

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

Events

June 25th
Annual Awards and Installation
Speaker: 70th Birthday
Subject: Annual Club Awards and Installation

Birthdays

Lisa Murabito
June 26th
Charles B. Efrid
June 30th
Carl Eric Biber
July 1st
Nichole Lovejoy
July 8th
Ann Marie Raymond
July 12th
Cas Caserta
July 19th

Club Leaders



[Michael Yaniero](#)
President



[Scott Smith](#)
President-Elect



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



[Vanessa Ervin](#)
Vice President



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



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



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

Our Incoming President Scott Smith



Scott Smith will be installed as the 71st President of the Rotary Club of Jacksonville (NC) on Tuesday evening. This transition of leadership has occurred since our inception June 1, 1954. Scott will serve as one of approximately 46,000 Club Presidents worldwide in 2024-25, supporting not only our Club, but also the District Governor CJ Crooks and the Rotary International President Stephanie Urchick.

Rotary became a part of Scott's life over a decade ago. Like many in our community, Scott arrived in our community for a change in careers and quickly connected with his Rotary family in his family's new home. Scott has been an active Rotarian from the very beginning. A servant heart who brings

energy and know how to leadership, we have been blessed as a Club with his service as our Treasurer the last 3 years.

A Paul Harris Fellow and a Sustaining Member to the Rotary Foundation, Scott believes in giving back to his community. To learn more about Scott and his work at the Sports Commission: <https://www.playjosc.com/about>

Congratulations to Scott in this prestigious endeavor in Rotary and in our community!

No Regular Meeting June 25th or July 2nd!

In order to celebrate our birthday, awards and installation, there will be NO regular meeting Tuesday, June 25th. We look forward to seeing everyone at 6pm that evening!

There will be NO meeting Tuesday, July 2nd in order to celebrate with family and friends our independence as a country.

The first regular meeting of the new Rotary Year will be held Tuesday, July 9th!





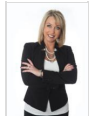
[Ryan McRacken](#)
Club Admin Chair



[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 Club Officers for 2024-25



This Tuesday, we witness the transfer of leadership in our Rotary Club. This ceremony is similar to what takes place in the 46,000+ Rotary Clubs around the globe this week. It is a symbolic occasion that recognizes thought, planning, preparation, a willingness to try something new, not being bound by the past, and the confidence to take risks. As our Founder Paul Harris said in the early 1900s, "Rotary must be evolutionary at all times, and

sometimes revolutionary."

As Rotarians, we honor our past, our present and our future. Thank you to those that have served before us. Thank you to those that will serve in the 2024-25 year. We will support through our attendance, our gifts to the Rotary Foundation, our service and gifts to the service projects and our invitation to others to join the first Rotary Club in Onslow County.

Our incoming Board:

President: Scott Smith
Immediate Past President: Mike Yaniero
Vice President: Susan Edwards
President Elect: Brett DeSelms 25/26
President Elect Nominee: Franky Howard 26/27
Secretary: Kim Conard
Treasurer: Ashley Hayes
Community Service: Nichole Lovejoy
International Service: Elizabeth Elks
Rotary Foundation: Rose Marie Kimbell
Club Administration: Kimberly Williams
Public Image: Emily Jefferson
Membership: Merdith Williams
Fundraising: Erica Rogers
Sergeant At Arms: John Kopka

The Rotary Brand updated in 2013: our responsibility

Rotary International updated its visual identity in **2013**, including a new logo and brand guidelines. The updated logo made the word "Rotary" more prominent for better visibility and recognition. Rotary also retired its previous gold and blue logo and asked clubs and districts to stop using old logos in their communications. (For example, the signs that say where Rotary meets around town. When next purchased, need to be updated to the current Rotary Brand guidelines.)

Just as any business or organization, we come to a place where we have to evolve. As a global brand, Rotary has had an uphill climb to shift the global brand with the thousands of vendors and Rotarians. As Rotarians, we are all a part of Rotary International. While every Club is different, we are all Rotary. This is no different than being a franchise owner of a larger brand.

While there are no "Rotary police", the Rotary International Board has committed in 2024-25 to addressing compliance with the brand guidelines. Every member plays a role in strengthening the Rotary brand. Our club can help build brand recognition by using our logos correctly and consistently. Always use your [customized club, district, or zone logo](#) when promoting our club or other Rotary entity or its activities. Learn how to create and use the name of Rotary and Rotary logos effectively and add them to our club or district communications.

For quick reference download [Logos at a Glance](#). Take the Learning Center course [Our Logo: Representing Rotary](#) to learn more about using club logos. Zones 33/34 have monthly webinars and support at www.elevaterotary.org

Any questions? Our Club has a Public Image Chair, who gains support from the District Public Image Chair. They have the support of the Zones 33/34 Public Image Team and the support of the Rotary Global Brand Team.



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?

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