



# Rotary Club of La Quinta

Service Above Self since 1985



## ANNUAL CLUB ASSEMBLY



**On JULY 11, 2024, at 6 PM, La Quinta Rotarians, along with their spouses, guests, visitors, and friends gathered together at the PGA West GREG NORMAN Clubhouse and enjoyed an evening filled with FUN, Laughter and Good Times!**



**Everyone was in great spirits and looking forward to our annual CLUB ASSEMBLY and celebrating some SUMMER FUN on this evening as they were greeted upon entry by Lora Cathcart and her “daughters” Katie and Casey Zapcart. Rotarians and guests arrived to find the room was set with three tables of 12 decked out**

with a few Birthday Balloons and Bundt Cakes and a beautiful bouquet of mixed roses for our newest Member Michelle Brown.



Misty and her friend Richard



Brandon, David and Dan



Michael and Deborah

After about 20 minutes of socializing and availing themselves of the libations available at the bar, those in attendance stood as President Bruce Cathcart called the meeting to order and directed everyone's attention to the big screen where there was a photo of the American Flag that was submitted by Doug Hassett. He then had Doug lead us in the salute to our flag.



President Bruce gave the invocation expressing special thanks for all of the blessings that have been bestowed upon us and recognizing how thankful we are for the friendships and camaraderie that we share within our Rotary Family and rejoice in the knowledge that as Rotarians we are making a positive impact in our own community and around the world!





Next president Bruce welcomed everyone, and introductions were made starting with our only visiting Rotarian (who would soon be a member tonight) Michelle Brown from Dallas, Texas who introduced her lovely (awesome) husband Chris. President Bruce then handed the mic to his wife Lora who introduced their two lovely “daughters” Katie and Casey. David Turner introduced his special guest (and hopefully soon to be a new member!) Brandon Abbott; Misty Reynolds introduced her very special guest Richard; Deborah McGarrey introduced her beautiful husband Michael; Simon Moore then introduced his son... our July Birthday Boy Greyson (8); Allan Levin introduced his beautiful wife Barbara and then he introduced their special guests John and Gail Nottberg. President Bruce then introduced two of his special guests who were visiting our club for the first time, Samuel Turley and Daniel Dwyer. Robert Wilkinson introduced his beautiful wife Nancy; and Dan Fissori introduced his beautiful wife TC. Sandy Lauer, Doug Hassett, Doug Motz, and Kevin Pickett rounded out our group for this evening.

Following the new format, dinner was served with the announcements and meeting fun to follow.





Our meals are served “Buffet Style” (which makes seconds easy to obtain!). Tonight’s buffet was titled “Backyard BBQ” and started with a Mixed Greens Garden Salad with cucumbers, carrots, tomatoes, croutons, with Ranch or Italian (or both!) dressing; plus there were deviled eggs, Southern potato salad, and Jalapeno Cornbread. Traditional condiments for the burgers and dogs were included and two kinds of grilled peppers and onions. The Jalapenos, while quite tasty but they lit my lips on fire!





**Next came the hamburgers, hot dogs (buns optional) and the BBQ Pulled Chicken Sliders on pretzel buns. Of course you know I had to try them all! The entrees were complimented by Grilled Corn Cobbs and Roasted Brussel Sprouts.**



**Above you can see how everything looked on a plate... and this month I remembered to get a picture of the amazing raspberry topped brownies for dessert (BEFORE I ate them!)... just know that they were as delicious as they were beautiful! It was another GREAT meal and testament to the culinary skills of our Chef Lulu! Once again, our highest praise and compliments to you, Chef Lulu.**



**Our FAVORITE Supervisor Araceli**



**Our FAVORITE Chef LULU!**



**Our Favorite Server Lupe**

About the time when everyone was just finishing up their desserts, President Bruce stepped back up to the podium and welcomed everyone again and thanked our favorite Food and Beverage/Clubhouse Supervisor Araceli, our favorite Chef Lulu, and tonight's serving staff (Lupita "Lupe") for the magnificent meal we enjoyed and for all that they do to make our dinner events so special here each month at the Greg Norman Clubhouse.



