

## 2017 DISTRICT CONFERENCE AWARDS

By Lori Sadler

The District Conference Awards and IT committees take great pleasure in reviewing and scoring the applications submitted by our clubs for various District Conference Awards. The granting of these awards at our District Conference enables our District to say thank you for the hard work performed by our clubs to do Good in the world and in our local communities during the past year. It's a way of saying congratulations to all of our winners.

### Best Club Social Media:

#### 1st Place: The Rotary Club of Johnson City

This club's Facebook page and Twitter account are very active. Their FB has 447 likes (includes 19 different countries), an average of 3 posts per week since March 2016, has a 5-star review, reaches 30,000 people, and 10,000 clicks, likes, shares or comments. They recorded several meetings and broadcast portions of them on their FB page. Their posts consist of upcoming events of their club, area club events, district news and events, and Rotary International news, new members, Paul Harris Fellow presentations, social and service projects, Rotary Foundation posts, motivational posts, and news of interest to Rotarians.

### Benefits include:

Keeping their club informed on what is happening in the club, district, and internationally in the Rotary world. They can miss a meeting and still feel like they were there.

The second benefit is their reach beyond their club members and Johnson City. Having reached 19 countries throughout the world is surprising and wonderful news to their club, because they are promoting Rotary literally throughout the world from their small town!

2<sup>nd</sup> Place: Front Royal

Best Club Web site: 1<sup>st</sup> Place Warren County:

Warren County's website provides information for members and an inviting exposure of Rotary and their club to the public. Their meeting time and location, with a link to a map with interactive directions, is at the top of every page. A "Learn about Rotary" web form is on every page, and those who supply their email address receive an immediate emailed "thank you" and an invitation to visit their next club meeting. Follow up messages provide more information about Rotary and their club and the ongoing projects and the fun enjoyed by all. All messages are signed by the club president.

The website is updated daily with a feed from their Facebook page, and at least once a week with photos from the most recent meeting and online publication of their club bulletin. Interesting articles from other Rotary sites, social media, and blogs are added to the site on occasion, and there are links on the site to

the District site, the DACB site, the District Calendar, and to Rotary.org.

Club documents (bylaws, etc.) are available on the website. Member data has been added.

2<sup>nd</sup> Place Winchester

Best Club Bulletin: 1st Place Kingsport

The Kingsport Club sends out a newsletter called COGs to members each week. The newsletter is pMailed to members with email addresses and mailed to those members without access to the digital copy. The newsletter provides information about the speaker and program for the upcoming week as well as a summary of the meeting and program from the previous week. We also use the newsletter to update members on our club projects and news within our membership. Additionally, the newsletter contains an article from Rotary International or Rotary Voices with a more global story. Member birthdays and club anniversaries are published along with information about makeup procedures and club and district leadership contact information. A monthly club calendar is included so members can stay on top of club events. The front page of the newsletter, which contains information about the program and speaker for the upcoming week, is also posted on our club's Facebook page each week.

“Our newsletter keeps club members involved and up-to-date on club events, programs, speakers, socials, and projects. The newsletter also provides members with the opportunity to read a more global story about Rotary that they might not otherwise have the opportunity to read. We have a few older members who are unable to attend meetings regularly and our newsletter keeps them connected with the club.”

2<sup>nd</sup> Place: A tie with Warren County and Johnson City

Public Relations/Image: 1<sup>st</sup> Place tie with Lexington Lunch and Front Royal

The Rotary Club of Lexington Lunch (RCLL) has successfully used various media available to promote their club and increase awareness of their club in the community. A printed rack card was designed to inform about the club, their new charter, and their meeting times and location. The rack card is available in print and online, to increase visibility.

Lexington Lunch’s website; informs on past and current activities, service projects, speakers and meeting information. It is constantly being updated weekly, if not more often to stay current. With its custom designed header by a RCLL member, they have a distinct look which will carry throughout future advertising strategies.

Since their charter in May 2016, the club has been in the local paper, Lexington News-Gazette five times. One article announced that the group was launching a New Literacy Book Project for first graders benefiting the community school children in the Lexington area.

Their Facebook page features the clubs meetings/activities, members' participation in local and international charity/mission events and projects, fundraisers, Rotary, and its social get-togethers.

RCLL members have also been seen on the TV station; WDBJ 7 for participation at the Community Table in Lexington (feeding the hungry) and volunteering with the Rockbridge Area Christmas Baskets distribution to needy citizens.

