



# ROTARY CLUB OF APPLETON GUSTO

*Service Above Self*

## July 28th, 2015 Upcoming Programs

August 4th, 2015  
**Radisson – Salon A**  
Hearthstone Historic House  
Thought of the Day: Video

August 11th, 2015  
**Radisson – Salon A**  
Afghanistan Interpreter  
Thought of the Day: Lynn Peters

Officers 2015-2016  
**President**  
Sridhar

**President-Elect**  
Jennifer Stephany

**Past President**  
Deborah Wetter

**Secretary**  
Chad Hershner

**Treasurer**  
Gary Hermsen

Directors  
Rosie Cannizzo  
Ruth Ann Heeter  
Sonia Barham  
Shana Shallue  
Andrew Micheletti  
Jake Woodford  
Alan Blake  
John Nygaard

Sergeant-At-Arms  
Jon Kester

Rotarians of the Year  
Mary Harp-Jirschele

Admin. Assistant  
Meghan Warner  
Phone 205-5255  
rotaryappleton@gmail.com

**Membership – 170**

Downtown Gusto  
Meghan Warner, Editor  
Dist. 6220, Club 2656  
P. O. Box 703  
Appleton, WI 54912  
[www.appletonrotary.org](http://www.appletonrotary.org)  
Meets Tuesday Noon

## 2015-2016 STRATEGIC PLAN FOR ROTARY CLUB OF APPLETON

President Sridhar presented the 2015-2016 Strategic Plan to the club. Here is a summary of what we would like to accomplish this year.

### **Leadership**

- Revisit the Goals from 2014-15 and see which should be in focus and which should be replaced.
- Check when your goals are due at RI
- Give specific tasks to the President Elect, the Secretary, and the Treasurer.
- Visit Rotary Club Central for resources and ideas.
- Budget for both the President Elect and the President Elect Nominee (The Secretary) to attend the Midwest PETS conference
- Constitute A Centennial Celebration Committee
- When members leave recommend joining a club in the new location, copying that club

EREY - a box, automatic payment \$10 at bank or credit card at Rotary Foundation

### **Programming**

- Show Rotary Film Clips in place of Thought for the Day at least once a month to start the meeting.
- Sponsor at least one or two Community Forums per year on topics of community interest with prominent Rotary image presence. – Use streaming, You Tube etc.
- Rotary Family Day at Timber Rattlers (A Joint effort with area clubs)
- Attend/Sponsor/Host in the Chamber Expo and share information
- A couple of members from Programming Committee to post pictures/video clips on You Tube, Facebook etc.
- Invite multicultural groups to present
- Screen Lawrence documentaries on local issues followed by discussion
- Increase the fun quotient
- Three meetings a week and one service day

### **Community Engagement**

- Select projects that are consistent with:
  - Six Areas of Focus of Rotary
  - LIFE Study
  - Information from Volunteers Information Center
- Use Survey Monkey to determine Club interest
- Select 2 or 3 major projects each year and focus
- Collaborate with Rotaract

### **Website**

- Digitalization: Have at least 50% of members sign up for online access: Facebook, Twitter etc. (Check website for Naperville Club)
- Create a LinkedIn group for members of Appleton Rotary
- Make it easy to post pictures, video clips on to You Tube, Twitter, Facebook etc. (Scholarships, RYLA, Courtesy Awards, Community Grants, Global Grants etc).
- Digitalize membership directory, payment of dues, Rotary Shines, Candy Sales etc.
- Have You Tube Channel and post some, if not all events on You Tube.
- A couple of members from Programming Committee to post pictures/video clips on You Tube, Facebook etc.
- Post pictures of the members of the Executive and the Board

## Image & Publicity

- Talk to District Marketing/PR Person to coordinate a publicity/image grant
- Corporate image grants: The District applies for it. Billboards, Newspaper ads, Timber Rattlers, Rotary signs at the entrance to city
- A stall at EAA
- A booth at Octoberfest
- A Rotary hospitality day at the Chamber– invite them for lunch
- A joint event with PULSE or invite them for a meeting.
- Check out print resources on Rotary International website

## Inter Club Collaboration

- MultiYear/MultiClub District- RI projects
- Inter club orientation program for new members
- Publicity/Image Grant
- Timber Rattler/Octoberfest/EAA

A Copy of the presentation is attached and we are requesting committees to work and provide feedback no later than August 18<sup>th</sup>. You can send feedback to Meghan at [rotaryappleton@gmail.com](mailto:rotaryappleton@gmail.com) or to Sridhar at [sridhar@uwosh.edu](mailto:sridhar@uwosh.edu).

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## ANNOUNCEMENTS

- **Radisson has increased our meal charge to \$11.00 per person starting 7/1/2015.**
- Invoices are out. If you are interested in paying online please visit our website at [www.appletonrotary.org](http://www.appletonrotary.org). If you have any questions, please contact Meghan at [rotaryappleton@gmail.com](mailto:rotaryappleton@gmail.com).
- Thank you to all that volunteered your time and serving as a “Big For The Day” it was great for our Littles on the waiting list to hang out with the cool Rotarians for the day and play games.



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## GUESTS, VISITORS AND MAKE-UPS

There were no guests today

There were No Visiting Rotarians this week

There were No Make ups this week

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## AUGUST 11TH MEETING-AFGHANISTAN INTERPRETER

Next week, join us to hear Guest Speaker Nahzatullah Jaffary (goes by the first name of Jaffary) The life of an Afghanistan interpreter for the U.S. Troops

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