

**Economic
and
Community
Development**



**World
Polio
Day**



What's Your Club Experience?



Van Lankford
District Governor
2023-2024



CREATE HOPE
in the WORLD

I weep for the retail industry, especially when it comes to customer service. Case in point. While making my DG visits last month, my wife, Ann, and I had some free time between meetings, so we decided to spend some time at a very popular shopping center. It was mid-afternoon on a Monday and not many people were there so the shopping center appeared to be recovering from the weekend crowds. I wandered into a popular men's store to browse their racks and noticed that I and the lady behind the counter (who I think was the manager) were the only two in the store. When she greeted me, I responded, "Thanks, I'm just looking around." For a good 45 minutes I looked in the store. I found some shirts I liked on sale (Rotary colors) and I proceeded to take them to the ties and bowties to match something. Then, I took the shirts to the pants to match something.....and the whole time the lady stayed behind the counter. I eventually bought the shirts at a great price and the lady behind the counter rang up the sale. As I was leaving, I could not help but compare this customer service experience with the excellent customer service I receive at my favorite men's clothing store in Mount Airy. F Rees has been in business since 1946 and was founded post World War II by Flip Rees, who is an icon in Mount Airy. Over 70 years later, his son, Gene, still owns the store today. They do not have a website to purchase clothing, nor do they regularly post to social media. Every sale they make walks through the front door at 198 North Main Street. Mount Airy. How can a specialty men's store, which sells high end clothing in a small town last for over 70 years? Two words.....customer service! If I had been in F. Rees on that Monday afternoon looking at shirts, I can guarantee you that the sales associates would not have stayed behind the counter waiting to ring up the purchase. As a matter of fact, instead of walking out of the store with two shirts, I would have probably walked out with two pairs of pants, ties, sweaters, a sports coat, and maybe even a pair of shoes.....cue the scene from *Pretty Woman* when Julia Roberts is trying on clothes and Richard Gere tells the sales associate, "We are going to spend an extraordinary amount of money in this store today!" Why would I have spent so much? I would have because of excellent customer service experience! I would have felt valued for coming into the store to shop that day, and my need for a new outfit would have been met.

At this writing, I have visited 39 of our district's 47 traditional clubs. If you have heard my address to the clubs, you know that I talk a lot about building value in your club and the "club experience". I am challenging clubs to take an honest look at themselves and to evaluate what type of "experience" they are providing for their members and potential members. Do people leave your club feeling like they are missing something or "shopping" here is not worth their time? Or do they leave your club feeling that this was a great way

to spend an hour and I'll be shopping here again soon. Now, there are a lot of factors that go into the club experience, but you get my point. What kind of customer experience does your club offer? Do your "consumers" feel welcome when they walk in the door (I have found the club's Sergeant of Arms is vital in giving people that first impression of your club)? Do they feel like this is a place where they can network with others? Is this a place where they can give back to the community? I firmly believe that the success (or challenges) of your club will depend on the club experience. What kind of experience is your club giving?

Yours in Rotary Service,

Van Lankford

District Governor



Our Rotary Foundation
By James Gouty
District Rotary Foundation
Chair
2022-2025



FALL TRAINING

Plans for our Fall Training are underway. The training is scheduled for Saturday September 16th at Randolph Community College in Asheboro NC.

The topic for our training will be “Why we give to the Rotary Foundation, what is your Why?”

Registration is now open, and DG Van is offering bonus points for clubs that participate in this training.

Fall Foundation Summit

- 2 points for 1- 2 members in attendance
- 5 points for 3 or more members in attendance

Please encourage members of your club to attend.

HOPE GRANTS

- As a part of RI President Gordon McInally and DG Van’s vision for this year, he is using part of the district’s DDF to fund his Hope Grants. This is a \$400 grant with a \$100 match from the club.
- These grants are to be used for a mental health awareness in your communities.
- Applications were sent to club presidents and your club’s AGs.
- The deadline for your clubs to be considered for these grants is October 31st. The final reports are due April 30th, 2024.
- Please send your completed applications to Tom Kobrin at tomkobrin@gmail.com

POLIO PLUS

- A reminder, at district conference four of our Rotarians have pledged 1000 Paul Harris points each for a drawing to be held at our Foundation Banquet in November. The district will draw 4 names from the Rotarians who have agreed

to be a Polio Plus Promise member. Do not miss your chance to receive 1000 points.

