to Order The meeting was called to order by President James Gietzen at 12:03. President Gietzen then led us in the Pledge of Allegiance. Bruce Baxter provided the opening prayer and meditation. President James introduced a number of guests to today's meeting. James also reminded members to order lunch in advance prior to next week's meeting and to help clean up the room after meetings by busing your dishes.

Announcements

Birthdays Birthdays this week include **Chuck Lang, Michael Moser, Bari Livsey, and Carol Marvin.**

4-Way Test Readers Needed The annual 4-Way Test essay contest is underway and there is a need for Rotary members to read and evaluate the entries. This is another place where "Many hands make light work" as there will be hundreds of essays to review. Volunteer readers will receive full instructions and should expect to read 20-40 entries depending on how many volunteers we get. Contact **Carol Souchock** to sign up

New Rotaract Club An effort is underway to form a multi-club Rotaract Club at Schoolcraft Community College. Seed money will be needed but this provides an opportunity to engage students in community service while they are still in school. These students will soon be entering the workforce as emerging leaders of our community. A committee is now being formed to launch the club. To be part of this effort contact Candice Towers.

Honoring Veterans USA Hockey is seeking veterans to be the "veteran of the game" honoring their service. If you are a veteran or know one who might be interested, contact **David Williamson** at drw1956@holtmail.com.

4th of July Parade Once again this year, Rotary is partnering with the Kiwanis to conduct the 4th of July Parade. This is an important community event. Volunteers are needed on the committee to plan. Volunteers are also needed on the day of the parade. If you would like to be on the committee contact President James.

Member Mary Lou Stone? It was reported that Mary Lou became ill last Friday after the USA Hockey game. It turned out to be a burst appendix. Her condition became serious. She was hospitalized but is recovering. A card was circulated offering best wishes for a speedy return to health.

Upcoming Meetings

March 14, 2025 Member Moments Day **Vikki Plagens** and Dave Mueller will

Events

March 14th
[Plymouth Weekly Club Meeting](#)

March 21st
[Plymouth Weekly Club Meeting](#)

March 28th
[Plymouth Weekly Club Meeting](#)

April 4th
[Plymouth Weekly Club Meeting](#)

Club Leaders



[James Gietzen](#)
President



[Candice Towers](#)
President-Elect



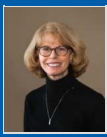
[Daniel Amos](#)
Treasurer



[Nancy Ann Baldwin](#)
Rotary Foundation Chair



[Preston Gee](#)
Membership Chair



Denise King
Youth
Exchange
Chair



Chris Porman
iPast
President



Marie A. Morrow
Club
Executive
Secretary

each give a short Bio presentation. Also, in honor of **St. Patrick's Day** our luncheon will be catered by our own. David Mueller, owner of **Bode's Corned Beef**. So, if you are so inclined, please wear your green...which of course, included Spartan Green

March 21, 2025 Rotarian **Aruna Koushik** will tell us about the Adivasi Widows who face social isolation, discrimination and poverty in India

March 28, 2025 A board member from the local branch of **the Society of Notre Dame de Bon Secours** will present.



Program

Today's program was presented by **Juli Harding**, Asst. Governor for Area 5. Her topic was **"Strengthening Rotary through Brand Consistency."**

Juli shared that she is a former 8th grade teacher and a new grandmother. She began by having everyone find their "match" based on cards she passed out. Partners were asked to tell their own story of how/why they came to Rotary.

This led into her talk about how Rotary's impact is increased by consistent branding.

Using the same imagery and language to enhance the Rotary brand has four benefits. It solidifies identity, differentiates Rotary from others, increases credibility, and creates stronger connections with media.



Branding is about storytelling

and delivering messages that let people know who we are and what we do. Juli urges us to be aware of all the platforms where people learn about us. It is important that we are consistent. How we communicate shapes public perceptions. The Rotary Brand Center provides tools including ready-to-use tools, templates, logos, video and images, as well as key messages.

Her recommendations:

- Form a Branding Team (with members who know marketing, PR, and social media)
- Address public misconceptions (Rotary is not what you think)
- Review and update all branding materials
- Leverage the Brand Center
- Craft compelling stories
- Create a content calendar
- Measure results

50/50 Today's raffle was won by Todd Raska

2nd Chance - Mary An Wood would have won had she been here.

Four Way Test – President **James** led us in the recitation of the 4 Way Test.

Broadcaster February 21, 2025

By William Weber on Monday, February 24, 2025

SUN NEVER SETS IN ROTARY!



