



# Rock Island Rotary Weekly Review



February 12, 2019; Volume XXVI, Issue 31

MEETING EVERY TUESDAY NOON - QUAD CITY BOTANICAL CENTER

## CLUB ASSEMBLY

Every so often it is important for our Club to step back and take a look at what we are doing, where we've been, and where we want to go. At such times our president, in this case Sue Cassatt, calls a Club Assembly. Rather than having a speaker present a program we devote the entire meeting to reviewing club activities, plans and goals. President Cassatt led today's Assembly.



Sue noted that the process of creating a long-term plan began with a survey distributed to Club members last year. The survey helped identify those things members liked about our club and things that weren't so popular. The survey was followed by the visioning session facilitated by District 6420 last May with over 20 of our club members participating. In that workshop Club goals for the coming five years were established. One of the first goals was to establish a clearly stated club mission and a vision statement. In subsequent meetings of Club leadership and committees the following mission was adopted: *The Rotary Club of Rock Island supports the mission of Rotary International: To provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.* That was followed by President Sue appointing a committee to author a vision statement, which after several revisions was adopted by our Board of Directors. Our new Vision Statement is: *The Rotary Club of Rock Island is a growing club focused on international service, community involvement, and youth projects.* A set of values of what we want to stand for was also identified which included • Peace and conflict resolution/prevention • Disease prevention and treatment • Water and sanitation • Maternal and child health • Basic education and literacy • Economic and community development.

Sue then turned the microphone over to John Phillips, Chairman of our Rock Island Rotary Club Foundation. John pointed out that as Rock Island Rotarians we support two foundations: The Rotary International Foundation which provides funding for Rotary's international service projects including the elimination of polio; promoting peace and world understanding; clean water and sanitation; women's health; and economic development of third world countries. The Rock Island "Club Foundation" was created when long time Rock Island Rotarian, Stan Harris left a \$200,000 bequest to our Club with the stipulation that a foundation be established with the sole purpose of benefiting Rock Island. Since its inception that Club Foundation assets have grown to over \$350,000. Each year the club may use up to 3% of the assets for Rock Island projects. In the past few years our Club Foundation has given \$10,000 toward the establishment of the Children's Garden at the Quad City Botanical Center; given \$10,000 to help establish the Entrepreneurship Incubator program at Rock Island High School; Funded youth activities as part of the Spring Forward Summer Program; Funded the purchase of field lights for the Rock Island Girls Softball League resulting in the field being named "R. I. Rotary Field". John distributed information regarding the Club Foundation and ways to support the foundation including legacy giving and designation of tax-exempt IRA required annual withdrawals.

Sue then give a brief explanation of Club goals and strategies which you will find laid out in detail on pages 7-10 of this newsletter. Please take time to read through this important information. Thanks Sue for your hard work and leadership!

### February - April Calendar

- Feb 19 - "Breaking Traffic" – Our District Project Report
- Feb 26 - Awards Committee Meeting 11:15am
- Feb 26 - Daniel Joiner – Community Health Assessment Report
- Mar 5 - TBA
- Mar 12 - TBA
- Mar 19 - Henry Hall – Rocky Girls Basketball
- Mar 26 - TBA
- Apr 2 - TBA
- Apr 9 - Bert Blood Scholarship
- Apr 16 - Rotary Awards Luncheon
- Apr 23 - TGA
- Apr 30 - Past District Governor Jim Nelson, Peru Aquarium & Botanical Garden Project



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[www.rirotary.com](http://www.rirotary.com)

## Officers

Sue Cassatt, President  
Mark Mayeski, 1st VP  
Angela Campbell, 2nd VP  
Anne McGlynn, Secretary  
Carrie Crossen, Treasurer  
Bruce Peterson, Past Pres.  
Co-Sergeant at Arms  
Bob Swanson & Vic Boblett

