

ROTARY CLUB of SARASOTA



CHARTERED APRIL 12, 1926

CLUB NUMBER 4339

DISTRICT 6960

ZONE 34

PRESIDENT – JEFF MEYER

Classification: Vice President, Investments

February 26, 2020

SMILE, the weekly club newsletter

ROTARYCLUBOFSARASOTA.COM

Coming Attractions

ScAVenGER Hunt!

FEBRUARY 28 5 TO 7 PM
ARCHITECTURAL SALVAGE
BYOB, PIZZA BY MELLOW MUSHROOM
A HUNTER WILL WIN ONE OF THE
SCAVENGER HUNT ITEMS.



Dining for Women
Changing the World One Dinner at a Time

Monday March 16, 2020

6:30 pm

**Hosts: Carolyn Van Helden &
Dick Rehmeier**
1905 Alta Vista

ST. PATRICK'S DAY



Saturday, March 21st 6 pm at the home of Social Committee member, Karen Wreder! BYOB and a dish to share and please wear your best green suit, hat or socks or all three!

PROGRAM COMMITTEE CHAIR
BOB GAGLIO

March Program Coordinator
Bob Gaglio

March 4 - Bill Sadlo - Boys and Girls Club
March 11 - Member Talk - Carl Jackson and Ken Dean

Several recent conversations, capped by our club being told by ABA Academy that **Jon Swift** served a dire need, reminded me of a Rotatorial I posted on Retention Central on May 1, 2013 <https://zone34retentioncentral.blogspot.com/2013/05/is-way-rotary-thinks-about-service-self.html>. Here it is, slightly edited.

IS THE WAY ROTARY THINKS ABOUT SERVICE SELF-LIMITING OR DEAD WRONG?

Rotary clubs, according to conventional wisdom, are *service* clubs. Rotary International itself says its member clubs are *service* clubs. When we say *service*, we think *servicing* the needy, the homeless, the community, etc. And that's fine and dandy – for us individually. After all, our motto is *Service above Self*.

But when it comes to **Rotary Clubs**, that line of thinking is **DEAD WRONG!** Businesses survive by *servicing* their customers. Rotary clubs are not-for-profit businesses. Present and future members are their customers. To survive, clubs must *serve* present and future members; not the needy, not the homeless, not the community; not Rotary International; not The Rotary Foundation – present and future members. Clubs that don't *serve* their members struggle to survive.

So how do clubs' *serve* their members? They do so by actively advancing the **Object of Rotary**. Soundly pursuing the first and second Objects of Rotary attracts and engages members immediately, while encouraging them to engage in the third and fourth Objects of Rotary, which attracts even more members. Rotary clubs make their communities and the world better places by *servicing* their members. *It is Rotarians like Jon Swift, who has adopted the ideal of service in his personal, business, and community life, that helps make the community and the world better.*

What Rotary Clubs do is rooted in who its members are. When someone asks me, "What is Rotary?" I respond with something like "Rotary is a network of active or retired People of Action who help to make our community and world a better place."

Jim Henry



From a Tuttle Elementary second grader after reading part of *Amazing Grace*, our Rotary Reading Project's second grade book. The exercise was for the students to write how they could be like Grace.



THIS WEEK'S PROGRAM

STU GILFILLEN



Stu has been the Director of Education at US Sailing since 2014 and with the organization since May 2011. He is a Level 1-3 Smallboat Instructor, Trainer, a Reach Educator, and a US Sailing Safe Powerboat Handling Instructor.

Prior to joining US Sailing, he was the Head Coach of the Providence College Sailing Team, the Executive Director of the Sarasota Youth Sailing Program, and the Program Director for the Beverly and Edgartown Yacht Clubs. A graduate of Roger Williams University, he served as Captain of the Sailing team for three years. He is currently chair of the Board of the National Safe Boating Council and is a past Board member for the United Safe Boating Institute.



He has been recognized by US Sailing's Community Sailing Committee twice, once as the Outstanding Director of a Year Round Community Sailing Program, and once with the Martin A. Luray Award, which is presented annually to a deserving recipient who has made an outstanding and unselfish contribution to further public access sailing.

As the Rotary Club of Sarasota plans for its future, club leaders must remember that the primary purpose of all Rotary clubs is to

**ADVANCE THE OBJECT OF ROTARY BY CONTINUING TO DEVELOP ACQUAINTANCES
i.e. RETAIN AND ATTRACT MEMBERS.**

This BFLOB (*Blinding FLash of the OBvious*) often hinders Rotary leaders' visions, but not in this club. According to Rotary International, in Rotary Year 2019-20, the Rotary Club of Sarasota's Retention Rate was 95.05%, and club has grown from 96 members in 2015-16 to 103 members today. Experience has proven that prioritizing retention, which begins prior to proposing potential members for membership, makes it easier to attract new members.

Is that also a BFLOB?

Jim Henry

PREVIOUS MEETING (2/12/2020) BY RON RAYEVICH

It is always a pleasure to learn about something that you haven't heard about before. I must admit I was not at all familiar with **The ABA Academy**, located east of I-75 on Fruitville Road. According to **Mary Beth Bos**, **The ABA Academy and Easter Seals** have established a partnership to provide learning programs for children suffering from autism and related learning disabilities from Kindergarten through 7th grade. Easter Seals provides Kindergarten for 20 students, and The ABA Academy provides the program and facilities for some 49 students in the remaining seven grades with 7 teachers, and 14 teacher aids and other support staff.



The ABA Academy, Inc.
Socially significant outcomes for children.

Leatha Pfanmiller is the new principal at The ABA Academy. She explained how combining small group and individualized learning with various forms of therapy, including music, dance, art, and drama enables students to improve their learning experiences. Many of the students at ABA have previously experienced failure in traditional public schools and ABA, as a private, not-for-profit school, is able to focus on specific learning disabilities to improve their students' outcomes. The primary funding sources are from the McKay and Gardner scholarships provided by the State of Florida for these students and other grants and donations. Thanks, **Mary Beth and Leatha**, for providing our club with this program and for your leadership in this important and sometimes misunderstood area of education.

