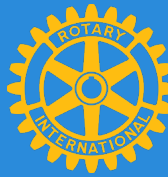


# ROTARY REMINDER

Club 63, District 5870

Rotary  
Club of Austin



## Rotary Meeting Speaker - Craig Casselber, QUORUM Public Affairs

By Matthew Dargis on Sunday, December 8, 2024



Craig Casselber  
QUORUM Public Affairs

As CEO of Quorum Public Affairs, Craig Casselberry works at the intersection of business, government, and communications. Since founding the company in 1994, he has advised companies, coalitions, and public officials -- including two Texas Governors -- on how to effectively advocate for a public policy, a brand, or the 'big idea,' and the strategic relationships to achieve a successful result.

Casselberry has managed more than 150 corporate communications and legislative issue campaigns for Fortune 50 companies like Exxon Mobil, Wal-Mart, AT&T, Pfizer, USAA and State Farm, as well as early-stage and mid-market firms looking to grow.

In collaboration with venture investors, Casselberry founded the Texas Coalition for Capital, a non-profit organization supporting economic development and long-term access to capital for Texas entrepreneurs and emerging companies.

He has been integral to the launch and management of major state and national coalitions, including Americans for Fair Taxation; Texans for Lawsuit Reform; the Texas Coalition for Affordable Insurance Solutions; Texans for Economic Progress; Texas Rural Jobs Coalition, and the Texas Cyber-Infrastructure Coalition.

His public sector service includes stints as a policy aide to Texas Governor Rick Perry and former Texas Governor William P. Clements, Jr; the Texas Legislative Council, and consultant to three statewide electoral campaigns in Texas. He has also been a volunteer and contributor to numerous elected officials nationally and in Texas.

Drawing on his public and private sector experience, Casselberry authored "Straight Up: The Business of Winning Politics, Communication Strategies for Innovative Companies." The book provides a roadmap for companies to effectively integrate a strategic communications plan into a successful business plan.

He is a regular contributor to Texas CEO Magazine, a published commentator on policy matters and host of the "Texas Business and Policy Report" on NBC Austin.

## New Member and New Ideas from Jill Goodman, CEO of Leadership Austin

By Darrick Wayne Eugene



### December 2, 2024, Meeting Highlights

The Tuesday Rotary Club of Austin saw the induction of Jacob Vasquez and speech from Leadership Austin's Executive Director, Jill Goodman. Jacob Vasquez is a real estate investor and native of Austin. In his spare time, he likes to read, play pickleball and develop himself mentally and physically. Welcome Jacob Vasquez!

Jill Goodman is the Executive Director of Central Texas' 2<sup>nd</sup> best leadership development program next to Rotary (smile). In her speech, Jill shared tools on how we can get past polarization and have meaningful dialogue. Jill outlined three steps to meaningful dialogue that avoids further polarization, including 1) Establish a collaborative goal, 2) get curious, and 3) get personal -- tell a personal story and encouraged us to use these tools in our own lives.

Additionally, she told us about some of the new Leadership Austin programs including the LeaderLab for experienced non-profit leaders, the upcoming Leadership Austin Conference, February 28, 2025, and Lead Across Differences to give leaders greater confidence to disagree better and build social trust. To find out more click [here](#).



Click [here](#) for information on Leadership Austin



### Club Meetings/Speakers

December 10, 2024  
Craig Casselberry - CEO/founder, Quorum Public Affairs, Inc.

