



Wednesday, May 5, 2021



Club Leaders



Deborah Hegedus
President



Traci Hamill
President-Elect
Public Relations Chair



Christine Cameron
Attendance Secretary
Secretary



Kathy Castellano
Secretary-Elect
Youth Services Chair



Edward F. Flohre
Club Secretary; Club Director



Brenda Peckham
Treasurer



Kristina Watts
Membership Chair
Treasurer-Elect



Kenneth R. Brennen
Club Director



Kirk Eric Nadler
Club Director



Marie M. Naisby
Club Director



Karen A. Current
Rotary Foundation Chair



Walter J. Powers Jr.
Club Executive Secretary
Sergeant-at-Arms



Janet Shawen
Club Programs Chair



Julia Mercier
iPast President
Webmaster



James Hinck
Area Governor

District Leaders



Darryl Keys
District Governor

Andrew Lyman

2021-22 Strategic Plan

By Traci Hamill



The Rotary Club of Englewood seeks to continue strengthening its position as a not-for-profit service organization, improving its capability to benefit local and international causes. Building on the momentum of recent strategic recruiting and rebranding efforts, it desires to capture member enthusiasm and channel their energy into even more impactful, meaningful service.

As was key with the initial plan, true strategic action is required meaning that the club must be willing to identify and prioritize activities that are essential to its future, and have the discipline to focus its energies on advancing these activities over a sustained period.

Also essential is the continued willingness and commitment to change: Trying new ways of operating as a club in recognition that old models may no longer be effective especially given the Club's revitalized, diverse demography. With a truly multi-generational membership, flexibility and a variety of engagement methods is critical to member retention.

The overarching purpose of the Rotary Club of Englewood Strategic Plan for 2021-22 is to maintain the club's reinvigorated enthusiasm, and significantly raise Englewood's awareness and understanding of Rotary. With its refreshed and expanded core of members, the club will focus on expanding the value and impact of local hands-on service projects as well as fundraising and charitable activities; while continuing to expand its brand awareness and partnership with the business community.

These activities, advanced together, will keep raising the profile of the club and increase the likelihood of retaining the expanded diverse community leaders the club has worked so hard to attract as well continue to attract yet more individuals who view membership in Rotary as a unique opportunity and advantage.

Strategic Plan for The Rotary Club of Englewood

This strategic plan has been developed as a fluid document to be used as a guide for the development of annual goals by the incoming President and Board of Directors. The Strategic Plan will be reviewed and updated each Spring by the President Elect and the incoming Board, with adoption by the Board of Directors at the July board meeting. Directors and committee chairs will determine specific action items to implement the strategies outlined below. The Strategic Plan recognizes the Objects of Rotary and the Five Avenues of Service as guiding principles of our actions.

Vision of The Rotary Club of Englewood

The Rotary Club of Englewood is a humanitarian service organization whose contributions improve lives in communities locally and worldwide. Englewood Rotarians are individuals who are interested in building lifelong friendships through the experience of providing dynamic, action oriented, volunteer service to others. Rotarians are committed to the core values of Rotary International: Service, Fellowship, Diversity, Integrity, Leadership.

Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular:

FIRST: The development of acquaintance as an opportunity for service.

SECOND: High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society.

THIRD: The application of the ideal of service in each Rotarian's personal, business, and community life.

FOURTH: The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

Mission Statement of The Rotary Club of Englewood

Through the focus on humanitarian service, our mission is to work locally, regionally, and internationally to:

- Combat hunger.
- Improve health.
- Attain clean water and sanitation.
- Provide literacy and education.
- Promote peace through world understanding.
- Support the Next Generation (Youth).
- Bring positive change and protect the environment.
- Eradicate Polio worldwide.

Under the motto Service above Self through sustainable projects

Club Administration

Goal: To develop, adopt and maintain good leadership, management, and communication practices for our Club.

Strategies:

1. Regularly review By-Laws for current needs and applications
2. Provide to members a summary report of actions taken following each board meeting
3. Committee chairs, officers, and project leaders to report to the membership quarterly
4. Continue the development and maintenance of the Club website
5. Hold a quarterly fellowship/social event
6. Provide opportunities for Club members to share their passions and expertise on matters of interest to other members
7. Insure interesting and diverse weekly programs
8. Provide effective fundraising activities to carry out the service projects deemed appropriate



DG-Elect



Neil E. Snyder
DG-Nominee

9.Strive for 100%-member participation in fundraisers

10.Raise \$45,000 annually through fundraising.

11.Prior to the Rotary year, the incoming President and Board will develop an annual operating plan, consistent with the Strategic Plan for the ensuing year. The incoming President will conduct a Club Assembly in July to present the plan and receive input from the members. Six months into the year the President will again convene a Club Assembly to review the plan and evaluate progress with entire club.