## Board Members

Rick Emery  
Sarah Gorham  
Kathy Lelonek  
John Oliger  
Justin Peterson  
Molly Shattuck  
Bill Stengel  
Tammy Weikert

## Program Chairs 2018-19

Aug – Sept: Stan Coin  
Oct – Nov: Mike Locander  
Dec – Jan: John Wetzel  
Feb – Mar: John Wetzel  
Apr – May: Gary Rowe  
June – July: TBA

## Club Notes & Announcements!

- **WELCOME GUESTS!** Rock Island Rotary was pleased to welcome our guests at today's meeting. Alleman Jr. Rotarians John Do and Parker Smith were our only visitors this week. Guests are always welcome at Rock Island Rotary!
- **THANK YOU!** – To all who donated blood at last week's Rotary Blood Drive! Your donation is truly "Service Above Self".
- **SERVICE** – Help is still needed with the Heart of Hope Food Pantry. We help every Thursdays from 5:30 to 7:30pm. It's easy duty and is truly Service Above Self at its most basic definition. Volunteers have been scarce lately, so please contact Al Metz to join our team of volunteers! Used but sound plastic bags are needed too. They also are collecting men's and women's winter clothing for their free clothing exchange. Drop off anytime the Heart of Hope Center is open. Call Al Metz to volunteer to help at 309-236-2013.
- **ROTARY NIGHT AT THE Q.C. STORM** is this Friday. For last minute tickets contact Sue Cassatt at [scassatt69@ymail.com](mailto:scassatt69@ymail.com). It will be a fun evening, proceeds go to "End Polio Now", and lends our support to a brand-new Quad City entity. STORM HOCKEY IS WILD, WOOLY, AND GREAT FUN!
- **CLUB FUNDRAISER AND INTEREST SURVEY** – Over the weekend you received a short, 1-page survey regarding our Club's fundraising and Social activities. They were also distributed at today's meeting. If you have not filled one out, please do so and either send it to Bob Swanson or Sue Cassatt; or bring it with you to next Tuesday's meeting. A copy of the survey is included on page 6. We will also have additional blank forms available at our next meeting in case you need a fresh copy. We really want and appreciate your participation!
- **Have Items for our Newsletter?** Email to [bobdebswanson@att.net](mailto:bobdebswanson@att.net). If you attend a Rotary event and take pictures, please also email or text them to Bob. The newsletter is much better with lots of photos!

## FOUNDATION MINUTE

Disease results in misery, pain, and poverty for millions of people worldwide. That's why treating and preventing disease is so important to Rotarians. It leads efforts both large and small. It sets up temporary clinics, blood donation centers, and training facilities in underserved communities struggling with outbreaks and health care access. It designs and builds infrastructure that allows doctors, patients, and governments to work together.

As Rotarians our members combat diseases like malaria, HIV/AIDS, Alzheimer's, multiple sclerosis, diabetes, and polio. Prevention is important, which is why we also focus on health education and bringing people routine hearing, vision, and dental care.

Your contribution and support of The Rotary Foundation enables to happen. Thank you.

## FOUNDATION RAFFLE REPORT



Today's raffle featured cash and wine and one very LUCKY winner. When the first ticket was drawn and number called, Frank Lambert answered and opted for the cash. He then added a few dollars to it and donated the entire sum to the Rotary Foundation. When the second ticket was called Frank again answered and took home the wine. Might be a good day to buy a lottery ticket or head to the casino Frank! Thanks to all who participated. Proceeds from our raffle got to the Rotary International Foundation.

## **FRANK LAMBERT – PAUL HARRIS FELLOW +5!**

On February 5<sup>th</sup>, Foundation Chairman Bud Phillis presented Frank Lambert with a Paul Harris +5 pin signifying that in addition to achieving his own Paul Harris Fellow distinction, he has made donations to bestow Paul Harris recognition on five other family members. Each Paul Harris recognition represents \$1,000 in contributions to the Rotary International Foundation. We applaud and congratulate Frank on his generosity, and for being a role model of “Service Above Self”. Frank noted that he has opted for our club’s automatic withdrawal program, which makes donating easy and painless. See Bud if you’re interested.