120 Years of Service & Unity

Call to Order The meeting began somewhat differently than in the past as we began lunch prior to the meeting being called to order in order for us to watch two videos regarding the upcoming "The Sun Never Sets on Rotary " meeting which will be held on Sunday, February 23 at 11:am.. The two videos which we watched were entitled "The Sun Never Sets on Rotary" which explained the purpose of the 24 hour meeting. The other Video was "Celebrating 120 Years of Rotary".

Following the viewing of the videos, President **James Gietzen** called the meeting to order and then led us in the Pledge of Allegiance. President **James** then welcomed the Rotary Clubs throughout the world to our meeting. As our District encompasses both Canada and the United States, the National Anthems of both countries were sung with gusto. **June Kirchgatter** delivered the meditation and spoke about the meaning of community, particularly related to "The Sun Never Sets

On Rotary" **June** read quotes from **Jimmy Carter, Coretta Scott King, Helen Keller** and **Mother Theresa** all of which pointed to the notion that collectively we can build strong communities.

James then showed a video from Rotary International President, **Stephanie A. Urchick**, Rotary International President, who gave greetings and a brief summary of the workings of Rotary International.

Chris Porman, Past Plymouth Rotary President, welcomed the World Wide Rotary Club members to the Plymouth Rotary and to District 6400 which includes clubs from Southwest Ontario and Southeast Michigan. **Chris** talked about the many contributions that our club has made, including the \$200,000 grant to the PCEP Radio station. 88.1, the \$15,000 grant to the Miracle League of Plymouth to upgrade their facilities, the generous contributions for upgrades to Rotary playgrounds, as well as the thousands of dollars for scholarships. **Chris** also described many of the community based contributions made by other clubs including our neighbors in Ontario. **Chris** then showed a video primarily devoted to our Chicken BBQ as well as downtown Plymouth.

Upcoming Meetings

February 28, 2025 Meeting at USA Hockey Arena featuring a chalk talk by the coaches, a tour of the facility, a meal and an opportunity to say for the game.

March 7, 2025 A RI representative will share information about local ways to elevate the Rotary Public Image.

March 14, 2025 Member Moments Day **Vikki Plagens** and **Dave Mueller** will each give a short Bio presentation. Also, in honor of **St. Patrick's Day**, our luncheon will be catered by our own **David Mueller**, owner of **Bode's Corned Beef**. So, if you are so inclined please wear your green...which of course, includes Spartan Green.

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RI Foundation This is just a reminder that the Club will match up to \$500 for any contribution to The Rotary Foundation. This Paul Harris contribution recognizes and acknowledges individuals who contribute or have made contributions in the name of others.

Paul Harris Recognition

Russ Jones, Past District Governor presented **Kurt Heise** with his **Paul Harris** recognition pin for his contribution to the **Rotary International Fund**. Congratulations, **Kurt**.

Program-Red Cross

David Williamson introduced today's speakers, **Diane Risko**, Blood Drive Coordinator, **Carnel Richardson**, Disaster Program Manager, **LaToysa "Toy" Rooks**, Regional Disaster Officer.

Diane explained the importance and the value of giving blood and then showed a WDIV video featuring a young girl who needed transfusions every three weeks due to a genetic defect. Without these transfusions she couldn't begin to lead anything close to a normal life. **Diane** also stated that The Red Cross recently changed some

of the restrictions for giving blood, i.e. out of country travel as well as certain medications. For a complete listing of the new requirements you can call 1-800-RED CROSS. Or 1-866 236-3276

Both **Carnal** and **LaToysa** spoke about the Disaster Relief efforts including locally, nationally and internationally.

This was a most informative presentation and I would encourage you to visit our web page, **Plymouthrotary.org** and click on the Facebook icon to see the full presentation.

50/50 Today's raffle was worth \$67 and was won by **Jeanne Trumpe**.

2nd Chance – **Dan Delano**, had he been in attendance would've won a few dollars. Sorry **Dan**. Next week's drawing will be worth \$40.

Four Way Test – **President James** led us in the recitation of the 4 Way Test. Meeting adjourned at 1:10 pm.

Lunch ordering- Advance sign up is IMPORTANT!

Respond to the weekly email or Email Marie.morrow@pcuw.org or Call Marie - 734- 453-6879 X 4

Salad options available:

Maurice Salad

Cesar with or without chicken

Greek with or without chicken

Spinach with or without chicken

Mediterranean