

Lori Sadler: District Conference Awards 2017-2018

Friday, March 16 at 4:00pm for 7 minutes Outstanding Public Image Awards

*****Club Bulletin:** 10 entries. Recognizes the Club that best engages its Members with its Club Bulletin, by promoting Club Activities, Programs, Events, and its Members.

First Place: The Rotary Club of Warren County's Reveille, the club bulletin is published weekly and is disseminated via PMail, snail mail and is provided in hard copy at their meetings, to their speakers, the local library and is viewable on their website. Reveille keeps their members informed about upcoming events and projects within their club, community, area and district and it also lets visitors, potential members and visiting Rotarians know about the club and what they do.

Second Place: Kingsport's COG, is a weekly newsletter that helps to keep club members involved and up-to-date on club events, programs, speakers, socials, projects, provides a global perspective, and keeps older members unable to attend meetings regularly connected with the club.

*****Club Social Media:** 10 entries: Recognizes the club with the best social media presence including content and audience.

First Place: The Rotary Club of Front Royal's

Facebook page is used to promote their activities and tell their story about their Community engagement. Their Facebook page has 789 likes, followers in 42 different countries; 10 reviews with a 4.6 star rating. They also have a YouTube channel, LinkedIn page and Twitter account. Front Royal has made Social Media an integral part of their Rotary awareness, recruiting, and member satisfaction efforts. So, can you!

Second Place: The Rotary Club of Warren County has an active Facebook page with 393 followers, including 10 different countries, and 408 likes. They plan to broadcast small portions from presentations by their weekly speakers.

*****Club Web site:** 5 entries: Recognizes the Club with the best web site presence. The web site(s) must include fresh, constantly changing content.

First Place: The Rotary Club of Salem maintains two worthwhile websites.

One informs both club members and the community about who they are and what they do as Rotarians. The second one has 24 pages and 280 posts enabling access to information about The Olde Salem Days event which promotes and facilitates the organization and staging of a major annual club fundraising project and a high-profile City of Salem event.

Second Place: The Rotary Club of Warren County’s website provides information for members and an inviting exposure of Rotary and their club to the public. 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 the club’s next club meeting. Web analytics show an average of 3280 visits to the website per month with behavior indicative of increased interest.

*****Douglas A. Newton Excellence in Communications:** This award was created by the Rotary Club of Downtown Kingsport in honor of former member and radio and TV broadcasting personality Past District Governor Doug Newton. This award is presented to the person or group that has exhibited excellence in communications.

Winner is Lashonda Delivuk from the Lynchburg-Morning Rotary Club

Lashonda spent much of her time in 2017 promoting Rotary. From creating a custom Service Above Self t-shirt to going “Rotary viral” with her article “How to Attract Millennials to Rotary”, she was creative in her quest to promote Rotary. She participated in radio and television interviews to promote her Club and Rotary. She participated in RLI and helped form the Rotary Young Professionals Engagement Team for Zones 33/34. She had a video call with President-Elect Barry Rassin discussing some of her ideas for promoting Rotary. Lashonda says, “It’s so hard to keep me quiet when the subject of Rotary emerges because it’s where I feel like I can be my best self.”

*****Public Image:** 5 Entries: Recognizes the Club that best uses media platforms to promote awareness of Rotary and the work of Rotarians in the community and the world.

First Place: tie for first place:

The Rotary Club of Lynchburg Morning and The Rotary Club of Front Royal

The Rotary Club of Lynchburg-Morning used a variety of media formats including radio interviews, printed flyers, direct mail, Facebook, Instagram, t-shirts, business cards and the club website to build public awareness of Rotary International and their community involvement. Public Image was embraced by all club members and had an overwhelming effect on their club meeting attendance.

The Rotary Club of Front Royal provides information on upcoming Rotary events, sends out press releases of Club/Member news, and is prepared with statements to the Press if needed. There are several media outlets that cover their area including FM radio, local newspapers, TV4 WHAG, and local public access channel 15. Press releases about their projects were instrumental in their efforts to raise funds.

Second Place: Rotary Club of Rockingham County invested \$8,300 toward the purchase of a Soapbox Derby trailer with a “trailer” size banner to promote their Soapbox

Derby event. It is a wonderful representation of their club! The club has t-shirts with the Rotary logo, which are worn during fundraisers and events. They also get free publicity by partnering with others to do good in the world.

Saturday, March 17 at 11:51 am for 15 minutes

*****Club Service:** 13 entries. This award recognizes the club that best develops fellowship among members, utilizes club activities to advance the Objects of Rotary and fosters the Family of Rotary.

First Place: The Rotary Club of Front Royal ·

Front Royal awarded over \$80,000 in support of their community and the world. In many cases they partnered with other Area One clubs, Interact, Rotaract, businesses and charitable organizations. They started an EarlyAct club to impart the ideal of “Service above Self” to children. It was their hope that through these various partnerships their members would make a difference in the world while they grew personally and professionally through the experience. They did!