The club has seven members on the Public Relations Committee (27% of membership). Each member of the committee concentrates on different aspects of PR strategy, promoting RCLL on media, print, web, Facebook and TV.

Since its charter in May of 2016, RCLL has an increased awareness in Lexington and Rockbridge County. The club's public relations helped increase their membership with four new members.

1<sup>st</sup> Place tie for Public Relations/Image:

Front Royal Rotary Club:

The Rotary Club of Front Royal has a Public Relations Committee that has the sole responsibility of advertising upcoming Rotary events, sending out press releases of Club/Member news, and being prepared with statements to the Press if needed. There are several media outlets that cover our area including WZRV 95.3FM, The Northern Virginia Daily, The Warren Sentinel, The Warren County Report, The Royal Examiner, TV4 WHAG, and a local channel 15. This year a number of press releases were sent out and covered by all the local media outlets and one in particular caught the attention of the press. Rotarian Roy Boyles and his wife Sharon went to the West Virginia Flood Relief and it became news story #4 of the year in the Warren Sentinel. They were very proud of reaching the top 10 in news stories for the year.

There are two club members responsible for the public image campaign, but each Rotarian participates by submitting the news articles to the committee, participating in events that are news worthy or by promoting their events or special projects.

The benefit to public image is it allows the community and region to know who and what Rotary is and how They contribute back to the community and world.

2<sup>nd</sup> Place Blacksburg

The Douglas A. Newton Award: Excellence in Communications:  
Ruth Parsons, Lexington Lunch

Ruth Parsons, is the Director of Public Image/Relations. She has given RCLL a Voice in their Community and the District. Ruth developed their Web site and generates the news letters that are delivered via email to their members. Ruth was instrumental in the development of the Clubs Face Book Page providing input and guidance as needed. She is the club's photographer at all of their events, meetings and projects. She has provided numerous articles to their local News Gazette and to the Dist. Informer. Her article about the New Rotary Club in Town received prominent placement in the local newspaper and left no doubt in its readership that RCLL hit the ground running and was ready to do good in their community and the world. She attends, photographs and chronicles their monthly Vocational visits. She has mentored club members on how to use media to promote the club to potential members and the community. She attended the Dist membership/PI event to expand her skills to better assist the club. She provided help in the creation of the trifold brochure used to inform and promote the club. Ruth is always looking for ways to project RCLL's Public Image through media. She is a great writer, photographer and the consummate Rotarian. Ruth's efforts in the utilization of media and her many articles have brought an awareness of RCLL, Rotary District 7570 and Rotary International to their community that ensures that there is no doubt in anyone's mind that Rotary is an asset in the community and the world! Ruth Parsons is the club's Voice in the community. RCLL and Rotary are better known because of her efforts.

Youth Activities: 1<sup>st</sup> place goes to Harrison-Massanutten

The Harrisonburg-Massanutten Rotary club is committed to youth, youth development, supporting youth as they pursue their goals, mentoring, and supporting the community involvement of youth. The club demonstrates this commitment through a variety of activities. Prominent members of their club have spearheaded several efforts; support to the interact club at Spotswood High School, a yearly vocational mentor meeting with first generation students headed for higher education to discuss pathways to success and professions of interest to the students, and helped with a district grant application to support two young students raise funds for a quadriciser for use at their middle school. The club also raises funds to award several scholarships for students at Massanutten Technical Center. All of these activities have promoted engagement of youth in their communities and supported their efforts to give to their communities.

2<sup>nd</sup> Place Warren County

**Multi- Club Award:** There are Five 1<sup>st</sup> Place Winners: Forest, Bedford, Lynchburg, Lynchburg-morning, and Smith Mt. Lake

Under the umbrella of the World's Greatest Meal these five Area 5 clubs joined together for two events; a Polio Walk and Afternoon Tea, on April 24, 2016 and a Game on for Polio on October 23, 2016 at Traci and Mikael Blido's home in Forest, Virginia. The April event had 41 of 45 participants who walked "one mile closer to ending polio." Area 5 was honored to have



The Rotary Flame brilliantly burning during our WGM, symbolizing India's triumph over polio and our hope that the world will soon be polio free. The 2<sup>nd</sup> event was organized to kick off World Polio Day on October 24th. Forty-three participants played captivating indoor/outdoor games and enjoyed exercise, fun, friendship, and fabulous food, while at the same time furthering polio awareness and raising additional funds for PolioPlus. Both events raised \$4,533 matched by the Bill & Melinda Gates Foundation turned into \$13,599, which is the equivalent of 22,665 polio vaccines. Their WGMs had a far greater reach than our local area.

