

# Rotary Club of Castlegar Sunrise



## Club Leaders



Geoff Yule  
Past President  
President



Gordon Malcolm  
President-Elect/ Director  
Responsible for COMMUNITY SERVICE/VOCATIONAL SERVICE / PHILANTHROPY



Garry Gawryletz  
Secretary and Director  
Responsible for FUNDRAISING



Carol Gleave  
Treasurer



Eva Hernandez  
Service Projects Chair



Collin Ludwar  
Past President  
Webmaster  
Membership Chair



Alexia Turner  
Rotary Foundation Chair and Director Responsible for INTERNATIONAL SERVICE



Gordon Soukoreff  
Webmaster



Elaine Pila  
Interact Chair and Director  
Responsible for NEW GENERATIONS

## Committee List

COMMUNITY SERVICE/VOCATIONAL SERVICE/PHILANTHROPY

December to Remember

Highway Clean up

Project Committee

Scholarships and Bursaries

FUNDRAISING

Dram Good Evening

Fish Sales

Online Auction

Tequila & Auction

Wacaniid

Wine Fest

INTERNATIONAL SERVICE

Friendship Exchange

Rotary Foundation Grants

World Community Service

MEMBERSHIP FOCUS

Communications/Internal/External

## Events

Custom Text

April 24th, 5:00-5:45 PM

[Dinner at Grateful Table ahead of Basketball Court Presentation](#)

April 25th, 7:00-8:00 AM

[Castlegar Sunrise Weekly Club Meeting](#)

May 2nd, 11:30-12:30 PM

[Castlegar Sunrise Weekly Club Meeting](#)

May 9th, 7:00-8:00 AM

[Castlegar Sunrise Weekly Club Meeting](#)

May 16th, 11:30-12:30 PM

[Castlegar Sunrise Weekly Club Meeting](#)

**Speaker:** Greg Nesteroff, historian

**Subject:** Pioneer Arena.

**Things of Note:**

**Congratulations** to Mike and Brenda for receiving the District 5080 Award for Rotarians of the year!! Fully deserved.

Don't forget, on Wednesday evening, to come out and support our Interact club at the City Forum, located on street level on the right-hand side of the Columbia Basin Trust Building on 13th Avenue, behind the RCMP station.

The meal on Wednesday is now closed for new registrations, all those attending we look forward to seeing you there.

If you would like to join us for highway clean up let us know you are coming using the link above.

## Birthdays



[Gordon Malcolm](#)  
May 16th



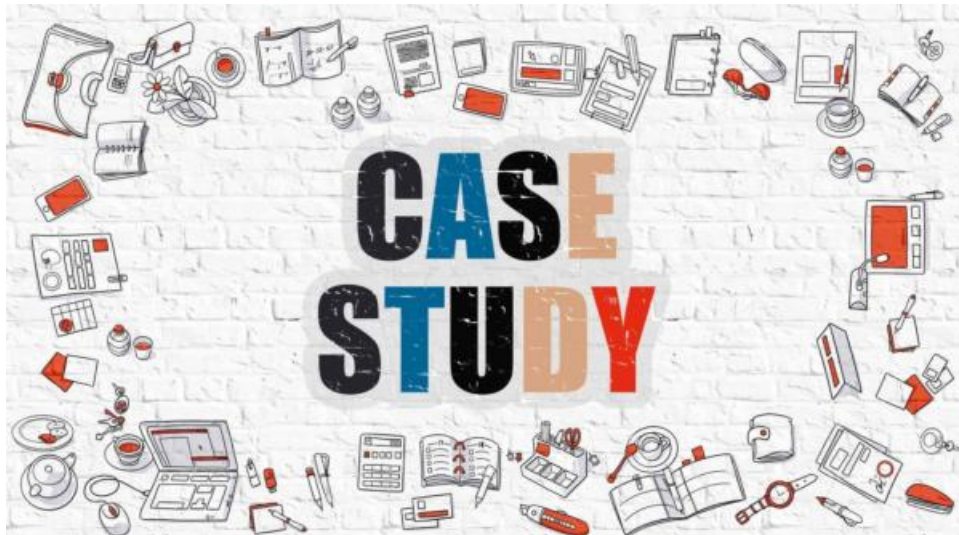
[David Bzdel](#)  
May 20th



[Tricia Pujos-Michel](#)  
May 21st

## Case Study on Marketing: Rotary Club of Cranbrook

By Bill Bennett on Thursday, April 4, 2024



The Rotary Club of Cranbrook was chartered in 1922 and as such has had ample time to entrench the positive brand in our community. However, in 2019, we tried to assess our public profile because we were standing still on membership growth. We concluded that our brand, while positive as far as it went, was understood only on a peripheral level. Citizens really did not know what Rotary does or what our purpose is, or who we are as individual people. Old white guys smoking cigars was the prevailing impression.

We commenced work to improve our marketing:

[Read More](#)

## Cultivate Peace

By Nancy Milton



The Noon Rotary Club of Walla Walla and the Baha'i Community of Walla Walla have been planning a peace conference themed "Cultivate Peace" that will take place on **Saturday, April 13, 2024 from 1:00-5:00 p.m. at the Walla Walla Community College**. The event will begin with a welcome, introductions, blessings, Rotary inspiration for peace, and a peace pole dedication. The planning committee has been partnering with the Student Government Association of WWCC on the planting of the peace pole in a centrally-located area of campus that will be visible to students, staff, and visitors on a daily basis, thus raising awareness of the need for peace.

[Read More](#)

### 3 magical steps to increase membership

The Rotary Club of Seoul-Hansoo, Korea, had about 100 members when Rotary Foundation Trustee Chun-Wook Hyun began his year as district governor nearly a decade ago. Determined to increase membership, district leaders developed a five-year strategic plan for future growth. By creating several satellite clubs — sub-units of Rotary clubs that meet on different days and times but otherwise share their identity with the original clubs — the Seoul-Hansoo club grew to 433 members. It's just one way clubs are innovating, adapting, and creating great club experiences for their members. [Read Hyun's "magical" membership growth tips.](#)

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