



Issue 37: May 15, 2019

## UPCOMING PROGRAMS & EVENTS

**May 15 Meeting Program:** Dr. John & Mona Ahn: medical mission work

**May 18:** District Training Assembly Regional Medical Center, Bayonet Point Conference Center, 14100 Yosemite Drive, Hudson, FL 34667; **THIS IS A MUST FOR OFFICERS AND LEADERSHIP.**

**May 18:** SERVICE PROJECT Trash Pick-up; 7:45am: corner of Alt 19 & Curlew

**May 18:** SERVICE PROJECT: HEP; 15-20 volunteers needed to help organize the HEP Thrift Store, 10am - 2pm; 1212 N Betty Lane, Clearwater, FL 33755

**May 23 Meeting Program:** Member spotlight on Bob Runnels

**Jun 1-5:** Rotary International Convention in Hamburg, Germany

**Jun 15:** District Awards Banquet, Spartan Manor, 6121 Massachusetts Avenue, New Port Richey; 5pm cocktails, 6pm

**Jun 16:** S4TL delegates go to Lakeland

**Jun 18:** traditional day for Dunedin North Rotarians to participate in rap sessions at S4TL (can also go Jun 19-20)

**Jun 23:** S4TL delegates graduate and return home

## Recap of May 8 Meeting —by Sherrie Davis Kinhead

**Officiating:** PP Jay Pitts; **Secretary:** Joan Brown Levine; **Treasurer:** Kim Greenleaf; **Sgt-At- Arms:** John Tornga; **Greeter:** Teresa Cordova O'Dea; **Invocator:** Jay Pitts; **Songleader:** Edie Wiseman (*God Bless America*)

**Guests:** George & Mary Ann Leydon and Penny, their service dog ambassador, our speakers **Visiting Rotarians:** Jay Craig Wright (Safety Harbor) **Red Badgers:** None

**50/50 Winner:** MIKE MAHAN

**Booze Winner:** ALLEN KYNES, very suspicious, because just before the drawing, Allen told of the medicinal value of tequilla, which enhanced the value of the bottle today. PP Jay informed us that the oldest distillery in US was not shut down during prohibition because it made alcohol for medicinal purposes.



**Announcements:** HIGHWAY PICKUP is scheduled for 7:45am on May 18. Meet at the parking lot on the NW corner of Alt. 19 and Curlew near the service station. Plan on socializing at MacDonald's after, then driving over for our SERVICE DAY WITH HEP from 10-2 at 1212 Betty Lane, Clearwater.

The DISTRICT TRAINING ASSEMBLY for officers, committee chairs and anyone else interested in finding out more about how Rotary works will be in Hudson also on May 18, check-in and fellowship beginning at 8am.

Dick Spong called for a MEMBERSHIP MEETING after our regular meeting.

**Happy Bucks:** JOANN ROONEY: \$10 for Mark Middleton and everyone who helped out at the 5K Race on Saturday. Next year's will be even more fun, because we'll have more than 7 weeks to plan. TERESA CORDOVA O'DEA: congrats to Mark, the event was wonderful even if she got lost. JAQUELIN NUILA: thanks to Teresa for collecting bulletins for her during her absence; she brought back a banner from the banner exchange with the club she visited. JAY CRAIG WRIGHT: his bee keeping program fell through at our club but he gave one at Tarpon Springs, and bet on the Derby winner, Country House, because of the name, and won lots of money. RICKEY WILSON: happy for 9 years of marriage. PAT SNAIR: for Mark and the race—turnout was awesome! SHERRIE DAVIS KINHEAD; race was great, kudos to all who helped in the success; she is muddling through setting up a new computer, hence the reduced size and the wrong date on the bulletin today, because the printer froze up, leaving no time to reprint. PRISCILLA HOAG: happy also for a successful run. JAY PITTS: congrats to Mark on the race success; he got a bigger payout than Jay Craig Wright this weekend when his daughter graduated with her masters and comes off his payroll.

**Program:** GEORGE & MARY ANN LEYDON moved to Florida and wanted to get involved. After hearing Chalie Belcher talk about SOUTHEASTERN GUIDE DOGS on TV, they decided to volunteer as puppy raisers, which means raising and socializing puppies for 12-14 months before they are ready for serious training. The puppies in training have the same rights as a full fledge guide dog and learn that when the vest goes on, they become serious. The dogs must learn to only take food with permission from the owner or handler for their own safety and to willfully disobey orders if the order puts a person



at risk. Penny, who came to our meeting, is an ambassador, because she did not want to be responsible for someone's life. Mary Ann was chosen as her handler, because Penny listens well to her commands.

