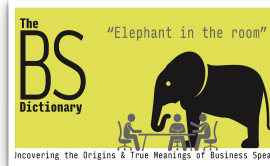


**Rubber Ducky,
You're the One**
RECAP OF OUR LAST
MEETING WHERE THE
CEO OF LEARN TO
READ ADDRESSED
OUR GROUP ABOUT
THIS YEAR'S REGATTA



DOGS R US
THE CEO OF K9S FOR
WARRIORS TO SPEAK

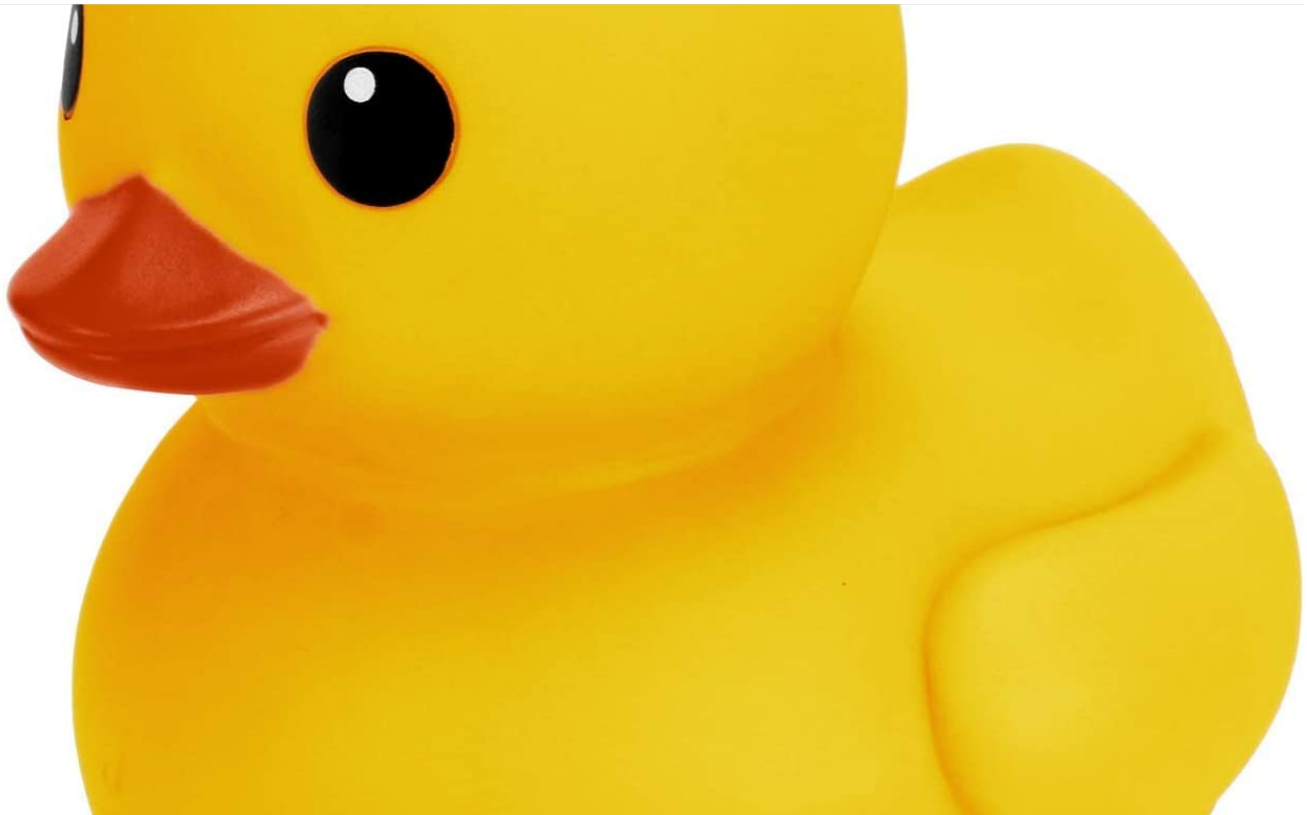


**THE ELEPHANT IN
THE ROOM: BUSINESS
SPEAK EXPLAINED**



NEXT MEETING
TUESDAY, APRIL 20 AT 7:30AM
ZOOM ID: 388 019 0662
PASSWORD: 263 227

THE.32081. ROTARIAN



**Club Partners with Learn to Read
for Annual Rubber Ducky Regatta**

Each of our club
members is asked to
adopt at least a
"Handful of Ducks"
(that's 6 ducks for \$25).

