

Rotary

District 7570



District Governor's December Message

Dear Fellow Rotarians,

As we enter this season of joy, reflection, and service, I am reminded of the unique bond we share—a bond rooted in the belief that together, we can make a difference. December invites us to celebrate our successes, refocus our efforts, and renew our commitment to "Service Above Self."

This month, Rotary International emphasizes **Disease Prevention and Treatment**, one of our seven areas of focus. From supporting local health initiatives to delivering medical supplies globally, Rotarians are tackling critical health challenges with creativity and compassion.

I'll never forget traveling to India in 2017 to deliver polio vaccinations. That moment transformed me from being just a member of Rotary to truly becoming a Rotarian. Knowing I helped prevent this dreaded virus from crippling another child wasn't just a gift to them—it was a profound gift to myself.

This December, I encourage you to consider: **What gift can your club give to your community?** Whether partnering with a local organization, raising awareness, or launching a new project, the opportunities to make an impact are endless.

Moments of Gratitude

As I reflect on the year, I am deeply grateful for the passion and dedication you bring to Rotary. From service projects to fellowship events, you embody what it means to create connections and change lives. It's truly humbling to serve as your district governor.

This holiday season, let's also extend our fellowship and compassion to those who may feel isolated. Invite someone new to your club's socials, fundraisers, service projects, or meetings. Give them the gift of Rotary—a community built on purpose and friendship.

And if you're still searching for the perfect gift for that hard-to-buy-for Rotarian, consider a **Rotary LOVE ornament**. Proceeds support the Peace Center Endowment at the Rotary Foundation. Order yours here: [Rotary LOVE Ornament](#).

Thank you for your unwavering commitment to Rotary's mission. I look forward to seeing the incredible impact you'll make as we close out 2024 and head into the new year.

Wishing you a season filled with peace, joy, and the spirit of Rotary,

Bret Hrbek



**THE MAGIC
OF ROTARY**

Your 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!

Spotlight on Platinum Sponsor: Edward Jones

By Bret W. Hrbek

This December, Rotary District 7570 proudly highlights **Edward Jones** as a Platinum Sponsor, celebrating over a century of dedication to creating a brighter future for individuals, families, and communities through trusted financial guidance.



For over 100 years, Edward Jones has been helping clients achieve their financial goals through personalized relationships and a disciplined, client-centered approach. Serving more than 8 million clients, the firm's mission extends beyond wealth management—it's about partnering for positive impact to improve lives and communities. Edward Jones' success stems from its branch-office business model, with over 15,000 locations across North America. This model empowers financial advisors to provide personalized investment advice tailored to individual client goals. Supported by the resources of a Fortune 500 firm, advisors build lasting relationships, helping clients stay on track toward achieving their dreams.

The firm's long-term investment philosophy emphasizes quality investments aligned with clients' goals and risk tolerance. This clear and straightforward approach appeals to those who value reliable guidance in navigating life's financial challenges. Edward Jones doesn't just invest in financial success; it invests in communities. Through its partnership with Rotary, Edward Jones amplifies the impact of service projects that transform lives locally and globally. Whether it's supporting youth programs or championing health and wellness initiatives, Edward Jones' sponsorship helps Rotary clubs create lasting change.

Under the leadership of Managing Partner Penny Pennington, Edward Jones continues to foster an inclusive culture that values innovation, community, and the power of human connection—qualities that align seamlessly with Rotary's values.

On behalf of Rotary District 7570, we thank Edward Jones for their generous sponsorship and their commitment to making the world a better place. Their support fuels our shared vision of serving humanity with integrity, purpose, and hope. For a list of the individual Edward Jones financial advisors participating in the sponsorship, visit here: [https://www.](https://www.rotary7570conference.com/edward-jones-advisors)

[rotary7570conference.com/edward-jones-advisors](https://www.rotary7570conference.com/edward-jones-advisors).

Check Your Club Dashboard for the REAL Picture of Membership Progress

We have a new, insightful metric by which a club can gauge its progress toward its membership goal during the year. For over 100 years, the only metric Rotary clubs had to see how they were progressing during the year was their net membership gain or loss. It turns out that's highly misleading. Why is that?