## **NEW MEMBER APPLICANTS**

We have received two new Corporate Member Applications:

The first is from Illinois Casualty Company, Current member Howard Beck will switch over and become the company’s Primary Member. The second alternate member applicant is Arron Southerland, CEO of Illinois Casualty Company. The third alternate member applicant is Avalon Thomas-Roebal, Marketing Rep for Illinois Casualty Company. Please direct any comments regarding Illinois Casualty Company and/or Arron or Avalon to President Sue Cassatt or 1<sup>st</sup> Vice President Mark Mayeski.

The second is from the Martin Luther King Center. Current member Jerry Jones will switch over and become the center’s Primary Member. The second alternate member applicant is Rebecca Arnold, the Center’s Resource Development Manager. She is a former member of our club and a current member of the eClub One. The third alternate member applicant is Carlos Jimenez, the Center’s Drug Prevention Specialist, the fourth alternate member applicant is Kristia LeShoure, the Center’s Facility Supervisor. Please direct any comments regarding the King Center and/or Carlos or Kristia to President Sue Cassatt or 1<sup>st</sup> Vice President Mark Mayeski.

We are delighted to have new member applicants!

## **Rock Island Rotary “Club” Foundation Information 2019**


Most of the members of Rock Island Rotary are aware of the Rotary International Foundation. Many of our members generously support the wonderful work of the Rotary International Foundation. They are probably less familiar with the Rock Island Rotary “Club” Foundation.

The Rock Island Rotary Foundation was created in 2008 as a result of a generous bequest from the estate of Stan Harris, one of our long-time members. Its purpose is to support projects and programs that help the people of Rock Island. Only the net income and appreciated value of the fund is available for projects. A Board of Trustees comprised of Rock Island Rotarians has the responsibility of managing the fund assets that are now in excess of \$300,000. The Rock Island Rotary Board of Directors must approve any project or program using these resources.

Some of the projects funded from our “Club” Foundation include the Children’s Garden at the Quad City Botanical Center, the Entrepreneurship Class at Rock Island High School, a Summer Enrichment Initiative for youth and lights at the Rock Island Girls Softball Field.

There are many ways to support the “Club” Foundation. A cash donation, Birdies for Charity contribution and a non-taxable transfer from an IRA are some of the most common.

Members of Rock Island Rotary who have embraced the “service above self” philosophy of Rotary for many years as a member of our club should consider making this foundation a part of their estate plan so that their legacy of service will continue long after they’re gone. If you would like more information, please contact John Phillips, Chair of the Development Committee, Rock Island Rotary Foundation.



# ROTARY DUELING PIANOS

Get A Little Off Key

featuring



hosted by Rock Island Rotary & Twin Rivers Rotary After Hours

Thursday  
**March  
7th**

**The**  
Establishment  
220 19th St. Rock Island

**7:00pm**  
doors open @ 6:30  
**\$40** tickets (\$45 at the door)  
\$250 VIP Table of 4  
All tickets include beer  
After party at Icons Martini Bar

Tickets can be purchased online at **Eventbrite**  
keyword "A Little Off Key"

or

contact Sue Lerschen-Cassatt at 309-644-0101,  
SCassatt@wintrustmortgage.com

Money raised from the event will go to support  
local youth programs and other Rotary projects!