Ann Breidenstein, President & CEO of Learn to Read (LTR), and Joe Cinney, long time LTR Board member and tutor, joined us at last Tuesday's Rotary Zoom meeting to talk about LTR and the upcoming Rubber Ducky Regatta slated for the Intracoastal north of the Nocatee Bridge on Sunday, May 16 at noon, with headquarters at nearby Palm Valley Outdoors Bar and Grill.

But before we get to that, without about 17 people online, Prez Ian opened the meeting at about 7:30 AM with the Pledge and an introduction of our guests including John Richardson, Pam Smith, Becky Richmond, prospective new member, Jim Huster, and long time visiting Rotarians Chris and Rick Heath. Ian also welcomed honorary member, Russ Miller, who logged in after an unfortunate extended bout with Covid—get well soon, Russ! Ian asked Andy Erickson to say a few words about our recently concluded very successful Water for Cambodia project. Andy reported that our Club has raised about \$7,400 for the effort which translates to nearly 90 bio-sand water filters, well in excess of our original goal. Andy thanked everyone for their great support and said he looked forward to another successful campaign next year. After a few more announcements, including the long awaited report that we expect to resume in-person Rotary meetings on May 4 (stay tuned for details), Ian welcomed and introduced our guest speakers, Ann Breidenstein and Joe Cinney.

Ann explained that the Ducky Regatta is a LTR sponsored annual event here in St. Johns County to benefit LTR and its partner, Ponte Vedra Rotary. Participants "adopt" a duck (or group of ducks) to race, and the first ducks over the finish line win some exciting prizes. She expressed appreciation to our Club for our support again this year in this family fun event and encouraged everybody to attend on May 16. She also requested that each member consider adopting at least a "Handful of Ducks" (that's 6 ducks for \$25), either by going online at www.learntoreadstjohns.org or filling out an official Regatta adoption card which will be made available to each member soon. Ann said that Regatta sponsorships are also available for those who might want to promote their business while supporting a worthy cause.

As background, Ann gave us an overview of LTR and its diverse efforts to help adults improve their reading skills. Founded in 1986 and currently headquartered in St. Augustine, LTR is dedicated to removing barriers to employment and higher education through literacy, including free one-on-one tutoring to adult learners at least 16 years old. For example, in addition to its

Celebrations



Club member, Jeremiah Blocker, and his wife, Lauren, celebrate Easter with their kids. Beautiful family, Jeremiah!

other services, LTR typically serves about 200 students every year in our area in a variety of ways including GED exam preparation, English for speakers of other languages and college course remediation. LTR's other initiatives include health improvement (supported by a Florida Blue grant), financial literacy (supported by a Wells Fargo grant) and helping survivors of domestic abuse (funded by a ProLiteracy grant). Joe Cinney attested to the important work of LTR from his perspective as a long time Board member and tutor, indicating the significant personal satisfaction that comes from such voluntary involvement with people of need in our community.

With that, Ian closed our meeting with the iconic Four Way Test, inviting everyone to sign on Rotary Zoom again on Tuesday, April 20, 7:30 AM when our guest speaker will be Jill Wiltfong, wife of our own Bob and CMO of Korn Ferry, title sponsor of PGA Tour's Korn Ferry Tournament, the place to be for golfers aspiring to get their card and eventually play on the PGA Tour.