As we know, attrition is real, and a fact of life in membership organizations. Despite relentless efforts to reduce it, attrition will not go away entirely. The problem with looking at net member gain year to date as a metric, particularly in mid-year, is that it completely forgets about **attrition that hasn't happened yet**,

A much better approach is built into the goal setting process in the

December 5th

DG Area 2 Official Visit

December 7th

District 7570 Council of Governors Meeting

December 18th

President-Elect Monthly Online Learning Session

January 15th

President-Elect Monthly Online Learning Session

February 6th

District Team Learning Seminar 2025

February 19th

President-Elect Monthly Online Learning Session

March 6th

President-Elect Learning Seminar 2025

Thank you to our District Sponsors

By Bret W. Hrbek

Membership Success Center (MSC). We take the club's average terminations over the past 3 years, and treat that as a forecast of terminations likely to happen this year. It isn't perfect, but it's a lot better than forgetting about them.

What we want to do is "pre-replace" those members likely to depart this year plus add enough new members to meet our membership growth goal. The progress dashboard in the MSC plots that on a month-to-month basis, and clearly reveals the club's pace of new member attraction, compared to the total number needed by June of 2025. Here is a short video clip that explains that: <https://www.youtube.com/watch?v=JUqc0nnvF0&t=392s>

Interested in your club's progress? Log in through DACdb: RIZones33-34.org/MSC

Local Rotarians Help Deliver Wheelchairs To Bolivia

By Woody A. Sadler Jr.

THANK YOU *to our sponsors*

Rotary
District 7570



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Rotary Matching Points

By Patricia E. Baisden

Giving has been extended through December! Make your end-of-year contribution to the Annual Fund Share with the Rotary Foundation and email your confirmation to Patty at jbaisden@comcast.net, so your matching points can be attributed to your account. #Rotary7570

This Thanksgiving Will Mean A Little Bit More



This Thanksgiving, which has always been my favorite holiday, will mean a little bit more to me this year. Lori and I have just returned from a trip to Bolivia to deliver 260 wheelchairs through our Rotary District program. Over the past 10 years we have given out almost 4,000 wheelchairs in Latin America.

Read the full story on The News Gazette: <https://www.thenews-gazette.com/article/9014.this-thanksgiving-will-mean-a-little-bit-more>

Appalachia Service Project (ASP) Donation

By Pauline S. Adams



Presentation of donated funds to the [Appalachia Service Project \(ASP\)](#) from a donor who contacted PDG Dick Ray who then included Area Governor Pauline Adams in presenting the donation to the organization. Shown in the photo are (left) Pauline Adams Area 14 AG, (center) Melisa Winburn President/CEO of ASP, (right) Dick Ray PDG.

Rotary Club of Frederick County Annual Firewood Blitz!

MATCHING POINTS
UP TO 500 PTS

NOW THROUGH THE END OF DECEMBER

MAKE YOUR CONTRIBUTIONS TO THE ANNUAL FUND SHARE AND EMAIL RECEIPT TO DISTRICT CHAIR TO CLAIM YOUR POINTS!

THE MAGIC OF ROTARY

District Awards | Applications Now Open

By Josie Russell

The 2024-2025 District Conference Award Applications are now open! Our District Conference Awards Committee, along with fellow Rotarians in District 7570, are eager to see the amazing accomplishments your clubs have achieved over the past year.

To submit, visit <https://www.rotary7570.org/district-conference-awards/> and scroll down to the blue button labeled "SUBMIT A CLUB AWARD APPLICATION." Select this button for each award category your club would like to enter (there are 10 categories total). Please remember, only one application per category is allowed per club.

Applications are due by Saturday, February 1st.

For any questions, feel free to reach out to Josie Russell.

By Tammy R. Stevenson

[The Rotary Club of Frederick County](#) held our 10th Annual Firewood Blitz on Saturday, November 9th. ~ 30 Club Members and 7 friends/family of the club worked most of the day to split, stack, and even deliver loads of firewood to folks in our community that need it for heat and cooking! Club Members Mike and Rosalie Perry open their home



and property to us each year and it's so appreciated. Hard work and a hearty lunch makes for a successful event!