As this was the start of our new Rotary Year, President Bruce took the opportunity to present Araceli with our Plaque of Appreciation to be hung alongside of last year's plaque in the Clubhouse, plus a special Certificate of Appreciation to Araceli for always going way above and beyond to make our dinner meetings so special! Thank you Araceli for all that you do and for your Service Above Self!

Bruce then reminded everyone that our next dinner meeting would take place on **August 8, 2024**, at the GREG NORMAN Clubhouse starting at 6 PM where our speakers will be Angela Allen and Diane Rayes from Mama's House. More on this in upcoming flyers. **[Please save the date now so when you are asked "Are you doing anything on the evening of the 8<sup>th</sup>?" You can say, "YES! that's my Rotary Club dinner meeting!!!"]**



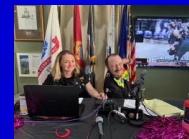
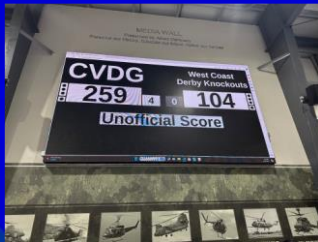


Our next SERVING night at the Coachella Valley Rescue Mission is Thursday evening, July 18, 2024, from 4:15 to 5:30 PM. If interested in helping out, contact President Bruce for more information on how you can participate (or just show up at 4:15 at the mission). Serving the evening meal at the mission is really a fun and gratifying thing to do. Our reserved night to serve is the 3<sup>rd</sup> Thursday of each month... but if there are more folks who would like to serve on a regular basis we can always add days to our schedule. It only takes about an hour and a half, but the good feeling lasts all month! Again, if interested, contact President Bruce.

Our next Lunch/Board meeting will be on Friday, **August 23, 2024**, at Burgers and Beer La Quinta at 12:00 Noon. **[NO JULY LUNCH MEETING]** (Flyers to follow on this as well!).

Next President Bruce shared with the group that the Coachella Valley Derby Girls won their last bout with a score of 259 to 104 over the West Coast Derby Knockouts! The "FLYING TANK", our very own Casey Zapcart, led her team to victory as lead Jammer scoring multiple points in each of her Jams! The team is having a BINGO Night Fund Raiser at the Desert Beer Company on Friday July 19<sup>th</sup> from 7-8 PM (see flyer below – Summer Vibes Bingo and Brews) and all are invited!

# COACHELLA VALLEY DERBY GIRLS



Palm Springs Air Museum



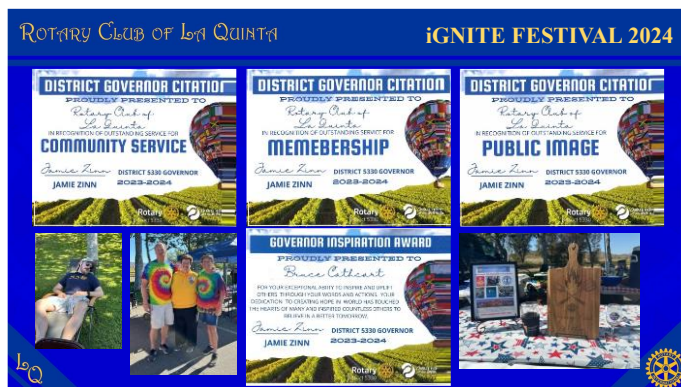
# ROTARY NIGHT at the Palm Springs Power Game!