- Denny Baldwin



Speaker Spotlight:

Jill Wiltfong Speaks on April 20th, Rory Diamond on May 4



On April 20th, the Chief Marketing Officer of Korn Ferry will be our featured speaker. Nocatee resident, Jill Wiltfong, oversees the relationship for Korn Ferry on its developmental tour with The PGA Tour. The Korn Ferry Tour is the primary pathway for professional golfers seeking to earn their PGA Tour card. Past alum of the tour include Bryson Dechambeau, Will Zalatoris and Justin Thomas. **Jill will speak to us about this relationship and how it impacts Korn Ferry's business.**

Korn Ferry is a global organizational consulting firm that deals in hiring, leadership development and benefits & rewards. It is a \$2 billion company with 7500 employees in more than 50 countries. Jill is a graduate of the University of Texas and has her MBA degree from Cornell. Her husband, Bob, is also a member of our club! **Please make plans to attend Jill's visit by attending our next regular club meeting Tuesday, April 20th, at 7:30am via Zoom - (ID: 388 019 0662; Password: 263 227)).**

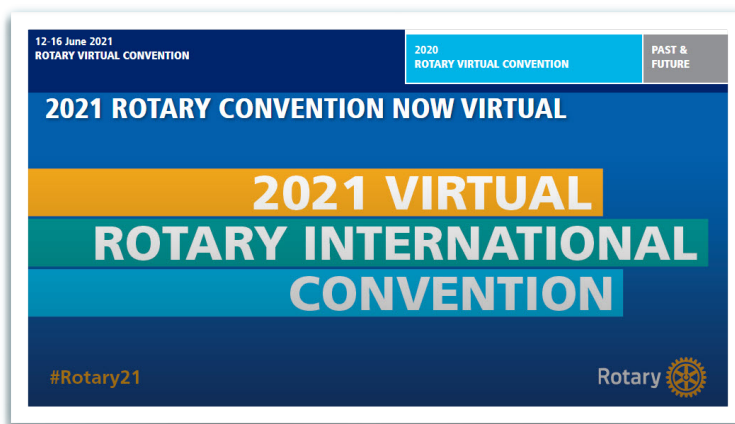
On May 4th, the Chief Executive Officer of K9s For Warriors, Rory Diamond, will be our featured speaker. As CEO, Rory is responsible for the executive management and strategic vision of K9s for Warriors. Under his leadership, the organization has grown into the nation's largest provider of service dogs for disabled American veterans and the largest service dog agency in the world using primarily rescue dogs. **The topic of Rory's presentation will be K9s for Warriors's mission, growth plans and new logo.**

In 2019, Rory was elected to the Jacksonville City Council representing the Jacksonville Beaches. He earned his JD from the University of San Diego School of Law, graduating cum laude, and completed his B.A. in Political Science from the University of Michigan, Ann Arbor. Rory is an avid surfer as well! **Please make plans to attend Rory's visit by attending our club meeting on Tuesday, May 4th, at 7:30am via Zoom - (ID: 388 019 0662; Password: 263 227)).** - Bob Wiltfong



Sign Up for Virtual RI Convention

Don't forget to sign up for the Rotary International Convention via Zoom from Taipei. It's a great way to experience the amazing annual Rotary Convention from your own living room. The upcoming RI Convention in Taipei is scheduled for June 12-16, 2021 and will be a virtual event in response to the ongoing threat from Covid 19. The Virtual Convention will be open to all Rotary members and participants. Event registration will open in mid-April and will include a promotional fee of \$49 for 21 days, with an increase afterward to \$65. So register during this promotional period at <https://convention.rotary.org/en> to save some money and enjoy an experience of a lifetime. - Denny Baldwin





• **PETS District Breakouts** Fri, May 7 6:30 pm via Zoom.

ALL President-Elects and AG2s should be in attendance.

• **District Training Assembly** Sat, May 8 9:00 am via zoom.

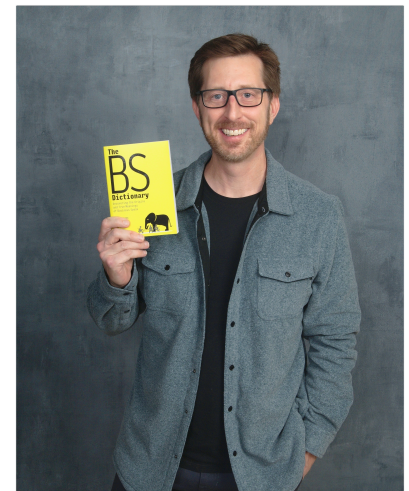
ALL Rotarians should join us for this informative learning event. Our guest speaker will be PRIP Barry Rassin who will speak on Rotary's new Seventh Avenue of Focus, and provide an update on Hurricane Dorian relief efforts.



