

Rotary



Club of Daytona Beach

Club Leaders

**Michael R
Leonard**

Past Projects

Roosevelt

Harris

President

Rotaract Chair

Interact Chair

Jason A.

Murbarger

President-Elect

DJ Lebo

Attendance &

Participation

Attendance

Secretary

Secretary

Timothy L

Smith

Treasurer

Renny Miles

Jr.

Sergeant-at-

Arms

John R

Guthrie

iPast President

Lori

Campbell-

Baker

District Grants

Chair

Priscilla

Chanfrau

Club Director

Membership

Chair

Owen

Chittenden

Club Director

Community

Service Projects

Chair

Melissa

Gabriel

Club Director

Community

Service Projects

Chair

Lorene King

Club Director

Club Memorials

Jonathan

Magill

Club Director

Service Projects

Chair

Joanne

Magley

Programs Chair

Speaker for Monday February 3, 2025 - Tabitha Schmidt, MOAS Master Plan



Club Director

**Account
Leaders**

Mickey Ulmer
District
Governor

Dale M Moe
DG-Elect

Howard C
Norton
DG-Nominee

John D. Tabor
iPDG

James D.
Kocmoud
District

Tabitha Schmidt came to the Museum of Arts and Sciences in September 2022 after having been the CEO of Powell Gardens: Kansas City's botanical garden for the past six years. During her tenure at Powell, she guided the Gardens through a shift in strategic direction that resulted in the highest attendance and membership numbers in its history. She also stewarded the organization through a master-planning process that is now guiding all future directions.

Tabitha earned her B.A. in Art from Baker University and her M.A. in Art History from UMKC, during which time she was able to experience a study-abroad semester at Harlaxton College in

Communications
Officer
Steven Crump
District
Secretary
Brandon Perry
District
Treasurer
Megan Madrid
Sgt. At Arms

Birthdays

Harold
Goodemote II
February 1st
W. Denis
Shelley
February 8th
Douglas S.
Reece
February 14th
Paul Schandel
February 14th
Joyce Shanahan
February 17th
Jonathan Gildon
February 17th
David Lloyd
February 18th
Melvin D. Stack
February 21st
Karen Haught
February 23rd
John Tamburino
March 1st

Grantham, England. She has a well-rounded background working for non-profits, cultural organizations and educational institutions, having held such positions as the Director of Cultural Arts at the Jewish Community Center, Executive Director of the Museum of Texas Tech University, Director of the School for Continuing and Professional Studies at the Kansas City Art Institute, Associate Educator of Adult Learning/Manager of Tour Programs at the Nelson-Atkins Museum of Art, Director of Instruction/Arts Partners Coordinator at Kansas City Young Audiences and Student Activities Coordinator/Adjunct Art and Art History Faculty at Maple Woods Community College.

Tabitha is involved in the Daytona Beach Rotary, Daytona Beach Chamber of Commerce, The Boss Lady, and the Florida Association of Museums (FAM). She volunteers her time at St. Mary's Parish in Bunnell leading the music once a month. Tabitha and her husband, Mike, are the proud parents of Peyton (26) and Samantha (23). They live in Ormond Beach.

Rotary Super Bowl Pool

It's that time of year again—Rotary's annual Super Bowl Pool is here!

Gordon Whitley will be selling squares starting **Monday** and will continue until they're all gone. Squares are just **\$10 each**, and there's a payout **every quarter!**

The best part? **Rotary keeps half of the pot**, so your participation supports our great work in the community!

Don't miss out—grab your square before they're gone!



Scott Simon does not have a driver's license. But he's traveled while reporting across the globe. From fire ants in El Salvador to hostels in Ethiopia, he shares experiences, misadventures, and tips <https://on.rotary.org/4awJxMB>

Illustration by David Huang

Learning with Leaders



"Reimagining Fundraising" is the topic of the inaugural "Learning from Leaders" Series presented by Halifax Health. Bill Crouch, known as "The Fundraising Analyst," will speak about rethinking fundraising efforts to ensure long-term sustainability and growth for a variety of public and private nonprofit organizations.

"Fundraising is more than just securing resources—it's about creating meaningful connections, fostering innovation and building strategies that resonate with the heart of your donor community," Crouch said. "At EVOLVE's Learning from Leaders Series, I'm excited to share how nonprofit

organizations can unlock their full potential with a blueprint designed for success.”

Howard Holley, Founder and CEO of EVOLVE Communications Group, explained Learning from Leaders' purpose.

“Our goal is to create with our partners, such as Halifax Health, an opportunity for our readers to learn how to lead with purpose, fund with passion and grow with impact from leaders who have the experience and success to help us all to Evolve,” he said.

The event takes place Feb. 7 from 7:30-9:30 a.m. at the Mori Hosseini Center on the campus of Daytona State College.

To reserve your spot, click here! <https://www.zeffy.com/en-US/ticketing/learning-from-leaders-re-imagining-fundraising>

Area Impact on Hotels from Rolex 24

Did Rolex 24 boost Daytona Beach hotel business? What's Daytona 500 outlook? Daytona Beach News-Journal

If you're looking for evidence of the increasing popularity of the [Rolex 24 at Daytona](#) and the IMSA WeatherTech SportsCar Championship season, one needn't look further than across the street from Daytona International Speedway during this year's [race](#).