**Rotary**







- **Rotary Ramble 5K Run or Walk** – Raising Funds for **Rock Island Rotary** Community Projects
- **Sunday April 28<sup>th</sup> , 2019 at 8:00 am**

**Location – The Establishment and Illinois Casualty Company Rock Island, IL**

- **5K Runners** – Overall Male and Female Winner Awards  
1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place awards for these age groups:  
0-9, 10-19, 20-29, 30-39, 40-49, 50-59, 60-69, 70 +
- **Walker Category** – Overall Male and Female Winner Awards  
1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place awards for these age groups:  
0-29, 30-39, 40-49, 50-59, 60+
- **Food / Drinks Awards and Drawing** – Post race and at the Awards Ceremony.
- **Fees / Registration** 5K Runners and Walkers - **\$30.00** by 04/14/19 Mail or online registration  
**\$35.00** after 04/14/19 and on Race Day Morning  
**\*\*\* Entries after 4/14/19 cannot guarantee a race shirt. Quantities will be limited \*\*\***  
**Phantom Runner – \$20.00 Shirt Only with no race registration by 4/14/19** ( Must provide address and contact info.)
- **Additional Donations** accepted for Rock Island Rotary projects.
- **Packet Pick Up and /or Race Day Registration:** 7:00am - 7:30am on Race Day
- **Grand Prize Drawing for a \$200 Visa Gift Card** – Pre-Registered Runners Only that have Registered by 04/21/19  
**Must be present to win – No exceptions!**
- **Food and Drink** – Post Race at the Awards Ceremony – Snacks, Fruit, and refreshments.
- **Sponsors** – Rock Island Rotary, The Establishment, Illinois Casualty Co, The River Cities' Reader and many more
- **Online registration at:** Getmeregistered.com – Search for Rotary Ramble 5k – April 28<sup>th</sup>, 2019
- **Official Entry Form – Please Print !!! OR Register Online:**  
[https://secure.getmeregistered.com/get\\_information.php?event\\_id=MTU0ODAwNDUyNzU1NTRZ3fxHOpi9B8fX](https://secure.getmeregistered.com/get_information.php?event_id=MTU0ODAwNDUyNzU1NTRZ3fxHOpi9B8fX)

First name \_\_\_\_\_ Mid \_\_\_\_\_ Last name \_\_\_\_\_ Age on race day \_\_\_\_  
 Date of Birth \_\_\_\_/\_\_\_\_/\_\_\_\_ Male \_\_\_\_\_ Female \_\_\_\_\_ Run \_\_\_\_\_ Walk \_\_\_\_\_ Phantom Runner Shirt only \_\_\_\_\_  
 Circle Shirt Size **S M L XL XXL (add \$2.00 for XXL)** Phone # \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_  
 e-mail address \_\_\_\_\_

- **Waiver must be signed and acknowledged:**  
In consideration of the acceptance of my entry, I for myself, my executors, administrators, and assignees, do  
 Hereby release and discharge Rock Island Rotary, the city of Rock Island, any sponsors, supporters or volunteers,  
 for all claims, of damages, demands, actions whatsoever in any manner arising or growing out of my  
 participation in the **ROTARY RAMBLE 5K run or Walk**. I attest and verify that I have full knowledge of the risks  
 Involved in this event, and I am physically fit, and sufficiently trained to participate in this event.  
 Signature \_\_\_\_\_ Date \_\_\_\_\_ (Participant or Parent / Guardian if under 18 yrs. of age.)  
 Make Checks Payable to **Rock Island Rotary / Rotary Ramble** and mail entry with payment to:

**Rock Island Rotary / Ramble 5K PO Box 4514 Rock Island, IL 61204-4514**

**\*\*\*\* No Refunds – Race will be held Regardless, and weather conditions may vary. \*\*\*\***

## Rock Island Rotary Fundraiser/Activity Questionnaire

Rock Island Rotary is sensitive to the concern expressed by some members that the club is always pushing members for money. We are caught in a bit of a dilemma; as an organization, our purpose is “service above self”, and our only means of service is either hands on projects such as our Heart of Hope Food Bank Project and Salvation Army bell ringing, or by raising money and funding community and international projects. We’ve had difficulty getting volunteers for the food bank and in the past other hands on projects were supported by a relatively small group of members. We try to provide these projects for those that don’t wish or are unable to donate money and for those that just like hands on activities.

