

# COGS

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**Rotary**   
Club of Kingsport

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**THE MAGIC  
OF ROTARY**



## January 8 Meeting Preview

### United Way of Greater Kingsport—Looking Back and Leading Forward



Danelle Glasscock joined the United Way of Greater Kingsport in September 2010 as their Executive Director. United Way raises almost \$3 Million dollars annually and supports local non-profit agencies and the region with their community impact work to improve the lives of every person in our community. She brings a unique blend of industry, ministry, and entrepreneurial experience to the position. A former employee with Eastman Chemical Company with over a decade of experience, Danelle worked in both Industrial Engineering and Human Resources, serving in business process improvement and business organization consulting roles. An expatriate assignment with Eastman Chemical Company took Danelle's husband, Chris, and her entire family to the Netherlands where she experienced living abroad and

learning another language.

Upon returning to the United States, Chris was offered an assignment with Eastman Chemical Company in Columbia, South Carolina. It was in Columbia that Danelle served for nearly three years as the Director of Children's Ministries at Mt. Horeb United Methodist Church during which time the ministry grew exponentially. Capitalizing on her strong background in process improvement and business organization, Danelle became an entrepreneur and motivational speaker and ran a successful professional organizing company, Simply Organized--Real Help for Real Homes, for five years. Her family once again relocated and returned to Kingsport in 2009.

Her professional experience and successes are second only to her heart for volunteerism, which was built into Danelle early on by her parent's role modeling and encouragement. A life-long community servant, Danelle has served women, children and youth as an active church member in a variety of congregations.

Danelle holds a Bachelor of Industrial Engineering degree from Auburn University, where she was selected as the Outstanding Graduate from the College of Engineering. Chris and Danelle have three grown children (all engineers) who live in Kingsport, Germany and Knoxville. Their life expanded in 2020 with the birth of their first grandchild and now have three. Danelle and her family are active members at First Baptist Church Kingsport. For hobbies, Danelle and her husband live on a farm near Bays Mountain and enjoy all things nature including growing cut flowers, watching wildlife and sunsets from their back porch all they while playing with grandkids.

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# December 18, 2024 Meeting Summary

Attendance was 41.9%

Paul Gray opened the meeting and introduced Dave Randolph, who led the invocation and Pledge of Allegiance. Emily Ball provided the week's Sunshine.

Paul handed out the annual holiday tip checks for our dedicated Food City servers, Katelyn Garcia and Shaunna DePew.

Kitty Frazier introduced the week's speaker: Nicole Austin of the Kingsport Chamber. Ms. Austin reviewed the various programs offered through the Chamber and shown on the organization's website. She discussed key events and photos associated with each program.

The Chamber's major fundraising events include include the Chamber Ambassadors, Government Relations, KOSBE (the small business program), Visit Kingsport, Downtown Kingsport, Move to Kingsport, Healthy Kingsport, Keep Kingsport Beautiful and Fun Fest.

There are also other offerings, like the Chamber's leadership programs for all ages, including students in middle and high school; workforce development programs, including one focused on female entrepreneurs, and various education programs.

Paul closed the meeting with a recitation of the Four-Way Test.



# Lebanese Rotary, Rotaract clubs support displaced families

## Rotary Voices

By Elise Nassif, Rotaractor and Rotary Peace Fellow

There's a secret to crafting inspiring, exciting Rotary stories, one that will help you overcome the main challenge facing storytellers today. What challenge is that? Limited attention span. In the era of ever-present screens and information overload, the average person's attention span is estimated at about [47 seconds](#). Fortunately, there's a way to grab people's attention and hold it until you can get your message across.

Can you guess what it is? For a clue, look back at the paragraph above and ask yourself why you kept reading it. No one was compelling you to read those words. You were simply curious about what would come next.



Food floating in space from a story in the December Rotary magazine. For an example of how to use the element of surprise to draw people through your stories, see the excerpt below.

Curiosity is a powerful force; one you can learn to exploit. With a few simple tools, you can excite your audience's curiosity and keep them reading long enough to get your message across. First, though, brace yourself for a (rather pessimistic) reality check. The sad fact is, no matter how interesting your story or how valuable your message, a portion of your audience won't stick around past the introduction. You need to recognize this and be prepared for it. Put a [call to action](#) somewhere in your first few paragraphs, and then use your most important tool, curiosity, to pull your audience forward.

That tool is your ability to make your reader or listener ask questions. Don't give away your whole story in the first few sentences. Tease your audience with quirky details to keep them wondering what will come next. For example, here's the headline and subhead of a 2023 story on the website Curbed.com:

### *The Battle of Fishkill*

*When Domenic Broccoli set out to expand his IHOP empire upstate, he didn't expect to find a grave site — or start a war.*

These two short lines inspire a huge number of questions. What or where is Fishkill? Who is Domenic Broccoli, and why does he have an IHOP empire? For readers outside the U.S.: What is IHOP? Why did he find a grave site? What kind of war did he start? The [ensuing story](#) continues to tease the reader, doling out answers as slowly as possible and inspiring many more questions along the way.

You can see the same technique in the work of celebrated novelists. Here's the opening sentence from *Oscar & Lucinda*, a book by Peter Carey:

*There would have been no church at Gleniffer if it had not been for a Christmas pudding.*

Where is Gleniffer? Why didn't it have a church? How does a Christmas pudding affect things? (And for readers outside the United Kingdom: What is a Christmas pudding?)

