

# Rotary



# Club of Jacksonville

## Club Meeting

Jacksonville  
Meets at Jacksonville Conference Center  
800 New Bridge Street  
Jacksonville, NC 28540  
Time: Tuesday at 12:00 PM

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## Events

June 4th  
[Jacksonville Weekly Club Meeting](#)

June 10th  
[Jacksonville \(NC\) Monthly Board Meeting](#)

June 11th  
[Jacksonville Weekly Club Meeting](#)

June 18th  
[Jacksonville Weekly Club Meeting](#)

**Speaker:** Cara Harris  
**Subject:** Hope is Alive

June 25th  
[Annual Awards and Installation](#)  
**Speaker:** 70th Birthday  
**Subject:** Annual Club Awards and Installation

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## Birthdays

Sherri Arnett Mayes  
June 2nd

James Andrew Lanier  
June 7th

Meg Dennis  
June 12th

Royce Bennett  
June 14th

Lisa Murabito  
June 26th

Charles B. Efir  
June 30th

Carl Eric Biber  
July 1st

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## Club Leaders



[Michael Yaniero](#)  
President



[Scott Smith](#)  
President-Elect



[Brett J. DeSelms](#)  
President-Nominee



[Vanessa Ervin](#)  
Vice President

## Our Program This Week: HBOT 4 Heroes



This week we will hear from Travis Burt and HBOT 4 Heroes (Healing Veterans, One Breath at a Time).

At HBOT4Heroes, we are committed to honoring the sacrifice of our nation's bravest. These heroes, who have selflessly served to protect our freedoms, often carry invisible scars. The

battle against Traumatic Brain Injury (TBI) and Post-Traumatic Stress Disorder (PTSD) is not fought on the field but within the silent confines of their minds. Tragically, these hidden wounds have led far too many Veterans towards the path of despair and, heartbreakingly, suicide.

The statistics are sobering. The [Costs of War Project](#) at Brown University reports a staggering 30,177 suicides among post-9/11 US service members and Veterans as of July 2021, nearly 4 times the number of military operation casualties. Further intensifying this crisis, [a 2022 study](#) by America's Warrior Partnership and Duke University, [Operation Deep Dive](#), reveals that 44 military Veterans are lost to suicide each day, a rate 2.4 times higher than the national average reported by the VA.

In response to this urgent issue, North Carolina took a trailblazing step by enacting 2019 HB50, which authorizes the use of Hyperbaric Oxygen Therapy (HBOT) for veterans afflicted with TBI and PTSD. The outcomes have been extraordinary! [A 2021 report](#) showcased an impressive 95% success rate in HBOT treatments among North Carolina Veterans. Nationally, the impact of HBOT is equally profound, with over 5,000 Veterans experiencing remarkable relief from PTSD symptoms and the chronic effects of TBIs, reducing their dependence on SSRI prescriptions. This therapy has emerged as a crucial lifeline, offering renewed hope and healing.

HBOT4Heroes, a dedicated non-profit organization, rises to the challenge of making these life-altering treatments both affordable and accessible. Our mission is clear: Expand HBOT treatment access across North Carolina, offering a beacon of hope to those who have valiantly served our nation.

Source: <https://hbot4heroes.org/>

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[Franky J. Howard](#)  
President-Nominee-Designate



[Meredith Thomas Williams](#)  
Past President  
RYLA Chair  
Treasurer



[John R. Kopka](#)  
Sergeant-at-Arms



[Ryan McRacken](#)  
Club Admin Chair



[Dawn W. Rochelle](#)  
Past President  
Club Rotary Foundation Chair  
Secretary



[Nichole Lovejoy](#)  
Club Community Service Chair  
Club Service Chair



[Tina M. Glover](#)  
Past President



[Elizabeth Henderson](#)  
Elks  
International Service Chair  
Past President



[Emily A. Jefferson](#)  
Club Public Image Chair



[Reva R. Sullivan](#)  
Past President  
Fund Raising Chair



[Kimberly Conard](#)  
Secretary-Elect



[Stephen Tyler Hart](#)  
Attendance Secretary



[Ashley M. Hayes](#)  
Treasurer-Elect



[Esmeralda Valdez](#)  
Interact Chair  
Interact Club Sponsor

## Our Speaker: Travis Burt

Our Speaker this week is a self described serial entrepreneur and philanthropist. Travis Burt is a co-founder of Transportation Impact in 2008 with one simple goal: to use our several decades of knowledge and experience gained at UPS® to help shippers save money.

He retired from this role in March 2020. Since then, his passion is to serve others. He currently sits on the Board for Hope Is Alive, which provides long-term sober living homes for men and women in need. The Burts started a Wellness Campus in Carteret County to support Military Veterans, First Responders and their families seek an alternative treatment(s) for suicide prevention and reduction. This unique, but long proven, effective delivery of compressed air at a prescribed depth, reduces inflammation throughout the body but specifically attacks this indication in the brain. This "relief" eliminates the fog that so many Heroes suffer from.

Travis has been on the Campbell University Board of Trustees for 6 years. He is also an equity partner in Petty Garage in Randleman NC, The Petty Family and the Burt's have led a \$1.0m Capital project at Camp Albarbar. Since retirement, the Burt family has started multiple other local LLC's that Serve others.