The legendary endurance race generated sold-out nights at the 64-room Quality Inn Daytona Speedway, an influx of guests that were wildly enthusiastic about the sport, according to Deborah Bailey, the hotel's general manager.

“The weekend was amazing, and our guests were amazing,” Bailey said. “The fan base definitely seems to be growing for the Rolex 24-hour race, and the fan base is amazing, too, the enthusiasm for the event and the enthusiasm across all ages from younger folks to the loyal base that has been coming for years.

The Quality Inn, across International Speedway Boulevard from the track's main entrance, posted no vacancy signs for both Friday and Saturday at rates that reflected that interest, Bailey said. It was among numerous Daytona Beach-area hotels that reported a sold-out Rolex 24 race weekend as well as another expected sell-out for the upcoming Daytona 500.

Although NASCAR continues to be the brand most closely associated with the historic track, this weekend's crowds for the Rolex rival the interest that Bailey has observed over the years for a roster of NASCAR races that include the Daytona 500, she said.

“From what I'm seeing, the Rolex base is growing past the Daytona 500 as far as the younger fan base,” she said.

Another sell-out for Daytona Beach-area hotels expected for Daytona 500

Even if that's the trend, the upcoming Daytona 500 on Feb. 16 already has generated another sold-out weekend at the Quality Inn, Bailey said. “The only thing that would be open now is anything for cancellation,” she said, “so we're doing well.”

Many of those NASCAR fans are familiar faces, she said. “I'm blessed that we're directly across the street from the Speedway, so people have been coming to stay with us for years,” she said. At this year's Daytona 500, they will arrive to find a hotel that completed a renovation in 2024 by its locally based owner, 3 Hospitality of Daytona, that included new furniture, new vanities and new user-friendly room designs, she said.

The Rolex also generated a big weekend at hotels owned and operated by Ormond Beach-based Elite Hospitality Inc., said Manoj Bhoola, president and CEO. Elite's roster of area hotels includes the three properties near the Speedway — the Best Western Plus International Speedway; Hampton Inn by Hilton Daytona Speedway Airport; and the Hilton Garden Inn at Daytona Beach International Airport.

“Even with the cold weather, Rolex 24 was a resounding success for our three hotels on International Speedway Boulevard,” Bhoola said. “The ADR (average daily room rate) and occupancy were higher than last year for all the properties and we already have commitments from the majority of the repeat teams for 2026.

"We have only heard great comments from the customers about their visit to the race track and local shops and restaurants that they experienced."

Looking ahead, Bhoola said that Speedweek and the Daytona 500 should be on par with 2024, which he characterized as a "record breaking year." "We expect to be at capacity for the majority of Speedweeks," he said.

At One Daytona, the dining, retail and entertainment complex across the street from the Speedway, rooms also were sold out at both The Daytona Marriott Autograph Collection hotel and the Fairfield Inn & Suites, said Nancy Guran, regional vice president of sales and marketing for the hotel's owner, Shaner Hotel Group.

"Speedweek is sold out as well, and has been for months," Guran said. Elsewhere, the Rolex also bolstered business at the 744-room Hilton Daytona Beach Oceanfront Resort, the area's largest hotel, according to Jim Berkley, the hotel's general manager.

"The Rolex 24 was a great success for Hilton Daytona Beach with sold out dates Friday, Saturday and even Sunday night, too," Berkley said. "Rates were nicely above prior year and the word I have heard in market is that most hotels did well and beat their last year metrics." Looking ahead, it's a similar story for the week of the Daytona 500, Berkley said.

"It's shaping up quite well for Hilton Daytona in the same fashion, with expected performance to be the usual sell-out days with a higher ADR (average daily room rate)." The story was the same a few miles to the north on Atlantic Avenue at the Hard Rock Hotel. "Expectations were exceeded again this year," said Joel Darr, the hotel's managing director. "We experienced sell outs over the weekend, with increased average rate and revenue."

At Hard Rock, rooms also are already sold-out for the Daytona 500, said Darr, who stepped into his leadership role at the hotel in December. "The Daytona 500 is always excellent at Hard Rock," he said. "We have been sold out for months, increased our average rate, and anticipate outstanding revenues for the week. Speedweeks continue to be a phenomenal driver of business for our market."

In Daytona Beach Shores, occupancy and revenue also were higher year-over-year for the Rolex race weekend at the family-owned Tropical Manor On the Ocean, according to a response to an informal online survey conducted by Bob Davis, president of the Lodging & Hospitality Association of Volusia County.

In that same survey, business was reported to be softer on "shoulder nights" that bookended the Saturday and Sunday race at the Courtyard & Residence Inn near the Speedway on Richard Petty Boulevard, according to the hotel's dual general manager Sandra Whittington-Boone.

[Zoom Meeting Login](#)

Rotary Zoom Login



Meeting ID: 665 859 4040
Passcode: 349127

Club Meeting

Daytona Beach
Meets at The Palmetto Club
1000 South Beach Street
Daytona Beach, FL 32114
Time: Monday at 12:15 PM