SUN	MON	TUES	WEDS	THURS	FRI	SAT
MAY / JUNE						
IVP	SNC	SCV	IVL	IVL	IVL	IVL
SCB	CHL	CHL	IVL	IVL	IVL	IVL
IVP	ELA	ELA	SOW	SOW	SOW	SOW
NLP	IVL	IVL	IVP	IVP	IVP	IVP
PALM SPRINGS STADIUM 1901 E. BARNETT ROAD PALM SPRINGS, CA						
HOME AWAY PLAYOFF GAME CONFERENCE GAME						
SUN	MON	TUES	WEDS	THURS	FRI	SAT
JULY						
CPCL	SOW	HAV	HAV	IVB	IVB	IVB
CPCL	SOW	IVB	IVB	IVB	IVB	IVB
CPCL - SAN ANTONIO HAV - HAVAS REEF IVB - INLAND VALLEY BLUES IVL - INLAND VALLEY FRONTIER NLP - NEW LINDS PUMAS SOW - SOUTH DEN BIRDS SCB - SOCIAL ROMBERS SCH - SOCIAL MAVERICKS SCL - SANTA CLARA VICTORY SDW - SAN DIEGO WAVE SNC - SOUTHERN NEVADA COWETS PCL - PCL ALL-STAR						



Rotary Night at the Palm Springs Power Game on June 19, 2024, was GREAT Fun... although it was a little warm. ADG Bill Chase threw out the first pitch and EDG Carol Winston lead the cheers! We enjoyed hot dogs and typical ballpark fare and then we left after the 6<sup>th</sup> inning with the PSP leading 10-0.









Next President Bruce shared a couple slides about the recent iGNITE FESTIVAL which was the end of the year District 5330 Celebration and Awards event held at Lake Skinner on June 15<sup>th</sup>. The Rotary Club of La Quinta BBQ Team took 1<sup>st</sup> place in the Rotary Ribs Division and our club took home the Community Service, Membership and Public Image Awards! A pretty good haul and a lot of fun too!

ROTARY CLUB OF LA QUINTA
July Birthdays and Anniversaries

**Birthdays**

<b>Cindy Hassett</b>	<b>7/10</b>
<b>Greyson Moore</b>	<b>7/16</b>
<b>Doug Motz</b>	<b>7/21</b>
<b>Janet Underwood</b>	<b>7/26</b>

**Anniversaries**

Next we celebrated July Birthdays and Anniversaries. Oddly, there are no July Wedding Anniversaries in our club to celebrate... but Doug Motz and Greyson Moore were both in attendance this evening and Doug Hassett was here as proxy for Cindy. Since no one's birthday was on the actual day of the meeting we all got a reprieve from singing this evening... but each were celebrated with Balloons and Chocolate Bundt Cakes and were wished a very Happy Birthday!

# Merv Kolb

April 22, 1937 – June 11, 2024  
PHF+8



LQ



On a sad note, President Bruce announced the passing of Merv Kolb. Merv was a long-time member of Rotary and the Rotary Club of La Quinta. He was a Paul Harris Fellow (PHF+8). He was a terrific guy and a very kind man who once bragged that he had danced on stage at the Academy Awards. Merv was a CPA and indeed he did dance on stage, on TV at the Academy Awards as one of several dancing accountants. He died of advanced Parkinson's disease and was predeceased by his lovely wife Karen (upper right corner photo above).



ROTARY CLUB OF LA QUINTA

CVRM Partnership



## JULY IS OUR "SCHOOL SUPPLIES" DRIVE



Thousands of children in the Coachella Valley will face the coming school year without the supplies needed to complete class assignments and do their homework.

We can make a difference in their lives by improving the quality of their education and instilling in them a belief in the compassion of others.

Our goal this year is to provide children with the school supplies they will need for a successful school year on campus!

Last year our club members and guests brought in 1,106 School Supplies!

LQ

Help Kids THRIVE School Supply Drive Giveaway! Saturday, August 5th @ 7:00am



President Bruce thanked everyone for participating in our annual "Help Kids Thrive, School Supplies Drive" this month. This is one of our most important drives of the year for the CVRM. Together, this year, Rotary Club of La Quinta



Rotarians and Guests donated 5,562 Crayons, 135 Note pads, 157 Glue Sticks, 122 Scissors, 25 Pencil Sharpeners, 553 Pencils, 72 Colored Pencils, 30 Markers/Highlighters, 12 Bottles of Glue, 6 Rulers, 20 Erasers, 9 Packs of Notebook Paper, 1 Hole Punch and 4 Beautiful Backpacks! WOW!!! GREAT JOB RCLQ. Your President is so proud of you!!!

