

August is Membership & New Club Development Month



Responding to a “friendship recession”™

Original post on Rotary.org. Written by Kate Silver.

When Phil Clarke was in his early 70s, he set a goal: to make new friends. This was in 2021, and Clarke felt he’d drifted far from the days when he could turn to the next desk at work or school and find conversation and camaraderie. The writer and novelist does relish a bit of solitude for his creative work. But he’s also gregarious when he wants to be. He grew up with 10 younger siblings, after all. Yet, like many people his age, he was frustrated. Read more online [HERE](#).

Photo caption & credit: Cindy Volyn and Kris Cameron became friends in Rotary and bonded over their shared love of raising backyard chickens. Image credit: Jovelle Tamayo

**BE SURE TO LOOK AT THE EVENT LISTINGS:
Membership Summit is coming up August 24.
Registration is still open.**

Date: August 24, 2024
Time: 9:00 am - 4:00 pm

Location:
Southwest Virginia Cultural Center & Marketplace
Virginia Highlands Community College
100 VHCC Drive, Abingdon, Virginia 24210

Join us for this fun event & be immersed in an environment focused on moderate, consistent growth strategies and how to engage your current members!

Rotary Youth Exchange Outbound Lands in Lima



By Charlotte G. Whitted

Our first Rotary District 7570 outbound student Langston, sponsored by [Staunton Rotary Club](#), has landed in Peru and was welcomed by his host family. He is ready not just for a year of his life, but a life in one year! Do you know a young person 15-18 years old that wants to immerse themselves in another culture and language for the academic year in 2025-26? Reach out to RYE Chairman Charlotte Whitted for application details: rye7570@gmail.com.

RYLA Applications are now open!

RYLA will be held in Blacksburg, December 6-8, 2024

Applications for RYLA are now open and will be due Oct. 14th. Please visit the RYLA website for more information “www.nylarotary7570.org. Applications will officially open the first weekend in August.

Background Checks: **Background checks are required for all chaperones and adults transporting students. Please complete those now.** [District 7570 Youth Protection Background Submission Form \(jofform.com\)](#). Please share the new website with clubs, schools, and students. This will serve as the one-stop shop for all RYLA information. Any questions about RYLA, contact Inez Rodenburg @ inezrodenburg_rotary@yahoo.com.

Youth Protection Policy: Attention Club Presidents, please print off and sign the Rotary Youth Protection Policy Compliance and return it to Mark Fenyk at lawyer@fenyk.com. Here is the link for the form. [Click here](#). (The form may be accessed on the district website: <https://www.rotary7570.org/What We Do / Youth Services / Youth Protection / Appendix C Rotary Youth Protection Policy Compliance>.)

Please contact Mark Fenyk @ lawyer@fenyk.com with any questions about Background Checks or Youth Protection Compliance.

District Leadership



Bret W. Hrbek
District Governor



Andrew P. Vanhook
DG-Elect



Charlotte G. Whitted
DG-Nominee



Paula K. Alston
iPDG



Nina D. Thornton
Administrative Assistant Governor



Timothy Carter
District Rotary Foundation Chair (DRFC)



Richard M. Novak
District Membership Chair (DMC)



Cora A. Gnegy
District Public Image/PR Chair (DPIC)

Mark Your Calendars!

- August 9th
Bingo at Trinity
- August 17th
Picnic at Jack's!
- August 24th
Rotary Club of Blacksburg Yard Sale
- August 24th
FOH Flag Assembly (Forest Rec Center)
- August 24th
Membership Summit - Ignite Your Club Membership
- September 7th
2024 Field of Honor
- September 7th
Demolition Derby
- September 10th
Patrick County Agricultural Fair
- September 21st
Warren County Fundraising Event
- October 12th
Pickleball Event
- October 24th
Warren County Fundraising Event

Submit Your Rotary History

By Paula K. Alston

Help us preserve the written story of District 7570 club history. D7570 is fortunate to have a storage room at the Virginia Tech Corporate Research Center in Blacksburg to house our records and memorabilia. In addition, the district will save any electronic resources provided by clubs for future reference.