December 17, 2024  
Matias Segura, Austin ISD Superintendent

### Other Meetings/Events

December 11th  
Downtown Breakfast Cluster

December 11th  
Early Act First Knight (EAFK) - Wayside REAL Learning Academy

December 17th  
HHH Holiday Party (with Santa)

December 19th  
Early Act First Knight (EAFK) - Harris Elementary

December 26th  
North Breakfast Cluster

### Club Officers

Darrick Wayne Eugene  
President

Cynthia Brummer  
President-Elect

Sylvia Holmes  
iPast President

Charles Holleman  
Club Treasurer

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Club Director

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Andrew Swanson  
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Club Foundation (ARCF) Vice Chair

Mary Bird Bowman  
Club Foundation (ARCF) Treasurer

Amy M. Jackson  
Club Foundation (ARCF) Trustee

Dale Lowe  
Club Foundation (ARCF) Trustee

Peter R. Meeker  
Club Foundation (ARCF) Trustee

Jaime Phillips  
Club Foundation (ARCF) Trustee

W. Gaines Bagby  
Rotary Foundation (TRF) Liaison

Operation Vacation Serves our Heroes



### Birthdays

- Alan M. Sager  
December 8th
- Richard S. Ravel  
December 12th
- Matthew Dargis  
December 14th
- Josh Dikoff  
December 17th
- Mike Capps  
December 19th
- Gregg C. Waddill III  
December 20th
- Richard Rowell  
December 26th
- Luther R. Parker  
December 28th
- Attendance Taker  
January 1st
- Nancy McCoy  
January 1st
- Gouthami Thiyagarajan  
January 2nd
- Nita Louise Mayo  
January 3rd
- Pauline K. Gubbels  
January 5th

The Rotary Clubs of Austin and Killeen hosted this lovely family , PFC Issac Medrano and his wife and two children. They were hosted in November at the incredible JW Marriott Downtown and enjoyed a delightful BBQ dinner with all the trimmings at the County Line on the Lake. The son got to feed the turtles and fish. The family was blown away by our hospitality. Here was the thank you from them on the way back to Killeen. "The hotel was incredible and took great care of us. The County Line dinner was delicious and a very nice staff who treated us well. The whole experience was amazing and we are thankful for Rotary and all the sponsors. We really appreciated our special weekend in Austin. Thank you!", PFC Medrano. This is Rotary's special way to honor our troops and thank them for their service.

### Club Meeting Details: Join us in-person or on Zoom!

**This week's meeting will be held in-person at Ben Hur Shrine Temple (7811 Rockwood Lane, Austin, Texas) and also live-streamed on Zoom!!**

*For those of you who can't join us in-person, you're invited to our LIVESTREAM Weekly Lunch Program!*

**When: Every Tuesday (almost) Noon to 1 PM Central Time (US and Canada)**

**\*\*\*For our Zoom guests, please clear your caches and bookmarked Zoom meeting links and check your time zone settings.\*\*\***

#### QuickLink:

<https://rotary-austin-org.zoom.us/j/85690378301?pwd=bXMxcDBqK1drNmNqZW1ZV3JlZ2FFdz09>

**IMPORTANT STEPS TO CONNECT TO OUR WEEKLY MEETING, USING THE FOLLOWING MEETING ID & PASSWORD TO LOGIN:**

**When the Rotary year begins on July 1st, we have a new meeting link.** You should always be able to connect by **typing in the Meeting ID and password as shown here.**

- 1) Go to [zoom.us/join](https://zoom.us/join)
- 2) Enter the meeting ID in this box and passcode if prompted  
(Meeting ID: **856 9037 8301** Passcode: **361851**)

While we will have cookies, water or tea available at the meeting, we will not be offering a meal. Please bring your own lunch if you plan on eating.


**Join Meeting**

Meeting ID or Personal Link Name

Join

### Announcing the 2024 Rotary Club of Austin 4-Way Test Public Safety Award

By Richard Payton







**The Four-Way Test Public Safety Award**

Applications Due by: December 1, 2024

Award Ceremony: Tuesday, January 21, 2025

The Rotary Club of Austin believes there is a path to public safety that avoids divisive language, appreciates the sacrifice of public safety personnel and protects and supports vulnerable communities. Out of that spirit, the Rotary Club of Austin's leadership decided to implement this award to recognize and support public safety behavior and practices that uplift all communities. In doing so, we felt that the Rotary International Four-Way Test best exemplifies the characteristics of public safety systems that benefit all citizens.