Is there a hands-on project you would support? If so, please describe: \_\_\_\_\_

Virtually all of what we pay in dues is used to pay for lunches, your district and international dues, and for your Rotarian magazine subscription. Therefore, to fund service activities, fundraising is required. We then use the funds to provide a budget for our budget priorities committee (now called “Community Grants Committee”) and to fund our own Club and Rotary District and International projects.

We don’t ever “require” members to donate; but do need your input on how best to achieve our “service above self” goals. Often our committee members work hard putting together fundraiser projects only to see that the vast+ majority of our members don’t take part. So, is it the cost? Is it the project? Or is it something else?

Please respond to the following to help us find out: **Just put an “X” in the area to register your opinion**

<b>Fundraiser</b>	<b>Keep It</b>	<b>Scrap It</b>	<b>Cost to High</b>	<b>Not My Type</b>	<b>Not Interested</b>
				<b>of Activity</b>	<b>in Fundraisers</b>
<u>Trivia Night</u>					
<u>Wine Raffle</u>					
<u>Dueling Pianos</u>					
<u>Birdies for Charity</u>					
<u>Dining Books</u>					
<u>Rotary Ramble</u>					

Is there a fundraiser idea you would support? If so, please describe: \_\_\_\_\_

I give to the Rotary International Foundation and/or to our local Club Foundation and choose not to participate in other Club fundraising activities. True \_\_\_\_ Not True \_\_\_\_

We also attempt to offer some Social Activities for Rotarians and our families. Some are strictly social, and some raise a small amount of money for the club. May we have your opinion on these:

<b>Event</b>	<b>Keep it</b>	<b>Scrap It</b>	<b>Cost to High</b>	<b>Not My Type</b>	<b>Not Interested</b>
				<b>of Event</b>	<b>in Rotary Socials</b>
<u>Circa 21 Holiday Party</u>					
<u>Rotary at the Ballpark</u>					
<u>Rotary at the Q.C. Storm</u>					
<u>Rotary at the Steamwheelers</u>					

Is there a social event Rotary could host that you would attend? If so, please describe: \_\_\_\_\_

# **ROCK ISLAND ROTARY – STRATEGIC PLAN 2019 – 2024**

## **DRAFT 2**

**Mission:** The Rotary Club of Rock Island supports the mission of Rotary International: To provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

**Vision:** The Rotary Club of Rock Island is a growing club focused on international service, community involvement, and youth projects.

### **Values:**

- Peace and conflict resolution/prevention
- Disease prevention and treatment
- Water and sanitation
- Maternal and child health
- Basic education and literacy
- Economic and community development

### **Goal 1:**

**The Rotary Club of Rock Island will continue to be a strong leader for giving through the Rotary International Foundation, the Rock Island Club Foundation, and local appropriations.**

Objective: 100% of Club members will donate to the Rotary International Foundation.

#### Strategies:

- Each member is provided a “Statement of Giving” once per year
- Rotary Foundation Tuesday will continue once per month, with brief announcements from the committee encouraging giving
- Promote and increase auto-pay deductions from club members

Objective: A “Legacy Giving” program will be branded by 2020.

#### Strategies:

- The responsible committee will name the program and create literature explaining how to leave a legacy and describe how the money is used by future generations.
- All Rotarians will be encouraged to participate by personalized letters, stating options for giving.
- A banner (plaque?) will be hung during meetings that name all Legacy Donor Families.
- “Legacy Giving” literature will be distributed to local funeral homes and investment companies to encourage those have not named a charity to consider Rock Island Rotary.

Objective: Paul Harris Fellows will increase by 5% annually.

#### Strategies:

- All Paul Harris Fellows will be honored at a Club meeting.
- Club members will be informed how much money it would take monthly to meet a Paul Harris Fellow goal no less than once per year.