2<sup>nd</sup> Place Winners: Unicoi Rotary Club and Johnson City evening Club

Vocational Services: 1st Place Lexington Lunch

The Rotary Club of Lexington Lunch, RCLL, has planned many successful vocational outings educating and promoting members' professions. Their Vocational Chair has created outings that educated members and increased visibility for Rotary with prospective members. The Rotary Club of Lexington Lunch was chartered in May 2016, and many members are new to Rotary. Participation in the events increased networking and communication between members resulting in referrals and new business between members.

RCLL's members represent a broad variety of vocations. RCLL has hosted monthly vocational visits that provided a visit with the Commanding Officer of the Navy and Marine Corps ROTC at

VMI. Members were briefed that the ROTC leadership courses create outstanding officers; of note 3 of 17 Navy Seals will come from VMI in 2017.

Other vocational visits included a visit to VMI's Preston Library where members learned about the research conducted there and that the resources are available and open to the public. Many of the club members continue to utilize the Preston Library; the club was provided a luncheon at Dabney S. Lancaster Community College, where a member is Vice President of Academic Affairs. The school's Culinary Arts Program was promoted. Culinary students served an outstanding meal as part of their final exam. DSLCC's chef and instructor shared some of the program curriculum requirements and introduced each of the students. The Dabney S. Lancaster Community College visit increased awareness about members' relationships to the school and the culinary arts program. Members learned more about the school's location and opportunities as well as the benefit to the local restaurant community.

RCLL members learned more about Virginia Military Institute where members several members work. Vocational visits provided members with an opportunity to network. One member became a vendor in the VMI Museum store as a direct result of the vocational visits. The VMI vocational visits also lead the RCLL to a service project that ended up becoming a fundraising opportunity. Several members were also directed to other sales opportunities, which lead to business opportunities.

2<sup>nd</sup> Place Blacksburg

Community Service: 1<sup>st</sup> Place Stuart

The Stuart Rotary Club was active throughout the year but their signature project is the Patrick County Agricultural Fair – Club plans & executes the county fair - 10,000 visitors to enjoy rides, food, agricultural and craft exhibits, business and organizations exhibits, youth animal shows, demolition derby, rodeo, & music.. Annually \$50k donated back to community

But they don't stop here they honored their local law enforcement and their families with Burgers for Badges, a fun, food and fellowship event. They also gave personalized Dictionaries to 3<sup>rd</sup> graders and atlases to every 4<sup>th</sup> grader. Their Back to School day of Sharing provided backpacks and supplies for 146 of the counties most underprivileged students. Weekend food packs were provided to 36 students for the entire academic year. These Rotarians also took care of their own providing care and assistance with yard work during a member's hospital stay and then assisting his widow move into a new house.

Scholarships, High School Mock Interviews, Christmas cheer, Stop hunger Now, baseball team sponsor, and assisting other organizations and government agencies with their fundraisers round out this clubs inexhaustible energy to do good in their community.

## 2<sup>nd</sup> Place Warren County

### Club Service: 1<sup>st</sup> Place Warren County

Warren County Rotary Club has written the rule book for Club Service. Membership involvement in club activities rank at 100% in many instances. All members are active in Committees. They have members participating with the weekly meetings: as Greeters, providing

-an Inspirational moment - Rotary Minute - Member Reintroduction - Introduction by sponsor of Speaker - Introduction of guests

- Happy Dollars
- Rotary Dollars - honors members for special club service
- they recite the Four Way Test
- They have two Socials for members & family
- Their Two-club event builds cooperation, fellowship, friendships and mutual high respect.

They support the - Rotary Foundation - Sustainers – 89% - Paul Harris Fellows – 67% - Polio Plus – 100%

- Their numerous Service Projects provide the membership with Rotarian Purpose and can be viewed as the glue that binds the Club as a whole and their community and the World are the beneficiaries.

Children and Youth benefit from their support of RYLA, Interact and Middle school interact, scholarships. Community service at Tuesday's Table, collect food donations for food banks, gave to disaster relief, furnished counseling room, picked up trash, and helped with heating oil funds. International Service includes support to a charter school in Rio de Janeiro slums, school supplies for Liberian Orphanage, clean water in Ghana, and Stop Hunger Now.

