

Rotary



# THE ARCLIGHT

The Weekly Members' Bulletin of the  
**ARLINGTON ROTARY CLUB**  
**March 19, 2018**

<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*



**ROTARY:  
MAKING A  
DIFFERENCE**

**Note: The March 21 Happy Hour May Be Canceled Due to Inclement Weather**

**Thursday, March 22 - Lunch Program at the WGCC, 12:15-1:30**

**Mark Mooney, CEO, CoCreate Studios**

**“How A Video Is Produced”**



A veteran founder of multiple businesses, Mark pairs big ideas with a positive, “make it happen” attitude that will energize your business. He is dedicated to helping owners start, grow, and protect their businesses – and prepare for what’s next. CoCreate Studios is his boutique creative agency dedicated to helping businesses own their stories with custom video, photography, design, and copywriting. He has grown CoCreate Studios from a

single idea to an innovative creative studio providing value to clients in a wide range of industries. Mark’s unique ability to bring together a team of professional and creative individuals to meet the needs of clients has set CoCreate Studios apart from other firms.

Prior to founding CoCreate, Mark founded NeoNiche Strategies, a strategic and outreach marketing firm, serving as CEO from its launch in 2008 to 2016. He grew NeoNiche to a team of 40+ employees and contractors generating over \$1 million in annual revenue. Mark also produced the full-length documentary film *The Green Mountain Upset*, the inspiring true story of a high school boys’ basketball team from Middlebury, Vermont, coming out of nowhere to win it all. The film was aired on PBS and screened in theaters. Mark is a longtime resident of Arlington. He holds a bachelor’s degree from the University of Vermont. In his off time, Mark refuels his creative energies by playing sports and getting outside.

## **AREF Scholarship Awards Banquet**

**Mala Tang, 3434 Washington Blvd. – April 19, 6 – 9 PM**

The cost is \$55 per person, \$15 is deductible on your taxes. [Buy Tickets Now!](#) Costs are higher this year so please, plan to attend yourself, and bring lots of friends with you. More details, and the menu for the event, are in the flyers attached to this email. One thing that won’t change is a festive, Rotary-fellowship evening of good food and most important, the presentation of our scholarship winners.

## Last Week

President-Elect Robert Martinson, just back from the Presidents-Elect Training Seminar (PETS), shared insights from his Pres-Elects training seminar last week and his vision Arlington Rotary developing in the coming RY -- a real club atmosphere, more events that help us know one another better; a higher media and service profile in the community, ten new members... the District will help us a bit with that last part with a new program by which they'll help fund events in which we include prospective members. BTW, incoming RI Pres Barry Rassin's motto for the year is "Be The Inspiration."



## A Public Service Announcement – Fire Safety Recall

All of us have smoke alarms in our homes and businesses. Many of us may also have one or two small fire extinguishers around the house or office. Were you aware that Kidde, the company that makes many of these devices, issued recalls late last year? For alarms, the affected type appears to be mainly the combined carbon-monoxide/smoke detector Model COSM-1B; for extinguishers, a wide range of types are affected. To check on yours, go to [www.Kidde.com](http://www.Kidde.com) for a full list, plus instructions for free replacement.

## Other Upcoming Events and Programs

**Mar 22** – ARC member Chelsi Dildine leads a free informational seminar on “10 Steps to Buying a Home,” 7:00 pm at 2101 Wilson Blvd., #100. Street parking in the area is free after business hours.

**Mar 23** – Deadline for scholarship applications for this year, to Sherry Barndollar Rock.

**Mar 24** – Falls Church Rotary invites you to join their March for Peace, to begin from Falls Church High (Jaguar Trail) at 9 AM; info/registration at [www.fallschurchrotary.org](http://www.fallschurchrotary.org).

**Mar 29** – ARC Lunch Meeting, Program TBD

**Mar 31** – Arlington County E-Care, Yorktown High, 8:30 – 2:00 pm. Turn in household hazardous materials for disposal, bring your old computers/TVs to recycle (there's a fee for each screen, payable by check.). Details on the Arlington County website.

**Apr 4** -- ARC Happy Hour at Pinzimini Lounge, Westin Gateway (Ballston), 6-8 pm.

**Apr 5** – ARC Lunch Meeting, Program TBD

**Apr 12** – ARC Lunch meeting: Erika Myers, Director of Research, Smart Electric Power Alliance: “The Future of Shared, Electric, and Autonomous Vehicles in Northern Virginia”

**Apr 19** – **Arlington Rotary Educational Foundation Scholarship Awards Banquet, Mala Tang Restaurant, 3434 Washington Blvd., Arlington, begins at 6:00 PM.**

## Greeters for March: Ali Kayani, Sherry Rock

NOTE: If you are a greeter and cannot arrive 15 minutes before any weekly meeting during your month, IT IS YOUR REponsibility to make sure your partner will be in attendance or to find a substitute for yourself. Contact **David Sutfin**, [djsutfin@gmail.com](mailto:djsutfin@gmail.com) with any questions.

### 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?

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

**2017-2018 OFFICERS**

PRESIDENT  
PRESIDENT-ELECT (RY 18-19)  
PRES-NOMINEE (RY 19-20)  
IMMEDIATE PAST PRESIDENT  
SECRETARY  
TREASURER  
SGT.-AT-ARMS

DAVID SUTFIN  
ROBERT MARTINSON  
RAQUEL NEUMANN  
SHANNON PRENDERGAST  
KIM DURAND  
LINDA VALENTINO  
HUGH BARTON

**OTHER 2017-2018 DIRECTORS**

MEMBERSHIP  
SERVICE PROJECTS  
TRF/FUNDRAISING  
CLUB ADMIN  
PUBLIC IMAGE  
WEBSITE/SOCIAL MEDIA  
YOUTH PROGRAMS

GARY LONG  
JOHN BECKER  
SHERRY BARNDOLLAR ROCK  
DAVID SUTFIN (AD INTERIM)  
LA DONNA SIMON  
KIM DURAND  
DAVID BAAS

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