ROTARY CLUB OF LA QUINTA CVRM Partnership

 **AUGUST IS OUR "MAC ATTACK" DRIVE**

Last February our club members and guests brought in 401 Mac and Cheese Items!

Our Mac and Cheese Drives are always a FAN FAVORITE at the CVRM... whether they are used for meals at the mission or distributed to local families in need, this is one of our most appreciated drives every time we have it!

The Month of August (next month) is our semi-annual MAC ATTACK Drive where we are asked to bring in Mac and Cheese items. This is definitely a fan favorite at the mission and one that we always do a great job on.

ROTARY CLUB OF LA QUINTA New Member Induction

**PLEASE WELCOME OUR NEWEST MEMBER**

**MICHELLE BROWN**



Next President Bruce invited Michelle Brown to the podium and performed the induction ceremony welcoming Michelle Brown into the Rotary Club of La Quinta as our newest member. Michelle is a transferring Rotarian from the Park Cities Rotary Club in Texas and is a retired Corrections Officer who after retiring went back to college and obtained her master's degree. She is currently the CEO of

Spotlight Entertainment, an Event Design Company associated with PGA West and with independent clients primarily in the Palm Springs area. Welcome Michelle! We are all very excited to have you (and Chris) join our club and look forward to getting to know you both better in the coming year!

Finally, Bruce asked, “Who’s ready to get this party started?”

### *July Dinner Sponsor Basket “Summer Fun BASKET”*



This month’s Dinner Sponsor “Package” is the “Summer Fun Basket”. It includes a Brookstone “Cornhole” Game Set, Tommy Bahamas Backpack Beach Chair, an Oversized Beach Towel, His and Hers Straw Beach Hats, a 1.75 L bottle Bacardi “Superior” Light Rum along with a 1.75 L bottle of handcrafted Pina Colada Mixer, 2 Pineapple adorned Pina Colada Glasses, a TRI-Power Duracell Lantern, 1 Pink Flamingo, 1 Good Vibes Décor sign, 1 set Sunny Vibes platters and plates, 2 Fruit Print Kitchen Towels, 1 Plastic Water Bottle plus 1 Reebok Stainless Steel Pet Travel Bottle, 1 “Yellowstone” Coffee mug and bag of Kanaloa Blend Ground Coffee, 1 bag Southern Pecan Caramel Corn, 1 Bag of Girl Scouts Coconut Caramel “Bites”, 2 Boxes of Knotts Fruit filled Shortbread Cookies, and 1 large Basket.



**Thank you for partaking in this month’s “fun”draiser!**



This month’s Dinner Sponsor Package was the “SUMMER FUN BASKET”. It included ALL of the items listed above and it really set our winner up to make the dog days of summer here in the desert much more enjoyable!





After a single card (half) was drawn from the top hat, all the Dinner Sponsor Card holders were asked to stand up. They were then, once again, painfully and ever so slowly, asked to be seated for not holding the right color, suit, number or face card until only one card holder remained standing... It came down to two participants, Misty Reynolds and our Guest Daniel Dwyer. It turns out that Misty would come in second... AGAIN as Daniel held the winning card this evening. Our congratulations to you Daniel, ENJOY!!!



Next it was time for "Happy Dollars". But Before our Sargent-at-Arms Allan Levin could begin his collection duties, the AMAZING ALLAN, a magician of little or no fame but no less still a marvelously talented magician appeared and in honor of this year's theme, "The Magic of Rotary" volunteered to do a magic trick for the audience. Using a single over-sized playing card he dazzled himself by somehow knowing the exact card that Robert Wilkinson was thinking of... the audience was shocked and amused... and to be honest, I'm still trying to figure out how he managed to do it. In any event, Allan promises to bring a new and equally astonishing magic trick to share with us each meeting this coming year. And just like that, the Amazing Allan disappeared, and the Sargent-at-Arms Allan reappeared with the top hat (sans rabbit) in hand.