Objective: Fundraisers for the local Rock Island Foundation and appropriations will grow assets no less than 10% per year.

Strategies:

- All individual event committees will be combined into one Fundraising Committee, which will assign a task force for each event. The event task force can include Rotarians not on the Fundraising Committee, but the event task force must be chaired by a Fundraising Committee member.
- The Fundraising will have no less than five members. Those serving on this committee will not need to serve on any other Club committee, due to the time it takes to plan and implement programs.
- All Club members will be expected to participate in at least two local fundraisers, either by attendance, selling tickets, or volunteering their time.
- At least once per year, partner with another local club to expand the reach and donation potential of the fundraiser.
- A representative from the Rotary Club of Rock Island will visit other clubs to help promote the local fundraisers.
- One club meeting per year will feature a professional fundraiser, which will teach the club tips and tricks of fundraising.

**Goal #2:**

**The Rotary Club of Rock Island will be known as the premier local service organization, focusing on active community involvement and promoting "Service above Self."**

Objective: Rotarian volunteerism will increase 25% by 2024.

Strategies:

- Revise the committee list to encourage more participation. Less committees, more participation on each committee.
- Include a specific liaison for each of the following: Earl Hanson, Entrepreneurship Class, and Earlyact/Interact/Roteract.
- Each liaison will be responsible for making quarterly visits to each group and/or location.
- Liaisons will report to the Board on their committee's progress throughout the year.

Objective: The Club will sponsor three service projects per year, with all members volunteering for at least one of the service projects.

Strategies:

- Service projects will be presented and approved by the Board and will include a variety of recipients that complement our Values.
- Service projects will take place in Rock Island, unless partnering with another Rotary Club.



Objective: Membership in the Rotary Club of Rock Island will grow annually by 5 new individual and/or corporate members.

Strategies:

- Create a list of local businesses and organizations that do not currently have any members in the Club. Assign one Rotarian to be the liaison for each business to encourage their membership.
- Target diversity (age, race, religion, sex, etc.) when searching for new members.
- Grow the mentoring program for new members.
- Create opportunity for young professionals to grow personally and professionally through Rotary by engaging them as speakers and providing outcomes (examples) of volunteer opportunities.
- Promote active membership beyond the weekly lunch meeting by having meet-ups and topical conversations in the community.

### **Goal #3:**

**Club administration is conducted seamlessly through strong by-laws, rotating leadership, and active internal communications.**

Objective: Club Assemblies will be held by the President no less than two times per year.

Strategies:

- An agenda will be available to club members one week prior to the assembly and include all voting items and documentation.
- Club Assemblies will be longer than the regular meetings and include time for Committees to meet.

Objective: Create a mentoring program for new Rotary Board members and Officers by 2020.

Strategies:

- Define the expectations of local Rotary leadership.
- Explain the By-laws and time commitment necessary to be on the Rotary Board.

### **Goal #4:**

**The community will be aware of the Rotary Club of Rock Island via an active marketing plan.**

Objective: Grow the Public Image committee to five members.

Strategies:

- Each committee member will be responsible for one of the following areas: social media, print newsletter, advertising, external communication, and messaging.
- The Committee will meet no less than one time per month, either in person or via email.

- The Committee will report to the Board on the status of their campaigns each month.
- Press releases will be sent out to local news media, the Rotary District, and Rotary International for each substantial project.
- Continue with the Club Newsletter after each meeting.

Objective: Maintain and annually evaluate the Public Image budgetary line-item to implement deliberate attempts to get more people involved in the Club.

Strategies:

- Find cost-effective promotional items to hand out at local events.
- Create an advertising plan for spending advertising dollars.

Objective: Attend no less than 3 community events per year to encourage membership and spread the mission of Rotary.

Strategies:

- Create a list of local events that we can attend. Write down dates/times and solicit help from the membership.
- Hand out promotional items and literature at the events and record contact information of those who are interested in joining. Assign a committee member to follow up with each individual.