Travis is always proud to brag that he has the most sensitive, loving, beautiful wife, 4 kids/in-laws and 4 grandkids who lovingly take up what time is left!



## Our Club is Turning 70!



Our Club turned 70 years old June 1st! When you think of all that has come and gone and yet, here we are meeting together, learning about our community and serving others. Quite the testimony of the strength of Rotary and this Club.

We will celebrate our birthday on Tuesday, June 25th at our end of the year awards and installation banquet.

If you have Club artifacts, news stories or things that you would like highlighted, can you begin to collect them? Past President Dr. Vanessa is leading our planning for this historic event and is in need of a planning committee. If you have time and a willingness to serve, please let the Club

Secretary know.

More information to come for this historic event!

## 7th District Governor from our Club: Hope to see you there!

Our Club is honored to have the 7th Rotarian from our Club installed as District Governor to serve the Rotary Year 2024-25. CJ and Krystal will serve as one of the global constitutional officers for Rotary International July 1, 2024 - June 30, 2025. On behalf of CJ Crooks, we are proud to invite you to the festivities for his installation and his district conference.

- > Saturday, June 29, 2024 11am -1pm
- > Waterline Brewery, Wilmington, NC

Some reasons to attend:

- > you should come because it will be fun!
- > if you like craft beers, you can't beat \$20 for lunch and drinks.

If you can't make this event, but do want to support the District we have a raffle fundraiser. The winner gets an ocean view room on the District Conference!

++ Installation Registration: <https://Registrations.DACdb.com/Register/index.cfm...>

++ Raffle: <https://www.zeffy.com/.../99c09702-26a5-4622-a04f...>



## The 4 Way Test



The story of the Four-Way Test, as told by the creator Rotarian Herbert J. Taylor, who served as RI President from 1954-1955:

Back in 1932, the Creditors of the Club Aluminum Company assigned me the task of saving the company from being closed out as a bankrupt organization. The company was a distributor of cookware and other household items. We found that the company owed its creditors over \$400,000 more than its total assets. It was bankrupt but still alive. At that time we borrowed \$6,100 from a Chicago bank to give us a little cash on which to operate.

While we had a good product, our competitors also had fine cookware with well-advertised brand names. Our company also had some fine people working for it, but our competitors also had the same. Our competitors were naturally in much stronger financial condition than we were. With tremendous obstacles and handicaps facing us we felt that we must develop in our organization something which our competitors would not have in equal amount. We decided that it should be the character, dependability and service-mindedness of our personnel.

We determined, first, to be very careful in the selection of our personnel and, second, to help them become better men and women as they progressed with our company. We believed that "In right there is might" and we determined to do our best to always be right. Our industry, as was true of scores of other industries, had a code of ethics but the code was long, almost impossible to memorize and therefore impractical. We felt that we needed a simple measuring stick of ethics which everyone in the company could quickly memorize. We also believed that the proposed test should not tell our people what they must do, but ask them questions which would make it possible for them to find out whether their proposed plans, policies, statements or actions were right or wrong.

Considerable time was spent in developing four short questions which now make up the Four-Way Test. Here are the four questions:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build good will and better friendships?
4. Will it be beneficial to all concerned?

To read more:  
[Read More](#)

## Membership: How to Propose a Member

Membership in a Rotary Club means membership in Rotary International. When you become a member of the Rotary Club of Jacksonville, you have access to all Rotary Clubs in the world. As such, Rotary membership is an honor. When you wear the Rotary pin, you represent the ideals, the principles and the ethics of Rotary International. That means a great deal for professionals wanting to connect in a community or when visiting another country.

We are always looking for members who will embrace Rotary and become a Rotarian. Every Club has a culture which is reflective of its members needs and its community. Not all Clubs meet weekly any longer; ours meets weekly. Some meet online only or hybrid; ours meets in person. Not all Clubs have dues that support training and education like the Rotary International Convention, the District Conference or Rotary Leadership Institute; ours does. Not all Clubs provide a meal at every meeting; ours always has. Our Club is an Intergenerational Club meaning that we have members below age 30 and members above age 90, which offers tremendous mentorship opportunities. Our Club values attendance as much as possible, engagement in the operations of the Club and in the service of the Club and being part of a community of entrepreneurial thought leaders who move solutions forward in business and for our community.

Most importantly, we embrace community and business leaders that believe in the 4 Way Test, Service Above Self and being a part of something bigger than themselves. We are looking for others as membership allows us to support more needs in our community through service and allows our network of support for our members to grow. Before proposing a member, bring them a few times and talk about your experience in Rotary to see if a network like our Club is what they are searching for. If not, because of time, expense or expectations, there are other Rotary Clubs that we can connect them with.

Our community brings new members naturally, so many times someone coming to our community may have already been a Rotarian. Invite them back! Know a business that used to be represented in our Club? Invite them back! Reinstatement of a member that left our Club in good standing, is a simple process with the Board. Contact the Club Secretary or Membership Chair for more information.

Click here to learn the steps to propose a member in our Club: [Read More](#)