Happy Dollars is our MONTHLY FUNDRAISER and is what primarily supports our club. It gives everyone in attendance the opportunity to make a voluntary donation to the club and announce to the group something that they are happy about, knowing that all donations go to further the Rotary causes. Happy Dollars

were collected around the room with best wishes for birthdays, 1<sup>ST</sup> place in the BBQ Competition and Club awards, in honor of our newest member, and for the new friends made this evening and for the great camaraderie within our club. Including the Dinner Sponsor Tickets our Rotarians and guests contributed over \$600 this evening. As always, THANK YOU for your generosity!!!

## CLUB ASSEMBLY

## JULY 11, 2024



Together with RI President Stephanie Urchick we celebrate “The Magic of Rotary” in RY 2024-2025. She says that members create magic with every project completed, every dollar donated, and every new member of Rotary!






President Bruce then began, “Welcome to our new year, Rotary year 2024-2025!” and shared the story behind President Stephanie Urchick’s theme, “The Magic of Rotary”.

President Bruce then began our Club Assembly in earnest presenting several informative slides beginning with our Years 1 and 2 of our 3 Year Strategic Plan highlighting our accomplishments and goals for the coming year.

### CLUB ASSEMBLY

### JULY 11, 2024

**Year 1: 2023-2024**

- Membership Growth and Engagement:**
  - Increase club membership by 20% or more. **Goal: 20 (2024)**
  - Develop a program for new members to enhance their engagement and retention.
  - Make our Dinner Meetings social events and networking opportunities to foster stronger relationships among club members.
- Community Service and Impact:**
  - Continue to grow and strengthen our partnership with the Coachella Valley Rescue Mission to maximize the impact of community service initiatives.
  - Participate in Monthly Dinners and serving evening meals to those in need.
  - Re-examine the Eastern Coachella Valley Water project and identify opportunities for our Rotary club and possible other valley Rotary clubs to participate. **Goal: 100% (2024)**
  - Conduct a needs assessment to identify emerging community needs and identify potential projects for Club members participation. **Continuing Process. Report Due: 1st of Year.**
  - Support and participate in Rotarians at Workday. **Successfully Accomplished at Club annual from our Birthday celebration!**

- International Service:**
  - Increase awareness and support of the Rotary Foundation Program. **Rotary Foundation Awarded \$10,000**
  - Continued club support along with DGP for the GIP and Polio Plus programs. **Support: 100% (2024)**
  - Increase awareness and participation in the Rotary Shelter Box Program. **Support: 100% (2024)**
- Youth Empowerment:**
  - Launch an intern club for students at La Quinta High School to promote youth awareness and involvement in Rotary and provide an avenue for student community service programs. **Support: 100% (2024)**
  - Encourage member participation in the Mentor Internship Program at La Quinta High School. **1. INTERVIEW PARTICIPATED.**
  - Continue providing scholarships to La Quinta High School students through our Senior Scholarship Program and RYLA. **100% (2024)**
- Public Relations and Marketing:**
  - Enhance the club's online presence by reimagining the club website. **Continued and maintaining an active social media presence. Work in Progress.**
  - Develop a public relations strategy to raise awareness about our Club and Rotary's impact in the community. **Little progress.**
  - Continue to promote the club's involvement in the community. **Continued to promote the club's involvement in the community.**
- Club Operations:**
  - Strengthen Club operations to establish lunch meeting with board members when possible. **Successfully Accomplished!**
  - Hire a bookkeeper to assist the Treasurer with Club Accounting. **Successfully Accomplished!**

