

Club Information



Upcoming Programs/Meetings

- **TODAY - Imagination Library - Dr. Dennis Marks**
- **September 21 - "Hahira Update" - Jonathan Sumner & Wayne Ballard**
- **September 28 - Martial Arts Demo - Jennifer Powell**
- **October 5 - Valdosta State University, Update - Dr. Louis Levy**

Upcoming Greeter Schedule

Date	Greeter 1	Greeter 2
September 14	Lauren Braun	Nathan Brown
September 21	Stacy Bush	Sandy Campbell
September 28	Mason Caracciolo	Carl Cates
October 5	Patti Clark	Russ Collett

Area Rotary Meetings

Nashville - Tuesday - Noon
Cadillac Ranch

Madison, FL - Wednesday - Noon
St. Vincent DePaul Catholic Church

Valdosta North - Tuesday - 12:15 p.m.
Valdosta Country Club

Tifton - Tuesday - Noon
Harpers at the Myron Hotel

Tifton - Wednesday - 12:15 p.m.
Georgia Agrirama Museum Dining

Quitman - Thursday - Noon
Presbyterian Homes of Georgia

Valdosta Sunrise - Thursday - 7:30 a.m.
Valdosta Country Club

FOUR-WAY TEST

ROTARIANS
STRIVE TO
LIVE AND
CONDUCT
BUSINESS
USING THESE
GUIDELINES

- ✓ Is it the TRUTH?
- ✓ Is it FAIR to all concerned?
- ✓ Will it build GOODWILL and better FRIENDSHIPS?
- ✓ Will it be BENEFICIAL to all concerned?

Check us out on the web! www.valdostarotary.org



For Rota-Reel corrections or comments please contact Kerry Morris at: kwmorris@valdostarotary.org or call 229.245.3828.

Rotarians

- | | | |
|--|-------------------------------------|---|
| h Joyce Aigen ★ | h Bill Feimster | Susan Mullis ★ |
| h*w Sam Allen ★ | h John Fretti ★ | h Casey Music ★ |
| h*w Myrna Ballard ★ 84 | h Laverne Gaskins | Ivan Nikolov |
| Anne Barnas ★ 84 | h John Gaston 84 | h Tyrone O'Steen |
| Felecia Barnes ★ | h Wendell Godbee | pp*h John Page
2003-2004 |
| pp*h Richard Barnes
2006-2007 | h Bob Goddard, III | h Keven Parks |
| h*w Keith Barrett | h Tim Golden | h Henry Parrish |
| pp*h*w Bill Booth ★
1999-2000 | h Tom Gooding | pp*h Suzannah Patterson
2005-2006 |
| h Ron Borders | Lacie Guy ★ | Charles Powell ★ |
| Lauren Braun | h*w Owen Harris ★ | pp*h*w Jennifer Powell
1993-1994 |
| h Bo Broadfoot | h Jack Hartley ★ | pp*h*w Malcolm Rainey
1972-1973 (Verona, NJ) |
| h*w Nathan Brown | h Jack Hearn ★ | h*w Patsy Reaves |
| h*w Stacy Bush | h Arthur Herndon ★ | p*h Greg Reid ★ |
| h Sandy Campbell ★ | h Al Howell 84 | h*w Chris Roan ★ |
| h Mason Caracciolo | Matthew Jansen | Bert Rutland |
| pp*h*w Carl Cates ★
2008-2009 | h*w Bill Kent | h*w Randy Sauls ★ |
| h Patti Clark | Barbara Knight ★ | h Wes Sewell ★ |
| h Russ Collett | h Sharon LaBranche ★ | Jimmy Shiver |
| pp*h Marshall Conner ★
1997-1998 | h*w John LaHood | Corinne Simmons |
| pp*h*w Joe Cordova ★
1977-1978 | h Claire Lee ★ 84 | h Arthur Smith |
| h Bruce Cousins | h Bill Lester | h Steven Smith ★ |
| h Lee Cox | h Jerry Long | h*w Richard Stalvey ★ |
| h Randy Cox ★ | h Terri Lupo ★ | Alison Still |
| pp*h*w Ed Crane ★ | pp*h Dennis Marks ★
2009-2010 | h Joe Stubbs |
| h John Crawford | pp*h*w Billy Martin
1985-1986 | pp*h Robert Stump |
| pp*h*w V.L. Daughtery Jr.
2002-2003 | h Greg Martin | Alex Thomas |
| h Donald Davis ★ | pp*h*w Richard May | h John Thomas |
| pp*h James Dominey ★
2007-2008 | pp*h*w Arthur McLane ★
1984-1985 | h William Tidmore |
| h Beverly Edwards ★ | pp*h*w Tyson McLane ★
1972-1973 | pp*h*w Al Turner ★
1992-1993 |
| h John Edwards ★ | h*w Roy McNeal ★ | pp*h*w Nicholas Valenti ★
2000-2001 |
| h Moshe Elbaz | h Harriet Messcher | h Donnie Warren |
| pp*h Walter Elliott ★
2010-2011 | Zach Miller ★ | h*w Nancy Warren ★ |
| Chuck Ennis | Bob Montgomery | h Ed Willis ★ |
| h Trey Fausett | Walter Moody | h Clint Wills |
| | h Bob Moon | Baha Zeidan 84 |
| | h Kerry Morris ★ | |