FOUNDATION PROGRAMS

- A reminder that I am available to come to your clubs and speak about the Rotary Foundation. My presentation is normally 20 to 25 minutes long and I can tailor it to whatever you believe your club needs to hear.

Just contact me at jggouty@gmail.com to set up a time and date.

Upcoming Events

September 16th—Fall Training for The Rotary Foundation, Randolph Community College, Asheboro NC.

October 31st—Applications for Hope Grants are due to Tom Kobrin at tomkobrin@gmail.com

November 9th—District 7690 Foundation Banquet and Paul Harris Society Reception, The Koury Center, Greensboro NC



Membership Focus
By PDG Jon Spillman
District Membership Chair
2022-2025



Innovation in Entertainment and Rotary

On September 29th, the music band U2 opened the Sphere in Las Vegas which is perhaps the most innovative entertainment venue since the creation of the Coliseum in Rome. The Sphere is the world's largest spherical structure and creates a truly mesmerizing entertainment experience. At a cost of \$2.3 billion here are some of its features:



At 336 feet tall and 516 feet wide, it could comfortably fit the entire Statue of Liberty from base to torch.

- 1.2 million programmable hockey puck-sized LED's.
- World's largest concert-grade audio system, featuring 1,586 loudspeaker modules, 167,000 speaker drivers, amplifiers, and processing channels along with 300 mobile loudspeaker modules.

I mention this because like the entertainment industry, Rotary must continue to be innovative and create different club experiences for current and prospective members.

Alternative Membership Types – Create additional membership types such as corporate, family, service, and social to give people more ways to be a part of your club.

Alternative Meeting Time Satellite Clubs – Create an alternative meeting time club for prospective members to experience Rotary. These additional times generally target young professionals or individuals who cannot meet for breakfast or lunch.

Activity, Cause, or Interest Based Clubs – Activity and interest-based clubs have been created around the district in areas such as: golf, government employees, service, and tradespeople. Examples of cause-based clubs around the United States are environment, parenting, service, social justice, and veteran interests.

To learn more about Innovative club opportunities, join us for two important Zoom Membership Calls.

Tuesday, October 17th (8:00am to 8:30am) - District 7690 Zoom Call featuring Keir Davis President of Rotary Club of Summit describing the new satellite club for tradespeople.

Monday, November 13th (6:00pm to 6:45pm) - Zone 33-34 Zoom Call on the Membership Action Plan, focusing on Creating New Pathways through Innovative Clubs.

Consider adopting a new innovative club option. As Steve Job's said: "Innovation is the ability to see change as an opportunity – not a threat."



CREATE HOPE
in the WORLD

WELCOME NEW ROTARIANS

In the month of **September** your clubs added 14 new members!
We **Welcome** the following list of Rotarians to District 7690!

Member Name	Start Date	Club	Sponsor
Sheaman, Charlie (CHARLIE)	09/18/23	Crescent	
Guay, Paul MD (PAUL)	09/26/23	Pinehurst	John Wittenstrom
Kernan, Marianne (MARIANNE)	09/26/23	Pinehurst	Kay LaBare
Varnedoe, Ben (BEN VARNEDOE)	09/18/23	Reidsville	John Kolessar
Daniels, Richard Vernard Sr (RICHARD)	09/22/23	Winston-Salem	
Kepley, Aaron (AARON)	09/22/23	Winston-Salem	
Hart- Smith, Chelsie (CHELSIE)	09/22/23	Winston-Salem	
Long, Mack (MACK)	09/22/23	Winston-Salem	
Karr, Pamela (PAMELA)	09/21/23	Reynolda	Gayle N. Anderson
Parker, John (JOHN)	09/26/23	Jonesboro	
Lewis, Michael F (MICHAEL)	09/26/23	Gate City	David Lillard
Good, Owen S (OWEN)	09/06/23	Yadkin Valley (Elkin-Jonesville)	Ann M. Ashman
Eudy, Richard Scott (RICHARD)	09/19/23	Western Forsyth	Anant Venkataraman
Marino, Kristine (KRIS)	09/26/23	Pittsboro	