This project is our favorite day each year and in cooperation with CCAP (Congregational Community Action Project) of Winchester, the recipients are chosen to receive the wood. On that November day alone, 25 deliveries were made in the community! The work continues throughout the Fall and Winter to ensure our neighbors can have the supply needed during the coldest months.

Bridgewater, VA Rotary Club Provides Winter Kits

By Dan D. Plecker

After the [Bridgewater Rotary Club](#) dinner and business meeting on Tuesday, November 29, 2024, club members prepared 72 "Winter Kits" for those experiencing homelessness. The project was organized by Publicity Chair, Nadia Dames, and the kits will be given to *Open Doors* and *Strength in Peers* for their distribution. Some of the items included were lotion, wash cloths, hand warmers, socks, scarves, mylar blankets, band-aids and personal hygiene items. We were very happy to be assisted in the project again this year by 10 members of the [Rocktown Rotary Club](#).



Merry Christmas



Don't forget to submit your club's news and happenings to District Public Image Chair, Cora at gnegyca@gmail.com to be included on the website, the [District Facebook](#) page, and future issues of The Informer.

Read more and see more pictures of all these great stories on our District website!

www.Rotary7570.org

Brad Hoover recognized as Kingsport Chamber Lifetime Member

By Milton E Carter



“We are so thrilled to present to Brad Hoover the distinguished honor of being a Kingsport Chamber Lifetime Member,” said Ted Fields, Kingsport Chamber chair and executive vice president and market executive with Powell Valley National Bank. “Brad has served his community faithfully for so many years, giving of his time and talents in several key volunteer leadership positions with numerous organizations in this community, including having held the Board president’s position of

our Kingsport Chamber. More importantly, Brad Hoover is just a great guy, a friend and neighbor to anyone he meets. He is always willing to give, donate and help any person or cause he encounters and does so with selfless humility and a caring heart. Well done, Brad Hoover, on this most-deserving accolade.”

“I have had the honor and privilege of knowing Brad Hoover for the majority of my life and I can say without reservation that he is one of the best community servants, friends and leaders with whom I have ever been associated,” said Miles Burdine, Kingsport Chamber president and CEO. “I truly admire, respect and look up to Brad Hoover for so many reasons. Brad has led and helped this community and so many people by giving of his time, wisdom and good-natured spirit. When I was deployed to Iraq with the United States Marine Corps in 2005 and 2006, Brad Hoover was there for me by helping to take care of my family here at home and serving as Kingsport Chamber Board chair during a very challenging year. Those are just a few examples of the giving and kind nature of Brad Hoover. Everyone who knows Brad Hoover loves him and I am so happy we can recognize him with our organization’s highest distinction. It is so well deserved.”

The Kingsport Chamber Lifetime Member Award goes to an individual who has made an enormous contribution to the Kingsport Chamber and the community throughout his or her lifetime. A native of Kingsport, Brad Hoover recently retired after a 40-year career as an executive and leader in the banking industry.

A 1978 graduate of **Dobyns-Bennett High School**, Hoover earned a Bachelor of Science degree in administrative management from Clemson University in 1982. In addition, he is a graduate of the Tennessee School of Banking, Louisiana State University Graduate School of Banking and Tennessee Commercial Lending School.

Hoover has donated his time and talents to numerous organizations and served in several key leadership positions in the community, including: Kingsport Chamber president (2006); volunteer and chair for several Kingsport Chamber programs – Fun Fest (1999 chair), Keep Kingsport Beautiful, Kingsport Convention & Visitors Bureau (now Visit Kingsport), Service Corps of Retired Executives (SCORE), Leadership Kingsport, S.H.O.U.T.!! Youth Leadership, and Government Relations; Downtown Kingsport Rotary (president in 1995 and 2014); Kingsport City Parks & Recreation coach and Advisory Committee; Kingsport Boys & Girls Club (coach, Board of Directors and Foundation Board); Kingsport Public Arts Council; Junior Achievement of the Tri-Cities; American Red Cross; and the Downtown Kingsport Association (1997 president), among others.