h - Paul Harris Fellow w - Will Watt Fellow p - Club President pp - Past President ★ Lead Dinner Supporter 84 Adopt-A-Highway



"Service Above Self"

Rota - Reel

The Rotary Club of Valdosta

"A 100% Paul Harris Fellow Club"

Today's Program

September 14, 2011

IMAGINATION LIBRARY

DR. DENNIS MARKS



Officers

- President**
Greg Reid
- President Elect**
Kerry Morris
- President Designee**
Myrna Ballard
- Past President**
Walter Elliott
- Treasurer**
Al Howell
- Secretary**
Barbara Knight
- Sergeant at Arms**
Felecia Barnes

Board of Directors

- Beverly Edwards
- Lacie Guy
- Jack Hartley
- Bill Kent
- Zack Miller
- Bob Moon
- Ty O'Steen
- Nancy Warren

District 6920 Gov.

Gordon Matthews

District 6920 Dir.

Bill Booth

District 6920 A. G.

Bob Harrison

RI President

Kalyan Banerjee

VSU Intern

Callie Coats



Today's program is being brought to us by past president Dr. Dennis Marks.

Dr. Marks will be giving us an update on our literacy project, *Imagination Library*.



Club News



New Members Proposed

Proposed New Members

This is Published Notice No. 1 for the proposed membership of:

Angie Crawford

Angie Crawford an agent and owner of State Farm Insurance on Gornto Road here in Valdosta. Angie has been proposed for membership in the Rotary Club of Valdosta by Rotarian **Joyce Aigen**.

J.T. Brown

J.T. Brown is the Director of Admissions and the Interact Club sponsor at Georgia Christian School. J.T. has been proposed for membership in the Rotary Club of Valdosta by Rotarian **Kerry Morris**.

Happy Birthday

Walt Moody - September 19th

Ferst Foundation and Literacy

Inspired by the success of the Dollywood Foundation program, and in support of this proactive approach to help children achieve success in education and in life, Robin Ferst formed the Ferst Foundation for Childhood Literacy in 1999. Originating in Morgan County, Georgia the goal was established to send the books from Dolly's Imagination Library to every child in Georgia by 2010.

The Foundation strives to improve early childhood learning for every child regardless of income, race, religion, or gender as any child who cannot read is at-risk. Children registered for the Ferst Foundation for Childhood Literacy program receive a book at his/her home every month via U.S. mail until their fifth birthday. If they are registered as soon as they are born, each child will receive up to 60 free books for his/her own personal library!

An expert committee composed of individuals from education, child development, academia and early childhood literacy has carefully selected the books chosen for this home library. The children's classic, *The Little Engine That Could*, is the first book of each child receives and *Miss Bindergarten Gets Ready For Kindergarten* is the final "graduation" book that is received when the child turns 5.

As the program focus grew to include parent assistance and additional literacy support items, the Foundation grew into its new name: Ferst Foundation for Childhood Literacy. We continue to send the books from *Dolly Parton's Imagination Library* in conjunction with enhancements from our second literacy support initiative, *Leap Into Books*.