Family Day of Rotary at the NC Zoo

Thank You from DG Van Lankford

Our Family Day of Rotary at the North Carolina Zoo on September 30 was a HUGE success as over 200 Rotarians, their families, and friends enjoyed a fun day of visiting the polar bears, giraffes, tigers, rhinos, and “ephulumps” (to quote my 3-year-old granddaughter). There were many family memories made, and the smiles abound! I wanted to take this opportunity to say a big THANK YOU to all the Rotarians who made this day possible. First, I want to thank our Family Day of Rotary Chair, Carol Andrews, for all of her hard work in planning such a great event. When Carol began planning the event, she immediately enlisted the help of the Randolph County Clubs, and they certainly answered the call. So I would also like to say a special “thank you” to the Rotary Clubs of Asheboro, Randolph, and Midstate, as well as AG Steve Headlee, PDG Charles Allen, and PDG Don Allred. Also, I would like to thank all the Rotarians who attended with family and friends to make this a great day to be a Rotarian!

Stay tuned for information on the next Family of Rotary Day coming in May in Forsyth County!



Rotary E-Club of Global Trekkers

Create positive IMPACT in communities to enhance health, education, economic development, and the environment, thus advancing international peace.

www.rotaryglobaltrekkers.org



We meet via ZOOM on Mondays at 06:00 PM Eastern Time (US and Canada). Global Trekker Zoom Room: www.rotaryglobaltrekkers.org

The Rotary E-Global Trekkers wish to invite you to this amazing event.

Kirstin Ferguson is an award-winning and globally recognised leadership expert, best-selling author, and writes a hugely popular weekly newspaper column. With more than three decades of leadership experience, she has a PhD in leadership and culture, and has twice been recognised by Thinkers50 for the Excellence in Leadership Award as well as being named one of the world's top 30 Thinkers to Watch. She has over a decade of experience sitting on corporate boards, including an appointment by the Australian Prime Minister as Chair of the Australian Broadcasting Corporation. She has been the CEO of a global consulting company and began her career as an Officer in the Royal Australian Air Force.

An author of two books, her latest book, *Head & Heart: The Art of Modern Leadership*, went straight to the bestseller lists within days of release and was named as one of the top 10 new management books of 2023.

The Rotary E-Club of Global Trekkers

Global Professional Networking Session with Dr Kirstin Ferguson AM



“Leading with our head and heart to leave a positive impact in our families, communities and workplaces”

Kirstin Ferguson is an award-winning leadership expert, best-selling author and columnist.



MON on 27 NOV 2023
6 PM (US & Canada)



TUESDAY on 28 NOV 2023
9AM (QLD, AUSTRALIA)

Global Trekker Zoom Room: <https://us02web.zoom.us/j/82191334091>

Meeting ID: 821 9133 4091



www.rotaryglobaltrekkers.org



Saturday, October 28

Hosted By:



DOWNTOWN PITTSBORO

HANKS, FAYETTEVILLE, SALISBURY STREETS

JOIN US

10AM - 4PM

LIVE MUSIC LOCAL ARTISANS
FOOD TRUCKS KIDS ZONE

4PM - 6PM

AFTER HOURS CONCERT

ANNUAL STREET FAIR OCCURS
4TH SATURDAY EACH OCTOBER

QUESTIONS? PBORotaryStreetFair@Gmail.com



The Pittsboro Rotary Club is hard at work on their annual major fundraiser, the Pittsboro Street Fair!

You all are invited to join us on Saturday, October 28 from 10am to 4pm (rain or shine) in downtown Pittsboro for a day full of fun for everyone. We block off Hanks, Fayetteville and Salisbury Streets to welcome over 5,000 people to visit over 100 vendors, including artisans & craters, 10 food vendors, 5 beer vendors, 8 food trucks, as well as a main stage area that will host a variety of bands and family entertainment, including performances from our local dance studios.

Though our arts & craft vendors will close at 4pm, we are excited to share that for the first time our municipal town lot will stay alive from 4pm to 6pm with an After-Hours Concert. Food & Beverage vendors will still be available during this time.