This is a good time for the outgoing club presidents to complete a Club History form to record highlights from the previous Rotary year. It’s also a good resource for past presidents to complete for their year as president. Please take a moment to review this form and complete one for as many Rotary years as possible. Forms may be emailed to DG Paula Alston (paulakalston@gmail.com), who will save them in the history archives room. Form link: [Click here](#)

Front Royal & Warren County Clubs Head to the Ballpark!

By Holly Rhodenhizer

The [Front Royal](#) and [Warren County](#) Rotary Clubs partnered to cover admission costs for the July 3rd Front Royal Cardinals Baseball Game!

Past President Michael Williams (Warren County) sang the National Anthem and Jean Plauger (Warren County) threw out the first pitch.

We provided guests with a fan that had a QR code for both clubs. The Front Royal Cardinals beat the Strasburg Express 7 to 2.

Rotarians greeted guests at the gate with fans and cooked and served food in the concession stand.

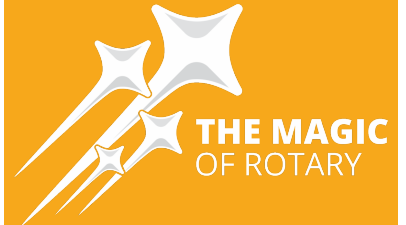
We ended the evening with a fantastic fireworks display paid for by the Town of Front Royal!



Submit your content for future issues of The Informer

Can you elaborate on a club project or activity? Do you have a reflection on your time in Rotary? We hope you'll consider typing that up and sharing it with us, possibly to be included in a future issue of The Informer. It's very easy to do. Simply email [Cora](#) (click name to send email) with 1-2 paragraphs or a list of bullet points you'd like to share. If you can also attach and send along a picture, that is helpful. Once received, we will reach out if any clarification is needed and you just might see your story in your inbox soon.

Thank you for all you do for Rotary District 7570 & your communities...



Winchester | Healing Fields of Honor

By Charles M. Peterson



On Memorial Day weekend the [Rotary Club of Winchester, VA](#) hosted its 4th annual Healing Field of Honor. The centerpiece of the event was over 800 United States flags arranged on the grounds of Handley High School. The Healing Field of Honor was visited by thousands over the long weekend.

The opening and closing ceremonies included first-hand accounts from veterans on the nature of those that serve and what Memorial Day weekend means to them. Flags were sponsored by an individual or group and affixed with a tag identifying the personal hero being honored by the display. In addition to members of the military, there were tags that paid tribute to police, firefighters, emergency medical personnel, family members and more.

The club also conducted an essay contest in which Middle School and High School

students shared their thoughts on this year's theme: "Our Heroes, Their Sacrifice". Thursday's opening started early with veteran serving organizations staffing tents along Heroes Hill in outreach to those who served our nation. Then, over 30 motorcycles ended their memorial ride at the field and posted American flags as an event kickoff. Dodging thunderstorms in the area, the crowd was treated to a C-17 Air Force transport jet flyover and the arrival of two parachutists who slipped their way onto the wet grass and began a "USA! USA! USA!" chant.

In addition to the funds raised, the event provided a meaningful Memorial Day Weekend focal point for the community. Through a combination of flag sales and corporate sponsorships, The Rotary Club of Winchester's Healing Field of Honor netted \$36,140 that will be distributed to local veterans through the VFW and three local Fire/EMS/Sheriff/Police nonprofits.



Rotary Year 2024-2025 Sponsorship Opportunities

By Bret W. Hrbek

Dear Friend and Community Leader:

Rotary is a vibrant global community of 1.4 million neighbors, friends, leaders, and problem-solvers, envisioning a world where unity and action bring about lasting change. We're dedicated to making a difference globally, locally, and personally.

Our district, spanning the I-81 corridor from Winchester, Virginia, to Greenville, Tennessee, and including Danville and Lynchburg, Virginia, is home to 75 clubs and nearly 2,900 members. Together, we foster fellowship and create positive impact.

One of our annual highlights is the district conference, a gathering of representatives from all our clubs to celebrate, collaborate, and learn. In April 2025 the Rotary Club of Front Royal has the honor of hosting and organizing the conference at the Inn at Virginia Tech. We expect over 400 attendees.