12.President conducts quarterly meetings with committee chairs to evaluate goals and progress towards the goals.

Membership

Goal: To provide for the recruitment, orientation, mentoring and support of members.

Strategies:

- 1.Establish a membership committee and adopt a goal for recruitment of new members. Membership Goal of 2 new members.
- 2.Develop a specific orientation for any new member inducted into the Club that ensures that new members understand the requirements and expectations, (attendance, financial commitment, and participation in projects) for membership.
- 3.Develop a specific mentor program for all new members that ensures member participation and development.
- 4.Establish regularly scheduled social and professional opportunities for developing acquaintance and networking of members and member families.
- 5.Involve families in our ♦Family of Rotary♦. Look for new opportunities for family involvement.
- 6.Encourage each member to yearly reflect on their participation and to formulate yearly individual goals to bring meaning to their Rotary experience.

Public Relations

Goal: To Increase the image and awareness of our Club, Rotary, and the projects being accomplished.

Strategies:

- 1.Develop contacts and relationships with the media to publicize newsworthy events and activities of the Club (i.e., Be in one publication each month).
- 2.Review and develop signage in the community for Rotary.
- 3.Develop process for attaching Rotary signage to completed community projects.
- 4.Maintain and update Club publications to highlight member and club news.
- 5.Have brochures about the Rotary Club of Englewood at local businesses.
- 6.Rotarians will attend many local events and acknowledge their Rotary membership.

Club Community Service

Goal: Develop and implement recognizable and substantive projects that support the local community in general.

Strategies:

- 1.Establish and maintain liaison with all other local nonprofits in support of community efforts for needed service projects.
- 2.Continue to support those local nonprofits that have historically been aided through donations of grants and members volunteer time, including, but not limited to, Habitat for Humanity, YMCA, Boys & Girls Club, Local Food Banks, Englewood Care Clinic and Brookdale Senior Living.

Vocational Service:

Goal: To empower others by using their unique skills and expertise to address community needs and help others discover new professional opportunities and interests.

Strategies:

1. Sponsor an annual Ethics in Business Award for the community to be given in January during Vocational Service Month.
2. Coordinate with other groups to develop and implement local adult/career programs.
3. Host a club meeting at a workplace and share about the profession; take time to learn about fellow members♦ occupations.
4. Work with local businesses to create mentorship, internship, or practicum opportunities to help young people achieve their career goals.

Youth Services

Goal: To assist community efforts in the positive development of youth through promoting literacy, involvement in community, and knowledge and application of the Rotary Four-way test.

Strategies Literacy:

- 1.Promote, support, and expand local literacy efforts in the schools by working individually with the 3 local elementary schools on their literacy needs.
- 2.Support and expand Interact at Middle and High School.
- 3.Send 2 students to RYLA and S4TL.
- 4.Yearly Service Above Self Award Program at LBHS
- 5.Continuously, review involvement in area youth opportunities and implement as believed desirable programs to expand on these opportunities.
- 6.Continue the Youth Exchange program and seek to include additional youth and a variety of foreign countries consistent with club budget capacity.

Club International Service

Goal: To develop and support sustainable World Community projects in places of need and support Rotary International initiatives.

Strategies:

- 1.Promote the support of international projects being sponsored by other Rotary Clubs in the area.
- 2.Explore projects in a locale more available for member participation, both geographically and financially.

The Rotary Foundation:

1. Become 100% Every Year Every Rotarian,
1. Become 100% Sustaining member club.
1. Become 100% Paul Harris.
1. Have all members donated \$100 to the Polio Plus?

Contingency Plan:

Goal: To be prepared for the future in time of a need or crisis.

Strategies:

- 1.Prepare for unplanned leadership vacancies
 - At least 2 members actively participate on any committee.
 - 3-year leadership team

2. Funding budgeted for disasters
3. Funding budgeted for emergent community needs

2021-22 Serve to Change Lives

By Traci Hamill



SERVE TO CHANGE LIVES

2021-22 Rotary Theme is Serve to Change Lives.

Rotary International President-elect Shekhar Mehta is urging members to become more involved in service projects, saying that caring for and serving others is the best way to live because it changes not only other people's lives, but also our own.

To prepare for the 2021-22 Rotary year, we have contacted members of our club and asked about their ideas, passions, and ideal service projects.

The Service Projects, Fellowships & Fundraisers below are from those conversations. If you are interested in any of these programs please contact me for more information.