### CLUB ASSEMBLY

### JULY 11, 2024

**Year 2: 2024-2025**

- Membership Development:**
  - Increase club membership by 20% or more.
  - Implement a member retention strategy, focusing on engagement, recognition, and ongoing support.
  - Explore innovative ways to attract and engage diverse membership, including young professionals.
- Community Service and Impact:**
  - Continue to grow and strengthen our partnership with the Coachella Valley Rescue Mission to maximize the impact of community service initiatives. **Equal donations for monthly Dinners to provide individual and organizational from monthly Dinners.**
  - Develop and partner with other local clubs, organizations, and institutions to help meet local community needs, including the Eastern Coachella Valley Water Project if possible.
  - Support and participate in Rotarians at Workday.
- International Service:**
  - Increase awareness and support of the Rotary Foundation Program and work toward 100% Full Participation.
  - Investigate the opportunities to establish partnerships with international Rotary clubs through joint projects.
  - Continued club support along with DGP for the GIP, Polio Plus and Shelter Box programs.
  - Encourage the club's involvement in international conferences and conventions to promote global networking. **Support: 100%**

- Youth Empowerment:**
  - Improve youth programs, such as intern club and Rotary Youth Leadership Awards (RYLA) and include participation in Personal Rotary Youth Development Program (PRYD).
  - Work with our Intern Club to have a Photo Book installed on the QRIS Campus or adjacent City Park.
  - Encourage youth participation in Rotary projects, offering leadership roles and involvement in decision-making processes.
  - Continued support and participation in the Mentor Internship Program at La Quinta High School.
  - Improve scholarship to La Quinta High School students through our Senior Scholarship Program and RYLA.
- Public Relations and Marketing:**
  - Continue to develop and improve the Club website.
  - Develop and execute public awareness and fundraising campaigns to educate the community about Rotary's impact.
  - Collaborate with local media outlets to feature Rotary projects and initiatives.
  - Leverage social media platforms and digital marketing strategies to reach a wider audience.
  - Engage local events to promote Rotary events and projects.
- Continued Club Participation at the City of La Quinta's Annual Picnic and Birthday Celebration.**
- Club Operations:**
  - Assess Club operations and improve where possible.
  - Continue to strengthen Club operations where possible.
  - Strengthen leadership development programs by offering training opportunities and mentorship for club members to fill Club Officer positions and Club Chair positions.



These were followed up by David Turner our Club Treasurer's presentation of the Club's Budget for RY 2024-2025.



CLUB ASSEMBLY		JULY 11, 2024
Rotary Club of La Quinta		
CLUB BUDGET 2024-2025		
<b>INCOME:</b>		
Club Dues (22 X \$250.00)	\$ 5,500.00	
Dinner Income	\$20,000.00	
Dinner Sponsor Cards & Happy \$55	\$ 6,000.00	
Additional Fundraising Activities	\$ 1,000.00	
<b>Total Income</b>	<b>\$32,500.00</b>	
<b>EXPENSES:</b>		
Club Dues (22 @ \$210.00)	\$ 4,620.00	
Dinners	\$20,000.00	
Dinner Sponsors	\$ 1,200.00	
Bookkeeping	\$ 600.00	
Tax Returns	\$ 975.00	
Charge Card Services (12 X \$65.00)	\$ 780.00	
International Convention	\$ 1,500.00	
DAC db	\$ 500.00	
PETS	\$ 750.00	
P.O. Box	\$ 220.00	
Plaques, Awards, Misc.	\$ 1,000.00	
Annual CLQ Picnic Supplies (\$575.00 - \$250 Thruvent)	\$ 325.00	
<b>Total Expenses</b>	<b>\$32,500.00</b>	
<b>NET INCOME</b>	<b>\$ 0.00</b>	

\*RCLQ Foundation to pay for GLP and Polio Plus Contributions this year allowing use of community grant funds from DDF monies (if any) to be used to offset Annual CLQ Picnic Supplies.

Already applied for the District Community Outreach Grant (\$500) through District 5330.

David noted that we had a balanced budget and that the majority of the Club's Charitable giving had been transferred this year to our Club Foundation's Budget.

ROTARY CLUB OF LA QUINTA

SERVICE ABOVE SELF AWARDS

STARTING NEXT MONTH, SERVICE ABOVE SELF AWARDS WILL REPLACE OUR ROTARIAN OF THE MONTH AWARDS!


YOUR HELP IS NEEDED!!!