We believe there's a fantastic opportunity for your company to connect with these influential leaders and contribute to meaningful change. Our goal is to raise \$100,000 in corporate and individual sponsorships so we can once again produce a first-class event. You can introduce your company to Rotarian business leaders and consumers by placing your own promotional items in our conference "backpack" and gaining brand exposure through strategically placed banners.

Moreover, our partnership extends beyond the conference, providing year-round visibility on our social media, newsletters, and district events. Your support will be recognized throughout the district, aligning with our motto of Service Above Self.

Would you be interested in exploring this partnership further?

Please review the attached list of sponsorship categories and use the reply form to respond. If you have questions or need further clarification, please contact me at 540-660-5732 or e-mail brethrbek.rotary@gmail.com

ABOUT DISTRICT 7570

By teaming up with Rotary District 7570, you'll not only introduce your business to more than 2,900 Rotarians along the I-81 corridor in Virginia and Tennessee, but you'll also contribute to improving our communities.


75 CLUBS

Abingdon, VA
Altavista, VA
Amherst, VA
Bedford, VA
Blacksburg, VA
Bluefield, VA
Botetourt, VA
Bridgewater, VA
Bristol, VA & TN
Broadway-Timberville, VA
Buena Vista, VA
Chatham, VA
Christiansburg, VA
Berrysville, VA
Covington-Hot Springs, VA
Danville, VA
Elizabethton, TN
Floyd County, VA
Forest, VA
Frederick County, VA
Front Royal, VA
Giles County, VA
Greenville, TN
Harrisonburg, VA
Hillsville, VA
Johnson City, TN

Kingsport, TN
Lexington, VA
Lynchburg, VA
Marion, VA
Henry County, VA
Mt. Jackson-Edinburg, VA
Nelson County, VA
New Market, VA
Pulaski, VA
Radford, VA
Roanoke, VA
Rocky Mount, VA
Russell County, VA
Salem, VA
Scott County, VA
Smith Mountain Lake, VA
Saverton, VA
Strasburg, VA
Stuart, VA
Tazewell, VA
Washington County, VA
Waynesboro, VA
Winchester, VA
Woodstock, VA
Wynneville, VA

2,900 ROTARIANS


\$250,000 COMMUNITY GRANTS



DISTRICT CONFERENCE

Inn at Virginia Tech
Blacksburg, Virginia
April 3-6, 2025

Sponsorships support the district conference but your business benefits all year long!



Rotary

District 7570

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

GOLD SPONSOR: \$10,000

- Website brand with business link
- 2 social media posts/month
- Feature article in newsletter
- Logo as Gold Sponsor in newsletter
- Logo on District Governor banner

District Conference Benefits

- 4 conference registrations
- 3 nights lodging during conference
- Promotional items in event bags
- 3 minute video
- House of Friendship Booth
- Full page ad in program

PARTNER: \$2,500

- Website brand with business link
- 1 social media post/month
- Logo as Partner in newsletter
- Logo on District Governor banners

District Conference Benefits

- 2 conference registrations
- Promotional items in event bags
- Verbal recognition at district conference
- House of Friendship booth
- Quarter page ad in program

BLUE SPONSOR: \$5,000

- Website brand with business link
- 1 social media post/month
- Feature article in newsletter
- Logo as Blue Sponsor in newsletter
- Logo on District Governor banner

District Conference Benefits

- 3 conference registrations
- Promotional items in event bags
- 1 minute video
- House of Friendship booth
- Half page ad in program

CHAMPION: \$1,000

- Champion list shared on website, social media, and district conference program
- District events banner listing
- 1 district conference registration

Deadline for commitments for Gold, Blue and Partner level commitments is September 1, 2024.

Rotary Champions can commit at any time.

This sponsorship term spans from time of commitment through June 30, 2025.

Sponsors will be recognized as outlined at the following events:

- President-Elect Training
- District Assembly
- District Team Training
- District Conference

Promotional/branded items for event bags are to be provided by the sponsors.

Sponsorship listings on the District website, social media pages and digital newsletter will include a hyperlink to the sponsor's website and/or social media pages as desired.

Checks should be made to the Rotary District 7570 Conference.

For tax deductible contributions, e-mail Bret Hrbek at brethrbek.rotary@gmail.com for more information.

Mail checks to
PO Box 85
Front Royal, Virginia 22630