You don't have to be quite as elusive as these examples, but you can still transform your Rotary experiences into curiosity-inspiring tales. Take [this story from the December 2024 issue of Rotary magazine](#):

*A Rotarian astronaut lives her out-of-this-world dreams*

*Samantha Cristoforetti longed for space travel since she was a kid. Now, she's sharing the cosmic awe with her fellow earthlings.*

*In some ways it's just like any other Rotary meeting. Dozens of members of the Rotary Club of Köln am Rhein gather on a pleasant Monday evening at one of the famous Kranhäus office buildings, architectural gems shaped like upside down L's over the Rhine River with the towers of Cologne Cathedral visible in the distance. The night's speaker, an out-of-this-world member of the club, is scheduled to give the Rotarians a virtual tour of her workplace. The Wi-Fi connection on her end is finicky, and they wait eagerly.*

The reader's curiosity is teased again and again, beginning with the headline (Who is this Rotarian astronaut?) and the subhead (How is she sharing "cosmic awe"?), in the opening paragraph (How is Cristoforetti an "out of this world" club member? Where is her workplace?) and on through the rest of the article. As Cristoforetti's story unfolds, each new section leaves some questions unanswered, pulling the reader onward.

You don't need tales of space travel to inspire curiosity. Find the unique details in your own story and dole them out carefully, never revealing everything until you must. Your audience may have many claims on their attention, but curiosity always wins out. That's why the secret to great storytelling is ... secrets.

# CALENDAR OF EVENTS

Vocational Service Month  
**JANUARY 2025**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Happy New Year	2	3	4
5	6	7	8 Danelle Glasscock— United Way of Greater Kingsport	9	10	11
12	13	14	15 Club Assembly— Discuss projects for 2025-2026 Year	16	17	18
19	20	21	22 Dr Timothy Holder—Adversity and Early Presidents	23	24	25
26	27	28	29	30	31	

## MEMBER BIRTHDAYS

Jan 01—Geroge Testerman  
Jan 12—Claudia Byrd  
Jan 12—Ted Fields  
Jan 24—Deborah Daugherty  
Jan 29—Bill Bard

## WEDDING ANNIVERSARIES

No January Anniversaries

## MEMBER ANNIVERSARIES

Jan 03— Claudia Byrd—24 Years

## Upcoming Events



### HOW TO FIND US

#### Rotary Club of Kingsport

District 7570 | Area 13 | Club 5739

Meets every Wednesday at Noon  
at

The Crown Center inside Food City  
1205 N Eastman Road | Kingsport, TN



facebook.com/RotaryClubofKingsport/



@RotaryClubofKingsport



KingsportRotaryClub@gmail.com



KingsportRotaryClub.com

#### CLUB OFFICERS:

PRESIDENT:

**Paul Gray** | 423.335.0486

PRESIDENT-ELECT:

**Leslie Lynch** | 520.425.2259

VICE-PRESIDENT:

**Kandi Douthat** | 423-620-0281

TREASURER:

**John Fleming** | 423.579.0059

SECRETARY:

**Heather Cook** | 423.502.0541

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**Kathleen McLaughlin** | 423.429.8421

CLUB DIRECTORS:

**Kitty Frazier** | 423.534.1745

**Todd Jones** | 931.224.3761

**Sharon Moore** | 901.230.3919

IMMEDIATE PAST PRESIDENT:

**Heather Cook** | 423.502.0541

#### INTERNATIONAL & DISTRICT OFFICERS:

RI PRESIDENT:

**Stephanie Urchick**

DISTRICT 7570 GOVERNOR:

**Bret Hrbek**

AREA 13 GOVERNOR:

**Joseph (Joe) Ley**

DISTRICT SECRETARY:

**Nancy Whitlock**

DISTRICT TREASURER:

**Jacob Higginbotham**

DISTRICT FOUNDATION CHAIR:

**Tim Carter**



### THE FOUR-WAY TEST

OF THE THINGS WE THINK, SAY, OR DO

- 1 | Is it the **TRUTH**?
- 2 | Is it **FAIR** to all concerned?
- 3 | Will it build **GOODWILL & BETTER FRIENDSHIPS**?
- 4 | Will it be **BENEFICIAL** to all concerned?

## Local Clubs for Make-ups

#### MONDAY

Noon | Tri-Cities—Northeast State Community College, Pierce Admin Bldg., Room P309, Blountville, TN

6:00 PM | Johnson City Evening—Howard Hunt's Edward Jones Office, 4018 Roan St. Johnson City, TN

#### TUESDAY

7:15 AM | Scott County—Scott Co. Park & Golf Course Clubhouse, 247 Fore Drive, Gate City, VA

7:30 AM | Bristol Morning VA-TN—The Summit Co-Work Space (Expedition Meeting Room) 1227 Volunteer Pkwy, Bristol, TN

Noon | Bristol VA-TN—Bristol Train Station, 101 Martin Luther King Jr Blvd Bristol, VA

Noon | Johnson City—Johnson City Country Club 1901 E Unaka Ave, Johnson City, TN

Noon | Greeneville—Tusculum University, Niswonger Commons Pioneer Café, 60 Shiloh Road Greeneville, TN

#### WEDNESDAY

7:00 AM | Greeneville-Morning—Laughlin Memorial Hospital Cafeteria Conference Room, Greeneville, TN

7:30 AM | Kingsport-Sunrise—Food City Press Room, Suite 300, 200 Clinchfield St., Kingsport, TN

Noon | Unicoi County—Town Hall, 211 N.Main St., Erwin, TN

Noon | Elizabethton—First Christian Church of Elizabethton, Fellowship Hall, 513 Hattie Ave, Elizabethton, TN

#### THURSDAY

7:15 AM | Johnson City Morning—Food City Community Room, 920 N. State of Franklin Rd., Johnson City, TN

Noon | Kingsport-Downtown—Food City Crown Center, 1205 N Eastman Road, Kingsport, TN

**AVAILABLE 24/7—**

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