INDIVIDUALS WILL BE SELECETED BASED UPON A SINGLE OR MULTIPLE ACTS EXEMPLIFYING THEIR SERVICE ABOVE SELF... CAN BE MEMBERS, GUESTS OR OTHER MEMBERS OF OUR COMMUNITY!

Thank You for your Service Above Self!

Next President Bruce shared that beginning next month, our "Rotarian of the Month" recognition will be replaced by "Service Above Self" awards. Recipients of these awards can be club members, guests or other members of our

community... and can be for a single or multiple acts of Service Above Self. This recognition will be awarded at upcoming dinner meetings and President Bruce has requested EVERYONE'S HELP in identifying individuals worthy of this award. So PLEASE, if you notice someone who best exemplifies Service Above Self, contact Bruce!

ROTARY CLUB OF LA QUINTA  CVRM Partnership

2023 July - 1,106 School Supplies Items

August - 394 Mac and Cheese Items

September - 544 Pairs of New Socks

October - 242 Canned Goods Items

November - 60 Pumpkin Pies, 936 Rolls, Butter/Whipped Cream

December - 160 Toys

2024 January - 199 Winter Wear Items (Jackets/Sweaters)

February - 443 Bare Essential Items (Under wear/T-shirts)

March - 401 Mac and Cheese Items

April - Over 500 Toiletry/Hygiene Items

May - Baby Essentials 2,179 Diapers / 4,036 Wipes

June - 296 Summer Wear Items (Swim suits, shorts, hats etc.)

**What we do through the CVRM:**


**Street Outreach and rapid rehousing for the homeless**

**FEED the Hungry**


**Provide Temporary Shelter**

**Help Local Families**

**Create Self-sufficiency**



 

CLUB ASSEMBLY JULY 11, 2024



Mama's House offers a safe and nurturing environment for pregnant women and mothers with an infant or small child who are in crisis. They are there to help young women who feel helpless with no place to go and with no means of support

[www.themamashouse.org](http://www.themamashouse.org)

The next two slides represented the club's current monthly community service projects (DRIVES) for the Coachella Valley Rescue Mission and highlighted the underserved members of our community that our partnership with the CVRM allows us to serve. President Bruce proposes to expand our community Service drives this coming year to include Women and Infant's Health by aligning ourselves with and including Mama's House as an additional strategic partner. Representatives from Mama's House will be our speakers at our August Dinner meeting as we explore ways to aid them in their goal to help pregnant women and mothers with an infant or small child in crisis.

CLUB ASSEMBLY JULY 11, 2024

**FUNDRAISING**

**Help with Grant Applications**  
(Walmart, Lowes, Home Depot, etc.)







Royal Blue and Gold w/Rotary Wheel  
Purchase and assemble \$5.00 each  
Accept donations for \$10.00 each



Dear [Individual or Business name],

As the 2023-2024 President of the Rotary Club of La Quinta, I am excited to share with you an opportunity to make a significant impact in our community. We are reaching out to local businesses like yours in hopes of establishing meaningful partnerships to support our annual High School Senior Scholarship program.

As the Rotary Club of La Quinta, we are deeply committed to fostering the educational aspirations of our youth. Since 1985, our club has awarded in excess of \$200,000.00 in scholarships to deserving high school seniors in our community, empowering them to pursue higher education and achieve their dreams. These scholarships help with the financial burden of college tuition while demonstrating our community's belief and support in the potential of our youth. In addition, this Scholarship Recognition serves as a reward and affirmation of the hard work, diligence, and sacrifices that these students have made over the last four years in High School.

We do all the work and you and your organization receives the credit! We work with the school counselors and faculty advisors at La Quinta High School, Horizon/Cummins Schools, Desert Christian Academy and Coachella Valley High School to locate qualified student applicants. We then review applications and screen students, select recipients and make the formal presentations. Awards are based upon both need and merit and can even be designated by and in the name of the donor to a specific student or for a specific activity or future career path. It is all up to you! When possible, we work with the Dr. Carmen Foundation to double or triple award amounts to students that are "First in their family" to attend college. And since we are a 501(c)(3) corporation run by all volunteer staff, your donation can be tax deductible and is 100% applied to the award!