A Bit of BS

By Bob Wiltfong

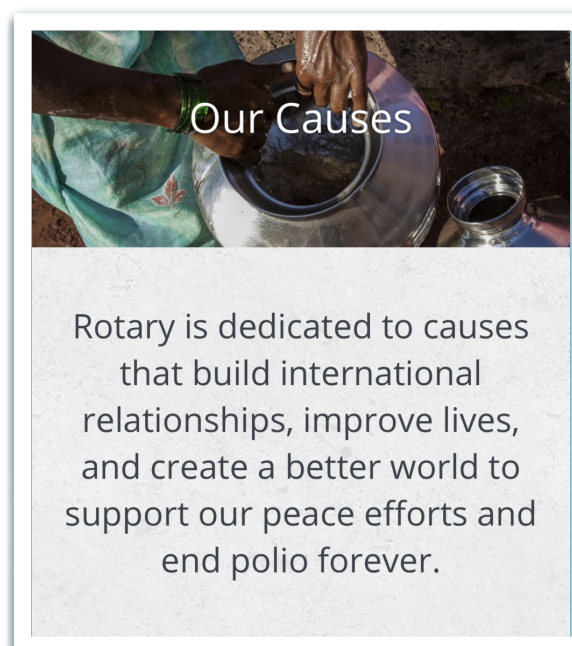
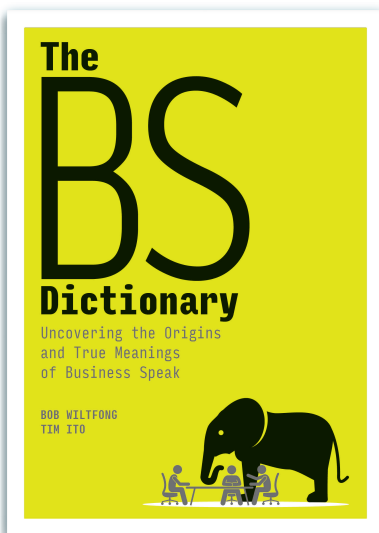
I wasn't able to attend our club meeting last week because I was speaking to another Rotary Club at the same time about my book, "The BS Dictionary: Uncovering the Origins and True Meanings of Business Speak." As part of my presentation to that club (a passport club from south Florida made up of people from around the world), I shared some of the more interesting origin stories of the words and phrases that we researched for the book. I thought I'd share one of those origin stories with you all.



RULE OF THUMB

As legend has it, in or around 1782, an English judge named Sir Francis Buller ruled that a man could whip his wife, provided he used a switch no thicker than his thumb. Buller was known to be prejudiced and impulsive, but there's no evidence that he actually made this kind of ruling. It didn't matter. The claim was widely circulated and Buller became known as "Judge Thumb" by British journalists. Later, American court rulings in domestic-abuse cases referred

to an "ancient doctrine" that allowed husbands to physically punish their wives using implements no thicker than their thumb—a "rule of thumb," so to speak. That exact phrase, rule of thumb, would become associated with domestic-abuse cases in the 1970s, and, despite the shaky legal basis upon which the term derived, was cited as factual in a number of law journals at that time. By 1982, the U.S. Commission on Civil Rights had published a report on domestic abuse titled *Under the Rule of Thumb*. The truth is that rule of thumb has a completely different origin story that is based much more on factual findings than rumor. In 1658—long before Judge Buller's supposed ruling—the first written reference to a "rule of thumb" (as an approximate method for doing something) was mentioned in a posthumously published collection of sermons by Scottish preacher James Durham who wrote, "Many profest Christians are like to foolish builders, who build by guess, and by rule of thumb."



Upcoming Meetings & Speakers

*** Tuesday, April 20 at 7:30am**

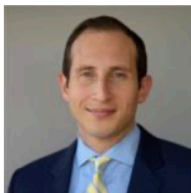
Speakers: Jill Wiltfong, CMO of Korn Ferry

Zoom: ID - 388 019 0662 ; Password - 263 227

*** Tuesday, May 4 at 7:30am**

Speakers: Rory Diamond, CEO of K9s for Warriors

Zoom: ID - 388 019 0662 ; Password - 263 227



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