Fundraising: Anniversary Gala: For Service, Golf Tournament: - Upscale Resale: - Yard Sale:

2<sup>nd</sup> Place goes to Smith Mt. Lake

International Service: 1<sup>st</sup> Place Staunton

The Staunton Rotary Club has provided the funds for the purchase of a boat to be used by a medical clinic operated by the St. Louis King of France Catholic Church in Pointe-à-Raquette, Haiti. The boat is being operated by the church for the transport of clinic patients who need treatment beyond that available at the clinic to a hospital on the other side of Île de la Gonâve, the island on which both the clinic and the hospital are located, as well as to a hospital on the mainland, which is more appropriate for certain medical emergencies. The boat allows more patients to receive the higher level of medical care that they need and to be transported in a less stressful and timelier manner than by the overland trail that has been used.

The Church will operate and maintain the boat, charging a modest fee if necessary to make the project sustainable.

The Staunton Augusta Club and the host club in Haiti joined their effort. The Club president went to Haiti twice.

Those benefiting are the generally very poor residents of the area around Pointe-à-Raquette, Haiti who need medical care for medical emergencies and care beyond that which can be offered at the medical clinic operated by St. Louis King of France Catholic Church. The boat provides an economical and much faster way to transport the patients to the nearest hospitals. This is improving and will improve the health of those who are suffering from illness or injury because many in this condition forego any treatment because of transportation barriers and others have delayed treatment because of the time and stress of overland travel. Additionally, the boat is being utilized for regular trips to the mainland for medical supplies and food for the parish school and rectory.

2<sup>nd</sup> Place: Warren County

World Community Service: 1st Place Johnson City

The Rotary Club of Johnson City has been integral in the development, planning, and execution of three global grant projects during this Rotary year totaling nearly \$500,000 in total grant award with a total project value of nearly three times the grant award. The projects have been the following:

1) The Soacha, Columbia Community Center project that will (1) equip a newly constructed community center, (2) provide a Community Peace & Conflict Prevention Program benefiting 500 community youth and adults, and (3) expand the reach of an established Basic Education Program with classes totaling 250 children.

2) Rotary Family Health Days 2016 - Ghana. This project addressed the healthcare needs of over 40,000 from 40 free clinics in Ghana while partnering with Ghana Health Services, USAID, and Rotarians for Family Health and AIDS Prevention (RFHA).

3. The KCMC Medical Equipment Project and VTT in Moshi, Tanzania. This club was instrumental (with the support of the district) in the development and planning for this year's VTT project that will address the needs of a large referral hospital in Moshi, Tanzania. The hospital is serving a catchment area of 16 million people using medical equipment from the late 1970's. This project will include an advanced biomedical training program address technology needs at KCMC, while also addressing orthopedic surgery, family medicine, and OB/GYN education and training.

Global grant projects nearly always take several clubs and districts to execute. While this club has been the lead club in these projects, it has taken many Rotarians to launch these big projects. Our hats off to ALL Rotarians that have been a part of the Johnson City Rotary Club successes!

No second Place

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Membership Growth:

Net Growth:



1<sup>st</sup> place: Forest Rotary Club with +7

2<sup>nd</sup> place (three way tie) Staunton-Augusta Rotary Club +6

Martinsville Rotary Club +6

Roanoke Rotary Club +6

% Growth:

1<sup>st</sup> Place Buena Vista Rotary Club went from 6-10 members 60% growth.

2<sup>nd</sup> Place Roanoke Rotary Club went from 15-21 40% growth.

Club attendance for Rotary year 2016-2017:

1<sup>st</sup> Place (tie) Unicoi Rotary Club and the Radford Rotary Club had 100%

2<sup>nd</sup> Place Waynesboro-Augusta 95.2%

3<sup>rd</sup> Place Stuart Rotary Club 94%

Conference attendance is based on largest number of Rotarians present at the conference other than the host club.

Winchester wins with 16 members present.

Radford wins the % present with 66% of their members present.

Thank you to all of the clubs who took time to submit their applications. Remember you cannot win if you do not apply for

the awards. Please start now to prepare and organize your award submissions for next year's 2017-2018 District Conference Awards. You work hard all year doing good in the world and your local communities. Let us honor you next year!