- **Is it the TRUTH?** – By recognizing that some communities are more vulnerable to harm when traditional public safety systems are used in ways those systems are under resourced and ill equipped to handle.
- **Is it FAIR to all concerned?** – Creating an environment where the needs of vulnerable communities receive attention, public safety systems improve capacity and trust is developed between the two.
- **Will it build GOODWILL and BETTER FRIENDSHIPS?** – Through collaboration and partnership amongst Austin citizens, vulnerable communities, and public safety systems.
- **Will it be BENEFICIAL to all concerned?** – By empowering vulnerable communities, redesigning public safety systems, and reducing harm; A rising tide lifts all boats.



To Nominate Call: 512.462.1333 or Email: [office@rotary-austin.org](mailto:office@rotary-austin.org)

### Rotary Club of Austin Hands-ON Community Service Projects



## Rotary Club of Austin hand-on service opportunities

- Early Act First Knight
- Books for Me
- Helping Hands for Kids
- Scholarships
- Career Closet Clothes Drive
- Book Donation
- Clothes for primary students at Pecan Springs
- Rotary Gardening Day at Community First
- Blood Drives
- Rise Against Hunger

- **Early Act First Knight character programs** @Harris, Hart, Wayside and Pecan Springs Elementary Schools teaching students the Four Way Test, character traits to live by and reducing referrals to the office by 50+%-Rotary volunteers can attend the monthly knighting ceremonies and cheer on the selected winners for the current trait and congratulate the parents that attend. (Monthly-master schedule arranged each year with the schools and members are asked to sign up for any date they can attend.)
- **Books for Me program** @ Pecan Springs: Rotary volunteers hand out free books to students (Twice a year-Fall and Spring-volunteers sign up for a 30-45 min. block in advance to hand out books to the children and help them write their name inside so they can take it home and add it to their home library-encourages students to read at home)
- **Helping Hand Home Events for Abused Children( three events per year):**
  - **Splash Day:** Rotary Volunteers organize and volunteer for Splash Day usually between July and August. Volunteers come to the Helping Hand Home and supervise the Splash day activities (water slides, arts & crafts, photo center) and serve lunch to counselors, children and volunteers.
  - **Christmas party:** Rotary Volunteers wrap Christmas presents after the Tuesday Rotary meeting a week before the Christmas party. The night of the Christmas party (usually the second or third Tuesday evening in December for two hours), the volunteers hand out treats, sing Christmas carols, help kids unwrap presents and interact with the children and counselors. Rotary volunteers also serve as Santa and the elf to hand out the Christmas gifts selected by each child with the help of the counselors back in November and sponsored by the Rotary Club.
  - **Cluster Lunch for Helping Hand Home counselors and children:** Rotary Volunteers collect and set up lunch for the Home and serve it to all the children and counselors.(Usually set up in the Spring and event takes about two hours at lunchtime)
- **Scholarships for Selected High School graduates in the Austin area:** Rotary Volunteers sign up to serve on this committee to work with the high school counselors to select candidates, the candidates are then interviewed by a Rotarian, the committee selected the winning students and the winners and their families are invited to a Scholarship Presentation Dinner where the winners are announced and given their scholarships. (three-four month commitment usually January-April)
- **Clothes Drives for the UT Career Closet:** Rotarian Volunteers round up gently used business clothes and deliver them to the UT Career Closet. Clothes are collected at the Rotary meetings. (twice a year-Fall and Spring)
- **Book Donation weekly for Lively Middle School library:** The books are selected from a list provided by the Librarian, signed by our speaker each week and a Rotarian Volunteer collects the books and delivers them to Lively Middle School. (Weekly)
- **Clothes for primary students at Pecan Springs:** Rotary Club collects children's clothes at the beginning of the school year and delivers them to Pecan Springs clothes closet (once a year)
- **Rotary Gardening Day at Community First:** Rotary Volunteers & friends can sign up to work on an assigned date to help Community First plant sustainable gardens that serve the homeless people living at Community First, provides food to be handed out to the homeless communities by the Mobile, Loaves and Fishes Van or to be sold at Community First to buy plants and seeds for the next harvest.( usually four times a year on prearranged dates- a 2 hr. shift each time)
- **Two Blood Drives for Austin:** Rotary volunteers and friends can sign up to give blood on the assigned blood drive day held at the Rotary meeting place twice a year (Once in Fall and once in Spring-45 min. -1 hour commitment)
- **Rise Against Hunger:** Central Texas Rotarians and guests gather to support the Rise Against Hunger foundation at a meal packing event. At the event, we work together from start-to-finish in a meal assembly experience to combine rice, soy, dehydrated vegetables and a packet of 20 vitamins and minerals into life-changing meal packages.