Second Place: The Rotary Club of Salem’s goal to optimize member satisfaction, empowerment, and sense of purpose was met. By educating their new members and keeping everyone informed and involved they kept their members engaged thereby increasing their participation in their many projects which helped cement their fellowship and ties to Rotary. Members reported an increased level of satisfaction about their club.

*****Club Partnership Service:** 4 entries. Recognizes the Club that best facilitates a large project working together with another Rotary Club, Rotaract Club, or Organization such as government, business, nonprofit, or service organization. The project can have a local or international focus while meeting the goals of Rotary.

First Place: Lexington Lunch:

Rotary Club of Lexington Lunch teamed up with The Boxerwood Nature Center to redesign and refresh its popular Children’s Play Trail which attracts 3,000 children and their parents each year. The Play Trail offers a one-acre imaginative, whimsical playground filled with non-traditional nature-based activities—chances to dig, build, draw, climb, run, crawl, splash, and make mud pies. Let’s look at their video.

Second Place: Lynchburg-Morning

Throughout the 2017-2018, the seven clubs in Area 5 collaborated on two events geared toward Polio Plus: Pints for Polio & the Women in Rotary Tea Party. The goal of both events was to build public awareness and raise money for polio eradication.

*****Community Service:** 12 entries: Recognizes the Club that best demonstrates “Service Above Self” based on all activities/projects to its Community.

First Place: The Rotary Club of Stuart

The Stuart Rotary Club's work in their community can only be summed up as Extraordinary! Their membership participation is extensive. Their projects have a broad range and touch all aspects of their community. This is a Rotary Club that begs the question, "What would Patrick County do without the ongoing efforts of its Stuart Rotary Club? The obvious answer is, there would be a huge void, to be certain. Let's look at their video...

Second Place: The Rotary Club of Front Royal

The Rotary Club of Front Royal has been actively involved in community activities for the past 91 years. Just like the Stuart Rotary Club their list is extensive. They joined in The United Way Community Day of Caring which provided the club with an opportunity to assist homeowners with lawn cleanup and kitchen remodels.

*****International Service:** 5 entries: Recognizes the Club that best exemplifies International Service, especially in the promotion of understanding, goodwill and peace, in a manner that will inspire other District 7570 Rotarians.

First Place: Bedford Rotary Club

Four members of the Bedford Club, along with the Rwandan Hugs founder, traveled to Rwanda to visit the MBYO Peace and Reconciliation Village where they saw firsthand how the Rotary International global grant is changing lives for hundreds of genocide survivors (and reformed perpetrators), and their families. The Bedford Club partnered with the Kigali

Mont Jali Rotary Club in the grant process. The idea is that by living in harmony in the same village, the forgiveness and reconciliation will take hold in several generations of family members and be more successful. Let's look at their video.

Second Place: Rotary Club of Front Royal

Bret Herbek a member of the club, traveled to India on a National Immunization Days trip. He spent 10 days traveling through India with his team. The objective of the trip was to 1) to promote the immunization days 2) give moral support to the local Rotarians and healthcare workers, 3) give immunizations to children and 4) as Bret says, "to be international ambassadors for peace." Upon his return Bret traveled the district talking about his trip and promoting Polio Plus and the need to completely eradicate polio.

*****Vocational Service:** 5 Entries: Recognizes the club that best promotes the Object of Rotary through the work of its Members showing (1) high ethical standards at work and (2) best use of their occupation to make an impact in the community.

First Place: The Rotary Club of Lexington Lunch

RCLL offers monthly service outings to showcase local businesses and industries. Club members are afforded the opportunity to meet and mingle with business owners and learn more about the economic drivers of their community. These outings give members more opportunity to share in the

life of the community and to build bridges between various silos that exist among employment categories.

Second Place: The Rotary Club of Blacksburg

The Rotary Club of Blacksburg has annual awards that they present to acknowledge individuals who have done good works in their community; Citizen of the Year Award to a non-Rotarian; a First Responder of the Year Award, and 12 Vocation Student Awards and Scholarships. These awards are an effort to advance Rotary's commitment to foster and recognize all worthwhile careers and vocations in their communities

*****Youth Activities:** 6 Entries. Recognizes the Club that best promotes activities which encourage Youth to be productive and involved citizens in their communities.

First Place: Rotary Club of Front Royal

The Front Royal Rotary club sponsors three Interact Clubs, supported a Rotaract Club's dental mission trip to Jamaica, started their first EarlyAct Club ensuring that young children learn the concept of "Service above Self" at an early age, co-sponsored a middle school RYLA, sponsored a Youth Exchange student to France, and hosted a student from Germany. Warren County students greatly benefit from the activities of The Front Royal Rotary Club. Let's look at their video.

Second Place: Rotary Club of Rockingham County

The Rockingham County Rotary Club Chartered a new Interact Club. Evidenced by their many projects it has obvious deep-rooted concern and involvement with youth of their community.

Their Annual Soap Box Derby has allowed their club to develop a partnership with Rockingham County Public Schools to make Soapbox Derby a part of the curriculum for STEM Initiatives (Science, Technologies, Engineering, and Math).