Our Regular Vendor Applications are still open until September 1, so if you know of a vendor that would like to join, please share the online application:

2023 Vendor Application (Non-Food/Beverage): <https://forms.gle/HGZdzkOp9CFfeKPdA>

You also don't want to miss the Pittsboro Rotary Club's Trike Race Rodeo! All proceeds raised from the Trike Race will be donated back to our local high schools. Throw on your helmet and knee pads and give that trike a whirl!

Proceeds from the Pittsboro Street Fair & After-Hours Concert fund our club's many service projects throughout the year. Projects include donating over 100 Thanksgiving Turkeys to the local food pantry, distributing 800 new books to local elementary school children, providing school supplies to our local schools, maintaining our quarterly Adopt A Highway Cleanup project, and most notably supporting our various Youth Services Projects like the 4-Way Test Speech Contest, RYLA and scholarships to high school seniors.



The Pittsboro Street Fair is a day full of fun and laughs, and we hope that you'll join us in downtown Pittsboro on Saturday, October 28!



As the Rotary Club of High Point approached its Centennial Year, it contemplated options for a project to commemorate the milestone. The celebration of 100 years is significant. The prevalent thought was to think big. It was during that 2019 process that RCHP member and chair of the High Point Public Library Foundation, Wil Elder, floated an idea to Club President Steve Ilderton and the board. Plans were being developed for a Sensory Garden project on the campus of the downtown library and he thought Rotary should be involved. Suddenly, the Club found its Centennial Project, not just as a partner in the venture, but as the lead donor with naming privileges, a \$ 100,000 financial commitment. The library was an attractive partner for the Club as both are committed to programs that benefit children and young people. The Rotary Club was already working with the Library on its annual Christmas Party for at-risk students and their teachers from 17 High Point area elementary schools. In the Fall, the Library and the High Point Rotarians partner for an annual Read-A-Thon where exuberant Club members read to Kindergarten and 1st Grade students. At both events, books are given to the students. High Point Rotary also makes the gift of a book to the Library in honor of every speaker that presents the program at its weekly Thursday meetings. The Club was excited. Once the City signed off on the project, the ball started rolling.

That ball, however, started rolling much too slowly. We all know what happened in 2020 when the Covid Pandemic shut down the entire world. True to the Rotary Service Above Self motto, plans kept moving, just slower than everyone wanted. The commitment never wavered and as the pandemic's impact slowed, the Sensory Garden's progress gained traction. High Point Rotarians ramped up their efforts and through projects such as their annual BBQ and Raffle, Owen Bertschi Memorial Golf Tournament, and annual Poinsettia Sale, as well as from various sponsorships, raised the \$100,000 necessary to fulfil its commitment as naming sponsor of the Rotary Club of High Point Sensory Garden.

This Garden will be a welcome and inviting space for everyone of all ages and abilities for years to come. Sensory gardens are areas designed to stimulate one or more of the five senses: sight, smell, sound, taste, and touch. In recent months, Visit High Point announced that the City of High Point had been named the first Certified Autism Destination on the East Coast, meaning visitors with autism or other sensory sensitivities will be welcomed and safe. But so will others, including many with dementia, Alzheimer's, and visual impairments.

On Friday, September 22, 2023, the official groundbreaking took place at the library. A large contingent of High Point Rotarians were joined by other donors, City Officials, elected Officials, community leaders, Library Foundation members, and High Point Public Library Staff for the 5 p.m. ceremony and the turning of the first shovels full of dirt. Foundation Chair Wil Elder, current Rotary President Ken Esposito, and Library Director Mary Sizemore were among those that addressed the crowd, each thanking countless individuals that helped make this project possible. And as for High Point Rotarians . . . with the turning of those shovels of dirt, the Rotary Club of High Point Sensory Garden at the High Point Public Library became more than a Centennial Project, as it was now coming to life. And that vision that members have had in their minds since day one would soon become a reality!



Why at the Library?