Next Week's Speaker/Program Preview - Matias Segura, Superintendent



## Matias Segura Superintendent - Austin ISD

Matias Segura is the superintendent of the Austin Independent School District, serving more than 74,000 students and 10,000 employees.

The Austin ISD Board of Trustees chose Matias Segura as the lone finalist for Austin ISD's superintendent position. The decision was made unanimously during the December 14 meeting.

Segura was officially appointed permanent superintendent by a unanimous board vote Jan. 25, 2024.

Segura served as interim superintendent beginning January 9, 2023.

He first joined the district in 2018 as the Operations Officer and led the implementation of the \$1.05 billion 2017 Bond.

He went on to lead the Long-range Planning process as chief of operations, which was the largest-scale application of the Equity by Design process in district history. The process served as the foundation of the record-breaking \$2.4 billion 2022 Bond as well as the non-operational strategies included in the Long-range Plan.

As superintendent, Segura is focused on the generational impact of Austin ISD in Central Texas. Strong community partnerships and support of Austin ISD are at the core of this work and reinforce his belief that Strong Schools make a Stronger Austin.

During his time as superintendent, the district has seen a 20% increase in our retention rate over two years, largely due to a culture of respect and a positive climate with students, staff and community. He has also focused on transforming the special education student experience by working with the Texas Education Agency to develop a stringent path for accountability to serve families.

Segura is a Professional Engineer with a Bachelor of Science degree in civil engineering from Texas Tech University and a Master of Business Administration degree in finance from the University of Texas at Austin. In July 2024 he completed the Texas Superintendents' Certification Institute program and received his superintendent certification by the State Board for Educator Certification/Texas Education Agency. He is a product of Austin ISD, a father of two daughters who attend Austin ISD and his mother taught at Austin ISD for 42 years.

**Promote your business, support our Club!**



- \* Advertising space costs only \$250 for 6 months of promotion (\$500/yr)!
- \* ALL PROCEEDS go toward helping CLUB OPERATIONS!
- \* Contact the Rotary Office for details.

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**ROTARY CARES HOW YOU'RE DOING!!**

**HOW ARE THINGS IN YOUR LIFE?!?**

Is there anything that your Rotary Club of Austin "family" can support you with (i.e. family changes, death of a loved one, illness or other health concerns, lost a job, other professional needs, etc.) or do you know of another Rotarian who may need help?

Click [here](#) to let us know  
(or you can send an e-mail to  
[office@rotary-austin.org](mailto:office@rotary-austin.org))

**ROTARY CARES**

Anybody can be going through a  
battle you know nothing about.



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**Club Meeting Place and Time**

Austin  
Meets at Ben Hur Shrine Temple  
7811 Rockwood Lane  
Austin, TX 78757  
Time: Tuesday at 12:00 PM

***RCA Vision Statement: To build a diverse fellowship of Austin-area business and community leaders transforming lives throughout the world.***