

ROTARY CLUB of SARASOTA



CHARTERED APRIL 12, 1926

CLUB NUMBER 4339

DISTRICT 6960

ZONE 34

PRESIDENT – JEFF MEYER

Classification: Vice President, Investments

January 15, 2020

SMILE, the weekly club newsletter

ROTARYCLUBOFSARASOTA.COM

Coming Attractions



10th Street Cleanup

8:00 a.m.
Saturday
January 18



Dining for Women
Changing the World One Dinner at a Time

January 21, 2020 6:30 p.m. Judy
and Jim VanHouten's Haven.

First Monday Social February 3
Classico 5:30 p.m.

Rotary Night @ The Circus
February 7, 2020
Sign up with Lee-En or Maarten



PROGRAM COMMITTEE CHAIR
BOB GAGLIO

January Program Coordinator
Jim Henry

January 22 - Paul Grove WEDU
January 29 Jeff Meyer Club Assembly

February Program Coordinator
Bob Stone

February 5 - Jim Dooley Everglades & the
Water Situation

ON BEING A

DISTRICT GOVERNOR

Serving as a Rotary District Governor is an incredible honor, adventure, and experience. Individuals that serve in this capacity are recognized leaders and have been nominated by their clubs to serve in this position. The personal benefit of becoming a District Governor is that by being active beyond the club, Rotarians expand their personal network, make new connections, establish more relationships, and gain experience working with and leading leaders.

District Governors are Rotary International's official representatives within the district in which they are serving. The Governor's mission is to help grow Rotary by creating new clubs and inspiring all clubs to attract and retain members by becoming engaged in their communities. Governors serve one full Rotary year, and, leading up to their year of service, become actively engaged in District activities and decisions.

Typically, District Governors are selected three years before their term. To qualify, applicants must have served as president, generally of a club within their district, have interacted with other clubs near their home club, and have been a Rotarian for at least seven years by the time they become Governor. In the build-up years before their year of service, they assemble their own teams of Assistant Governors, Committee Chairs, and District Resource Leaders. During these years, they develop relationships with past and future governors in and out of their District. During their service year, Governors manage committees, provide district fiscal oversight, schedule events, organize training, and, on occasion, develop new initiatives.

Being a District Governor is a personally enriching, often life-changing experience. Not only do Governors get the opportunity to visit each club in the district in an official capacity, they are given wide flexibility to make lasting impacts on Rotary in and out of their home district. It presents a tremendous opportunity to personally exercise the Ideal of Service because Governors have the opportunity to make a difference, to be inspirational, and to have a positive impact on fellow Rotarians locally and worldwide. Many governors develop relationships that last a lifetime. The experiences and memories gained during the buildup to and during their year of service are generally unforgettable.



Jim Henry
PDG 6960 2003-04
D-6960 Rotarian of the Decade
Recipient, 2011 Service Above Self Award

Rotary



PEOPLE OF ACTION

THIS WEEK'S PROGRAM

VISITING DISTRICT GOVERNORS-ELECT



Five District Governors-Elect (DGE) and their partners, along with a sixth DGE hosted by Canadian Past District Governors **Roger** and **Joan Hayward**, are our guests January 15th as part of the 46th Annual Rotary Club of Sarasota Bay DGE HomeStay Program. Hosted by Sarasota Rotarians **Bill Jotham, Lois Schaper, Pam Akins, Paul Mlotok** and **Klaus Lang**. They are part of twenty DGEs representing eleven different countries, in a weeklong exchange involving eight area clubs.

The DGEs come to Sarasota the week before they go to San Diego for training at Rotary's International Assembly. Next year, the International Assembly will be in Orlando so we may see even more Governors-Elect who want to participate in the program. It's been through the DGE HomeStay Program that our Sarasota Rotarians now have life-long friends around the world.



PREVIOUS MEETING (1/08/2020) BY RON RAYEVICH



Some years ago I was involved in a challenging branding decision involving a new real estate management company, so I found the presentation introduced by **Roxanne Joffe** and featuring **Sam Stern, CEO of MagnifyGood**, of particular interest. **Sam and Roxanne** serve the not-for-profit community by helping these organizations develop meaningful branding.

What is a brand? It's the feeling one has about a product, service, or organization which differentiates it from others, builds loyalty, adds value, and tells the customer what the organization



(product or service) stand for. Strong brands are authentic, distinctive, relevant, consistent, and bold. In order to effectively develop a brand, the process involved consists of an audit of what you already have or hope to have, an understanding of the competition, interviews of existing customers, and establishing a platform which provides for a clear position and uniqueness for your product, service or organization. A journey map helps identify the customer and their persona. Once this is complete, the brand can be identified, launched, and then carefully monitored and reviewed to see if is successful.

Sam showed two videos demonstrating the end product for two local organizations: *the Pines of Sarasota*, with "Love lives here" and the *Community Foundation of Sarasota County* with "It only takes one - Be the One" programs. Thanks, **Roxanne and Sam** for all you do for Sarasota's not-for-profits through boards in which you are active, through **Magnify-Good**, and for an excellent presentation.

NEXT YEAR'S CONVENTION WILL BE IN HONOLULU, HAWAII!

Saturday, June 6 through Wednesday, June 10. Consider attending and taking some tours before and/or after guided by or with the advice of our own **Garret Grace**, past president of the Rotary Club of Honolulu?

JRH says it is not too early to make plans, and you should believe him. More than likely it would be an unforgettable experience.

CRUISE HAWAII WITH OTHER ROTARIANS

Some members have already signed up with Rotarian Steve Briggs' agency — VIP World Travel.

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