

ROTARY CLUB of SARASOTA



CHARTERED APRIL 12, 1926

CLUB NUMBER 4339

DISTRICT 6960

ZONE 34

PRESIDENT – JEFF MEYER

Classification: Vice President, Investments

May 27, 2020

SMILE, the weekly club newsletter

ROTARYCLUBOFSARASOTA.COM

SOCIAL SEPARATION (SS) EDITION #11

Rotary Club of Sarasota Lunch Meeting

Noon Wednesdays

Continuing Link. Really.

https://ismyrotaryclub.com/Click/?_uid=800548772&_ctid=1591627&redirect=https://us02web.zoom.us/j/85074954959?pwd=YWFzZa0djMct6NGJ0eUZPR0hmZjE2Zz09

THIS WEEK'S PROGRAM US SUGAR AND FARMERS



Judy Sanchez — Senior Director, Corporate Communications & Public Affairs attended the University of Florida's College of Journalism and Communication and received a B.A. in Communications from Florida Atlantic University. She grew up in the heart of Florida's sugarcane industry and has spent most of her life in and around sugarcane farming in Florida and Louisiana. She and her husband, Julio, reside in Belle Glade and have two grown sons: Matt, a Harvard Law School graduate practicing in Ft. Lauderdale (*daughter-in-law Lois*) and Nick, a football coach at Midwestern State, Wichita Falls, Texas (*daughter-in-law Karmen*) and two young grandsons (*Tony and AJ*).

Judy is responsible for U. S. Sugar's media, social media, and public relations activities, and its public education/information programs. In addition, she coordinates all external and internal communication functions, acts as corporate spokesman, and assists with the company's public affairs and community relations efforts. As spokesman, Sanchez has conducted thousands of interviews, presentations, speeches and debates, as well as television and radio appearances focused on U.S. Sugar's role in agricultural, trade and environmental issues.

PROGRAM COMMITTEE CHAIR
BOB GAGLIO
June Program Coordinator

June 3 - Deri Ronis - Fulbright Specialist Award

AWARDS AND INSTALLATION CELEBRATION

JUNE 27, 2020

SARASOTA YACHT CLUB

PREVIOUS VIRTUAL MEETING (MAY 20) BY SABRINA MARZANO

Cultivate Your Creativity



Sabrina Marzaro

- Professor of Marketing, FTI
- Founder of Graphite & Ink
- Author, "Swiping for Prince Charming"
(Available at Barnes & Noble, Amazon & Target)

Graphite & Ink

Cultivate Your Creativity

Cultivate Your Creativity

Graphite & Ink for 

Sabrina Marzaro for The Rotary Club of Sarasota
May 20th, 2020

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BRANDING. COPYWRITING. TRANSLATIONS.



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Cultivate Your Creativity

Cultivate Your Creativity



HOW DO WE TAP INTO OUR CREATIVITY?

CONNECT
REVITALIZE
EXPERIENCE
ACKNOWLEDGE
TRANSPOSE
ENJOY

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Cultivate Your Creativity

Cultivate Your Creativity

CONNECT



CONNECT

CONCEPT • Looking outward to enrich our internal conversation

PRACTICE • Next time you speak to someone you know, take note of how you feel when you end the conversation. Does this person consistently uplift you? Encourage and support you? If so, add this person to your list of "Creative Allies"

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REVITALIZE



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REVITALIZE

CONCEPT • Movement to get your creativity flowing

PRACTICE

- Can you schedule a 10 minute walk within an hour of waking? Offer yourself that moment as a quiet meditation.
- Can you get your friends to all agree to taking an aerobic exercise class via video together? Doing it with others will help keep you accountable.

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EXPERIENCE



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EXPERIENCE

CONCEPT • Being present to arrive at a state of flow

PRACTICE

- Seated comfortably in a quiet space, close your eyes. Note every sensation: the touch of the materials upon your fingertips, the soft sounds from the street, whatever faint scents there may be. How would you describe them in specific detail?

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ACKNOWLEDGE



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ACKNOWLEDGE

CONCEPT • Self-awareness & self-care

PRACTICE

- When do you think most freely? Perhaps just as you wake or are about to fall asleep? Use that time to write free-form on any subject: your day, your feelings, a question you wish to explore, etc.
- What are the small luxuries you can offer yourself to enhance your emotional, physical or mental well-being? Is it a scented candle? A pack of fresh strawberries?

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TRANSPOSE



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TRANSPOSE

CONCEPT • Drawing on different domains

PRACTICE

- Watch a TED talk on a subject you know nothing about or read a book on an unfamiliar topic. Ask yourself what ties you could make to your own project.

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ENJOY



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ENJOY

CONCEPT • Infusing life with play

- PRACTICE
- Turn everything into a game! Dance around to your favorite music, try a new recipe, play virtual Cards Against Humanity, or anything else that you find fun.
 - Pick any object you see before you and imagine an entire story around it, as if you were to tell it to a child.

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CONNECT
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THANK YOU!

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SWIPING FOR Prince Charming

A Modern-Day Fairy Tale



Text & Creative Direction by Sabrina Marzaro
 Illustrations by Merakilya