By partnering with us, your involvement will align your brand with the values of integrity, Service Above Self, and excellence that define the Rotary Club of La Quinta. Together, we can make a real difference in the lives of local students and inspire a new generation of leaders to serve their communities with passion and dedication. Your support will be acknowledged through various channels, including our website, social media platforms, at the presentation events and in the event materials, providing your business with valuable exposure and recognition.

I invite you to join us in our efforts by becoming a sponsor of our High School Senior Scholarship program. Your contribution, no matter the size, will have a meaningful impact and can be in the form of a monetary donation or that of goods and services to be used at our fundraising events that we hold to help support our Scholarship Awards. I can assure you that any donation will be sincerely appreciated by our entire community.

Please feel free to contact me at (760) 271-8095 or [bruce@rclo-laquinta.org](mailto:bruce@rclo-laquinta.org) to discuss this partnership opportunity further. Thank you for considering this proposal, and I look forward to the possibility of working together to support the educational aspirations of our youth.

Thank you,

Bruce Cathart  
RCLO President 2023-2025

P.O. Box 5431 La Quinta, CA 92248



Next President Bruce talked about FUNDRAISING in the coming year with three opportunities that would hopefully minimize time and effort on our member's part and maximize returns to our Club and Foundation. 1. Big Box Store Grants applications would be investigated, completed, and submitted. 2. Each member will have access to our recently drafted and approved Value Proposition Letter to take and distribute to La Quinta Businesses giving them the opportunity to participate in our Senior Scholarship Program. 3. Deluxe 2-color (Rotary blue and gold) Graduation cords with gold Rotary Wheels will be purchased and assembled and made available to other Rotary Clubs to award to their Interact Club Members and Scholarship recipients for a donation of \$10.00 each to our club.



And finally, President Bruce brought up the subject of creating an updated, new logo/banner for the club. It was decided that it was definitely time to do so and the idea of having a contest or cooperative design effort by our Interact Students would be pursued in the Fall.

A question-and-answer session followed and it was agreed that our club would focus more attention on our social media campaign with the help of Michelle Brown and that additional Community Service Projects would be considered with the help of Simon Moore (Thank you both!).

President Bruce then thanked the members, special guests, visiting Rotarians, and friends in attendance this evening for their help and support throughout the year and wished everyone safe travels before the reciting of the "Four Way Test" and adjourning the meeting.

It was another wonderful evening spent with fellow Rotarians, spouses, guests, and both new and old friends in the spirit of Rotary.

As Rotarians, our main goal is Peace on Earth. Together, approximately 1.4 million Rotarians are working daily toward this goal by helping to improve the lives of those less fortunate in our own communities and around the world. For us, this year that includes our monthly donations to the Coachella Valley Rescue Mission, our East Coachella Valley Clean Water project, Polio Plus, the Guatemala Literacy Program, Shelter Box and in so many other ways that we can all be proud of our association with the Rotary Club of La Quinta.

As a reminder, our club will be meeting the 2<sup>nd</sup> Thursday evening of every month. Our next meeting is on August 8, 2024, to be held at the GREG NORMAN Clubhouse. The meeting will start at 6 PM. Please make sure you confirm your reservation at [Bycathcart63@Gmail.com](mailto:Bycathcart63@Gmail.com) no later than Monday 08/05/24. The club is responsible for all dinners canceled after that date. There will be a flyer or two coming your way with more details. Make sure to save the date and let us know that you will be joining us... the fun is really happening now!!!

YIRS,

Bruce Cathcart

President 2023-2025

Feel free to contact me with any questions or comments. You can reach me at [Bycathcart63@Gmail.com](mailto:Bycathcart63@Gmail.com).

[Editor's note: Thank you all for your attendance and making our meetings a priority in your schedule. Please share this newsletter with your spouses and friends that could not attend this past meeting and let them know that THEY WERE MISSED!]