- Rotary's Mini Reef Nursery Habitat Project - This will be a 3 club Grant with Venice-Nokomis Rotary & Venice Sunrise. The project aims to regenerate our coastal waters, improve water quality, and re-establish a juvenile fish nursery and a sea life habitat, one dock at a time, through the installation of Mini Reefs. The cost of each Mini Reef is \$300 and includes tax and installation.
- SMART Girls at the Boys and Girls Club in Englewood. SMART Girls help girls develop toward healthy attitudes. SMART Girls is a small-group health, fitness, prevention/education and self-esteem enhancement program designed to meet the developmental needs of girls from 8 to 10 years old. Through dynamic sessions, participatory activities and mentoring opportunities with adult women. I am looking for volunteers, this is a 10 week course with a celebration on week 11. There are lesson plans to follow and they are very easy and simple and can be done in 45 to 60 minutes. August thru November 2021.
- Josh the Otter Day - Every 3rd Thursday of the month, we will be going to 1 pre-school a month to read the "Josh the Baby Otter" book, have Josh Live to give hugs and dance, hand out a book and a coupon for the child to present to the Englewood YMCA for FREE swimming lessons. 68 children drowned last year in 2020 and most of them were under the age of 4. We have also added Josh the Otter & Water Safety to our club's website with an active link for donations.
- Park Clean Ups - Since Englewood is in 2 different counties we have planned Quarterly Clean Ups on a Saturday morning from 9-11 at Englewood Veterans Memorial and Freedom Pavilion and Cedar Point Environmental Park. I have given the dates to Keep Sarasota and Charlotte County Beautiful and the Interact students from Lemon Bay High School will also be participating.
- Local Chapter of Rotary Means Business Fellowship - Englewood. We have plans to start promoting more vocational opportunities to Rotarians and local Englewood businesses. More information is available on our club website.
- Local Chapter of Rotary Wine Appreciation Fellowship - "Through the Grapevine". Our objective is to learn more about wine, wine and food pairings and any other topics related to the appreciation of wine so that our own appreciation of good wine will be enhanced.
- Discover Rotary is a Membership drive (Each One Bring One) that will be held every 4th Thursday at Rumours Wine Bar from 5:30-6:30. We are asking every member to try and invite at least 1 potential member throughout the year to come to a Discover Rotary meeting instead of inviting them to lunch. Many potential members have several questions about what Rotary is, what Rotary does, and whether it's the right service organization for you. We'll answer their questions and find out what their passions are and their area of focus and then invite them to a service project, fellowship social and then to a lunch meeting. The potential new member sees all the good we do.
- Youth Service and Literacy projects are still very important to our members, we will continue with the following programs with the help of Englewood Youth Foundation, Dictionary Project, One Book One School, RYLA, S4TL, RotaKids (Myakka River Elementary) & Interact (Boys & Girls Club, LA Ainger & Lemon Bay High School).
- World Polio Day - October 24 - Polio, Pints and Pinot in partnership with Libee's & Rumours Wine Bar
- Shoot for the Moon Night Golf Fundraiser at Rotonda Golf & Country Club date TBD but looking at September possibly.
- For Veterans Day, we will be inviting local veterans to visit us for lunch and will be greeting them with a Veteran's Challenge Coin and will have a special speaker.
- Empty Bowl Fundraiser for the local food pantries in Englewood. An artist from this year's Art Festival will be making the bowls for us to give away as door prizes to all that attend the event.

There are a lot of opportunities for you to engage in the club, our goal is to have at least 1 project for each of the 7 areas of focus.

2021-22 Committee chairs are as follows, Carol Peterson - International Services, Tony Babington - Community Services, Alfred Current - Vocational Services, Marie Naisby - Youth Services, Traci Hamill - Josh the Otter Day, Karen Current - Membership and Brad Ault - The Rotary Foundation Chair.

The website has been updated to be more user friendly. All club meetings and events for both club and district events will be posted on the website and in DACdb. Please check out the update site and if you have any suggestions or want to add additional information please let us know. The website is therotaryclubofenglewood.org.

Rotary Florida License Plate Pre-Sale

By Traci Hamill

Fellow Rotarians, as well as family and friends of Rotary, the new Florida Rotary Tag website is live. You can use this website to access the Orange County online voucher pre-sale system to reserve yours. Go to <http://www.floridarotarytag.com> to see it. We need to have 3,000 vouchers sold for it to go into production. Please start sharing this website with everyone you know and remember you don't have to be a member of Rotary to get one! You can also buy a voucher through your local tag agency at your county's tax collector office. *This specialty license plate is only available for motor vehicles registered in the State of Florida



Events

May 11th
[Englewood Weekly Club Meeting](#)
Speaker: PE Traci Hamill
Subject: Club Assembly & 2021-22 Strategic Plan at Landy's Restaurant

May 18th
[Englewood Weekly Club Meeting](#)
Speaker: Mission 22
Subject: by Frank Menard & Mitch Messenberg

May 15th
[Brunch Board Retreat](#)
Speaker: PE Traci Hamill
Subject: 2021-22 Rotary Year

May 25th
[Englewood Weekly Club Meeting](#)
Speaker: Hear My Story at Landy's Restaurant
Subject: by Ofek Nurief