All training and vet expenses are paid by SE Guide Dogs for the life of the animal, and care is taken to be sure the recipient of the guide dog is able to care for their dog. The primary concern is the safety of the dog. A person who applies for a dog goes through 2 weeks of classes getting to know 2-3 dogs in order to find the best fit. Children can get dogs at 16. Younger children can get dogs, but not the highly trained guide dogs. The average value of a guide dog is \$65,000. SE Guide Dogs is funded by donations. Those who give donations equal to the value of a dog have naming rights and a chance to be involved in their lives. Welch Agnew spoke up and suggested the book Thunderdog, which is about a 9-11 guide dog, and that if we ever have a chance to go to the graduation, do it—it's a very moving experience. Mary Ann finished up by telling us that puppy sitters are welcome in order to keep dogs out of the kennels when trainers go out of town, and these will be some of the most well-behaved puppies around.

## Rebels with a cause ROTARY CLUB OF EVENING DOWNTOWN BOSTON

On the night the Rotary Club of Evening Downtown Boston was chartered in 2010, co-founder Scott Lush called it a "100-year-old startup." He and two co-founders had respectfully broken off from another club because, he says, "we felt the existing model did not have mass appeal." They wanted their new club to be a test model for Rotary — a place where they could experiment with the club experience while retaining Rotary's commitment to fellowship and service. They envisioned a vibrant club that showcased stimulating speakers, focused on members' needs, and welcomed everyone, no matter who they were or why they had come.

Fast-forward nine years to a cold winter evening in a private room at a popular Boston pub. Every seat is taken and there are visitors at all the tables: friends, strangers, Rotaractors, a Rotarian from Brazil, the assistant governor of the district. Nearly half of the 40 people present are not members of Rotary.

The room buzzes as everyone socializes over sliders and drinks. People come in, fill out name tags, give hugs, and join conversations. There is an informal rule for club meetings: No one should be standing alone. With so many visitors, members' socializing exclusively with other members is gently frowned upon — that's what the club's members-only events are for. The monthly meetings are a way to introduce the club to, and a chance for members to meet, new people.

In the beginning, the club tinkered with just about all the aspects of the Rotary experience. In addition to the monthly evening meetings, it holds members-only social events once a month — recent ones have included hiking, bowling, trivia nights, and ski trips — as well as volunteer events once or twice a month. Those have included serving meals at food kitchens and tutoring adults for their high school equivalency test.

The board members continue to come up with innovative approaches. But they don't only try new things; sometimes they go back to tradition. The co-founders had promised, for instance, that they would never do happy bucks at meetings, but they eventually reversed course because new members liked the idea (with a twist: They accept electronic payment via the Venmo app).

The board members also use technology to help make decisions. Based on click-through metrics, they discovered that they get the best bang for their marketing dollars from Facebook. On their website, they offer a \$10 off coupon for the first meeting (visitors usually pay \$20). They also promote their meetings on Eventbrite and use an email marketing platform, Mailchimp, to manage member communications. They even test different versions of their welcome email for new members to see which subject lines prompt a higher "open rate." The constant influx of new members helps keep that innovation going.

Members also do some old-fashioned marketing by "outing" themselves as Rotarians and talking openly about Rotary at work and with friends. A few years ago, the club gave out Rotary mugs and encouraged members to use them at work, hoping to create opportunities to talk up the club.



**BE THE INSPIRATION**



The holidays and bell-ringing season might seem a long way off, but November is on the way. We missed out last year but Dave Gehris and Mike Smith have signed us up for the 2019 SALVATION ARMY BELL RINGING SEASON. Many of us remember when Teresa Cordova O'Dea was our head Ding-a-Ling and took pictures of each ringer. Now we encourage partner sign-ups for the 2-hour shifts on Saturdays to make it more fun and double our impact.

### MEETING TIME/LOCATION:

7:30-8:30 am on Wednesdays  
Dunedin Golf Club  
1050 Palm Boulevard

### MAILING ADDRESS:

PO Box 307, Dunedin, FL 34697  
*The Rotary Club of Dunedin North  
(Club #4270) was chartered on  
November 21, 1971.*

**Doing good.  
Having FUN!**

**Don't forget to check out  
Facebook and Twitter!  
Post your own pictures  
and news items.**



Find out more about our club:  
**DunedinNorthRotary.org**