Now, in addition to the personal library, each child enrolled in the Ferst Foundation program also receives a "Ferst" library card, a Parent's Guide with tips for the parents on how to read aloud with their child and a coupon for a distinctive, adjustable bookcase (with locomotive and caboose bookends) which is specially designed to become a family heirloom. The newest addition to the Program will include a monthly communication piece, which will provide a book guide, child activity page, and opportunities for local community literacy announcements and sponsor acknowledgement.

Today's Program



Imagination Library



Past presidents Dr. **Dennis Marks** (L) and Dr. **Suzannah Patterson** (R) are seen here representing our club at a past literacy conference. Today we will be hearing from Dr. Marks as he gives us an update on our literacy project, *Imagination Library*.



The Rotary clubs of Valdosta, Valdosta North, and Valdosta Sunrise are working with the Ferst Foundation and the Dolly Parton Foundation to raise money for books for pre-school children in Lowndes County. Children enrolled in the program receive an Imagination Library book - from *The Little Engine that Could* to *Look Out Kindergarten, Here I Come* - each month until age five.

Attendance & Donations



Attendance: 44 of 102
Happy Dollars: \$ 18.00
Literacy Cups: \$ 34.00



New Generations



September is New Generations Month

Katie Ischkin, past president and founder of the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, believes in a new approach to Rotary.

Her Rotary club, chartered in June 2010, has already grown to more than two dozen members, including 12 new Rotarians who were recruited in a three-month period. The club has signed up for its first Matching Grant and international service project and has participated in more than 10 community service or hands-on volunteer efforts.

Ischkin recently shared her ideas on how to attract young professionals with RI. As a "proud, young, female Rotarian," she is among only 2 percent of club members worldwide under the age of 30, and only 11 percent under 40.

"We need to focus on generating interest in young people for the future success of Rotary," she said. "We are faced today with the need to grow not just for the sake of numbers but to create strong, young, global leaders who are going to help continue the success of the Rotary organization."

Ischkin advocates a new outlook on membership and a different approach to club structure. As a change management consultant, she said she understands people's fear of change. But she stressed that her approach doesn't mean altering the core pieces of the organization or losing what Rotarians hold dear.

"What does change are what I call surface-level elements," she said. "The pieces that individual clubs have the power to shift and redesign, such as meeting times and locations, program structures, club member involvement, and committee formats."

Ischkin's club meets in the evening and lowers costs by not having meals. And it doesn't hold a traditional meeting every week: The third meeting of the month is a happy hour/networking event at different locations in the city, and the fourth meeting is a hands-on volunteering opportunity.

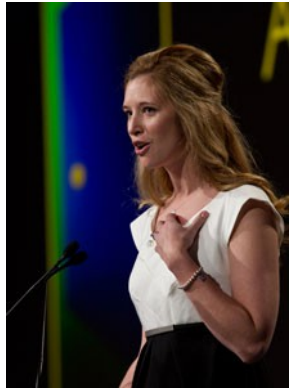
"We've also accepted that, with a younger membership, we have a higher rate of turnover, mainly because some members aren't quite settled on the city or their career," she says. "We can't be afraid of inviting members who may leave."

Ischkin added that it's important to understand the mindset of the new generation and manage expectations accordingly. Younger people are "always on the go and truly connected," she explained, whether it's through social networking, text messaging, or other means. They face a lot of pressure to be involved in multiple endeavors and to balance work and personal life. As a result, they may be "on call" with their careers, but they are no less dedicated to service.

"When you're trying to recruit younger members or even sponsor and start a New Generations Rotary club, take time with your club and committee to outline what your expectations are and whether they will align with the younger generation you are trying to attract and work with," she said. "Not every Rotary club can quickly shift gears to attract younger members; it takes time and baby steps."

But for many clubs, she said, "all it takes is opening up your minds and starting to think differently about the future of your club's membership."

"This new approach to Rotary, accomplished through such small changes, can help draw younger members, who will view Rotary as an attractive and worthwhile addition to their ever-growing list of commitments and interests."



Katie Ischkin, past president and founder of the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, talks about attracting younger members to Rotary. Rotary Images

www.Rotary.org