Supports the library's mission
of strengthening a sense of community

Continues history of offering health
and wellness programming for the
entire community

Builds on strong network of
community partners committed to
collaboration with the library

Compliments existing library programs, such as:
Teaching Garden
Arts and Education Plaza
High Point Farmers Market

Walking distance to several neighborhoods

Easily accessible by nearby bus stops



Centrally located:
Qubein Children's Museum
The High Point Museum
Truist Point
Ongoing Downtown Development



What Is a Sensory Garden?

Accessible and appropriate for all demographics

Beneficial to special needs individuals, such as those with autism

Helpful in the care of those with dementia or Alzheimer's



Offers a range of educational and recreational applications

Provides engaging experience for those with physical or mental disabilities

A self-contained garden featuring a wide variety of sensory experiences, including:

- Sight
- Smell
- Sound
- Taste
- Touch



Allison Massari
The 2023 Rotary Club of High Point
THANKSGIVING PROGRAM
Sponsored by Dr. Nido Qubein and
the Qubein Foundation



Hailed as “life-changing” “riveting” “extraordinary” “bold” and “deeply moving” Allison Massari’s triumphant keynote is packed with clarity and insight. Allison shares her story of absolute loss, to forgiveness and understanding, and finally to success and a life beyond anything she could have imagined. With genuine encouragement and support, Allison’s dynamic and deeply moving keynote offers immediately applicable tools to rise above any obstacle and find peace and inspire vitality despite difficult times. As Allison states, “The truth is, the same internal fire and ‘command of self’ that I needed to heal my life is exactly what has given me success personally and professionally.” Bolstered by a sense of unity and empowerment, audiences walk away feeling revitalized, refreshed, and seeing their lives from new coordinates. Prepare to be deeply moved. Prepare to be taken on a journey.

The program is on Friday, November 17 from 11:30 to 1:00 at
High Point University
1 N University Pkwy
High Point, NC 27268

All members of District 7690 are invited and encouraged to bring guests. There is no charge for this very uplifting and inspiring program.

**END
POLIO
NOW**

TAKE ACTION
ERADICATE A DISEASE FOREVER





5 REASONS WHY WE MUST ERADICATE POLIO

1 TO IMPROVE LIVES.

Today, 19 million people who would otherwise be paralyzed by polio are walking, and 1.5 million people who would otherwise have died are alive.

2 TO INVEST IN THE FUTURE.

If all eradication efforts stopped today, within 10 years, polio could paralyze as many as 200,000 children each year. A polio-free world will be a healthier world for children everywhere.

3 TO IMPROVE CHILD HEALTH.

Polio surveillance networks and vaccination campaigns also monitor children for other health problems, like vitamin deficiency and measles, so we can address them sooner.

4 TO LOWER HEALTH CARE COSTS.

The global effort to eradicate polio has already saved more than \$27 billion in health care costs since 1988, and expects to save \$14 billion more by 2050.

5 TO MAKE HISTORY.

Polio eradication will be one of history's greatest public health achievements, with polio following smallpox to become only the second human disease eradicated from the world.



FUNDING IS CRUCIAL TO ERADICATING POLIO

Throughout the fight to end polio, we've shown what can be done when we draw on our collective strengths. A polio-free world is possible, but we can achieve it only by taking action together.

IMMUNIZE

more than 400 million children against polio every year

IMPROVE

disease surveillance systems to detect any poliovirus in a person or the environment

HIRE

more than 150,000 health workers to go door to door to find every child

If polio isn't eradicated, within 10 years, hundreds of thousands of children could be paralyzed. Global health care costs would rise dramatically, and the quality of life for people affected by the disease would be drastically diminished.

YOUR DONATION WILL SAVE LIVES AND GIVE CHILDREN A CHANCE AT A HEALTHY FUTURE.

Donate now at endpolio.org





Not your Mama's **DISTRICT CONFERENCE**

REGISTER

TODAY!

April 25-28

2024



Rotary
District 7690



#Rotary24



SINGAPORE | 25-29 MAY 2024



DGE Ron Pierce invites you to join him and his family in Singapore on May 25-29, 2024 for this year's RI Convention.

Note: The cost of registration goes up the closer you get to the date of the convention. The cost will increase by \$95 on December 16th.

Here is a link to more information on the 2024 Singapore Convention and to register for the event:

<https://convention.rotary.org/en-us/>