



THE ARCLIGHT

The Weekly Members' Bulletin of the
ARLINGTON ROTARY CLUB
Weeks of July 3 and July 10 2017

<http://www.arlingtonrotaryclub.org>

Meetings: Thursday, 12:15 pm
Washington Golf & Country Club
3017 N Glebe Rd, Arlington, VA 22207
WGCC Phone: (703) 524-4600

Chartered July 4, 1929 – Now In Our 89th Year



This Week's Events

- **Wednesday July 5 - Happy Hour - The Front Page, Ballston, 6-8 PM**
 - **Thursday, July 6 - Lunch Program at the WGCC 12:00 – 1:30**

Speaker: Alex Taylor, Arlington County Government

“How the AED Recruitment Strategy Works – The Nestlé Example”



Alex Taylor is the Senior Business Investment Manager for Arlington Economic Development, where he's responsible for the national recruitment strategy for the County. He's responsible for bringing businesses into the vibrant economic environment that is the home to multiple federal agencies (Department of Defense, DARPA, National Science Foundation, Office of Naval Research, TSA), and corporate headquarters (BAE Systems, Opower, Evolent Health, Corporate Executive Board, Nestle). He gets to be a salesman for the County, traveling around the U.S. to attend various industry-specific trade shows and conferences. Prior to AED, Alex worked in community and economic development in the Finger Lakes region of New York, where he focused on small business development and agriculture/tourism. Born and raised in Northern Virginia, Alex attended James Madison University where he met his wife. They have a one year old son and live in Falls Church.

Next Week's Events

- **Thursday, July 13 - Lunch Program at the WGCC 12:00 – 1:30**

Speaker: Paul LeValley, Arlington Independent Media

“AIM and WERA: Independent Producers Building Community”

The media environment has never been richer than it is in today's society. There are now a nearly endless variety of options for people seeking media content. Cable television's '500-channel universe,' satellite radio, podcasts, Kindle, YouTube, Hulu, Netflix, Instagram, Facebook, Twitter, and hundreds of millions of individual websites combine to provide the consumer with more choice about what they want to watch or listen to than ever before. But as the choices multiply and the world gets smaller, do we risk losing our sense of community; of living together in a special geographic place? Arlington



Independent Media and WERA 96.7FM seek to help create a sense of localism and community by giving independent producers the means to cover the sights, sounds, people, and places of Arlington.

New Member

Chelsi Dildine was nominated for membership by Pres-Elect David Sutfin on June 22 and will be inducted as a new member soon. Chelsi is a Financial Advisor with Edward Jones Investment at the branch in Ballston. She looks forward to getting active in the club. Active members met her at several meetings she attended during June. Welcome aboard, Chelsi!



Last Week

At the Installation Lunch July 6, David Sutfin accepted the gavel as Club President for the coming year, and introduced his officers and directors:

Robert Martinson, President-Elect,
Kim Durand, Secretary
Linda Valentino, Treasurer
Sherry Barndollar Rock, The Rotary Foundation Chair
John Becker, Service Projects Chair
David Baas, Youth Services Chair
Gary Long, Membership and Public Image Chair

Sherry Barndollar Rock was elected by the members to a 5-year term as the Arlington Rotary Educational Foundation President.

Congratulations to all the incoming officers and chairs of committees.

Meeting Notes.

The following returning members and guests were warmly greeted:

Hugh Barton and Barbara Barton.
Sherry Rock.
Will Alteneder.
Chelsi Dildine.
Raquel Neumann.

David led a discussion on the following topics:

- Guiding Principles of Rotary
- Rotary Club Central—Members need to log on.
- District 7610 Website—Members need to log on and update information and add photo, if missing. (Contact Kim Durand for help.)
- Rotary requires clubs to track service performance in Club Central.
- Gave members a list of 2016-2017 Service Projects completed (Fantastic work!)
- John Becker will collect and account for service work performed by members. Members must help John by providing an estimate of time and money spent on service projects.
- Rotary survey of members' views on projects valued in an ideal organization.
- Strategic Plan guide for future work.
- **Membership Recruitment and Retention Survey form should be completed by members and returned at next meeting.**

Joe Lott discussed The Rotary Foundation giving by the members. We achieved 100% support from the members.

David Sutfin will attend his 50th high school class reunion and will miss the July 6th meeting.

Kim Durand will lead the July 6th meeting. **Please provide survey forms to Kim.**

The Rotary Four-Way Test of the Things We Think, Say, Or Do

- IS IT THE TRUTH? • IS IT FAIR TO ALL CONCERNED? • WILL IT BUILD GOOD WILL AND BETTER FRIENDSHIPS? WILL IT BE BENEFICIAL TO ALL CONCERNED?

Greeters for July: Robert Martinson, Kim Durand

If you are a greeter and cannot arrive 15 minutes before any weekly meeting your month, IT IS YOUR RESPONSIBILITY to make sure your partner will be in attendance or to find a substitute for yourself. Contact club Admin. Chair, **David Sutfin**, djsutfin@gmail.com with any questions.

Upcoming Events

- July 19 – Happy Hour at The Front Page in Ballston starting around 6 pm.
- July 20 – Lunch Meeting at the WGCC: Robert “Bob” Bauer, Warrior’s Heart USA
- July 27 – Lunch Meeting at the WGCC: Rotarian Meesh Peters on a project in Swaziland
- August 2 – Happy Hour at The Front Page in Ballston starting around 6 pm.
- August 3 - Lunch Meeting at the WGCC: Scott Sklar, Adjunct Professor, George Washington U., Global Trends and Sustainable Energy
- August 10 – Lunch Meeting at the WGCC: Liz Ryan, The Youth First Initiative
- **Sep 19 – Wine Helps! 2017 – NRECA Building, same as last year. 6 – 8:30 pm.**

ARLINGTON ROTARY CLUB
P.O. Box 100038
ARLINGTON, VIRGINIA 22210
ROTARY CLUB NUMBER 5787, DISTRICT 7610
CHARTERED JULY 4, 1929

2017-2018 OFFICERS

PRESIDENT	DAVID SUTFIN
PRESIDENT-ELECT (RY 18-19)	ROBERT MARTINSON
PRES-NOMINEE (RY 19-20)	TBD
IMMEDIATE PAST PRESIDENT	SHANNON PRENDERGAST
SECRETARY	KIM DURAND
TREASURER	LINDA VALENTINO
SGT.-AT-ARMS	HUGH BARTON

2017-2018 DIRECTORS

MEMBERSHIP	GARY LONG
SERVICE PROJECTS	JOHN BECKER
TRF/FUNDRAISING	SHERRY BARNDOLLAR ROCK
CLUB ADMIN	TBD
PUBLIC IMAGE	MAURICIO MOURA
WEBSITE/SOCIAL MEDIA	KIM DURAND
YOUTH PROGRAMS	DAVID BAAS

ARLINGTON ROTARY EDUCATIONAL FOUNDATION
PRESIDENT, SHERRY BARNDOLLAR ROCK
TREASURER, STEVE KLEMP