

Rotary



THE ARCLIGHT

The Weekly Members' Bulletin of the
ARLINGTON ROTARY CLUB
September 17, 2018

<http://www.arlingtonrotaryclub.org>

Meetings: Thursday, 12:00 pm
Washington Golf & Country Club
3017 N Glebe Rd, Arlington, VA 22207
WGCC Phone: (703) 524-4600

Chartered July 4, 1929 – Now In Our 90th Year



BE THE INSPIRATION

Thursday, September 20 - Lunch Program 12:00-1:30

at the Residence Inn Courthouse, 1401 N. Adams

Hugh Barton and Emily Cassell

What Tourism Means to Arlington

Note: Today, with the suggestion and participation of member Hugh Barton, we put a new spin on the “reclassification talk” (in which usually a long-term member might describe for newer members his/her professional and life experience). Instead of repeating things a lot of people know, Hugh will relate his own story and add to it the experiences of a speaker currently working in the same field. We hope it makes the presentation interesting for all members, old and new. And that other members may follow up with similar presentations over the coming months. Will you volunteer to be next?



Since 2009, Arlington has been Virginia’s #1 county for tourism economic impact. Arlington visitors generated more than \$3.1 billion in spending in 2016, with tourism accounting for nearly 26,000 local jobs, \$89 million in local tax receipts, and \$119 million in state tax receipts.

As many of us know, tourism development/marketing was, and remains, our member Hugh Barton’s profession. Emily leads the Arlington Convention and Visitors Service (ACVS), the official destination marketing organization for Arlington. Since joining the ACVS (a division within Arlington Economic Development) in 2006, Emily has been responsible for all tourism-related marketing and public relations; meeting and convention sales; and visitor and convention services. She has also led the development of transformative initiatives including the County’s Mobile Visitors Center, the Arlington Hospitality College, and Rolling Concierges on Segways®.

Emily has more than 25 years of marketing experience in travel and tourism, economic development and technology. She holds an International MBA from the University of South Carolina and Austria’s Vienna University of Economics and Business, as well as a Bachelor of Journalism with Honors from the University of Texas at Austin.

Last Week

Linley Beckbridge, Communications and Outreach Manager from Doorways for Women and Families, was at our meeting 9/13, representing this organization that is the featured charity to be supported by this year's "Drink a Little, Help a Lot!" event on October 22. Doorways helps women and their families (with great focus on children and young adults) who are facing homelessness or abuse stabilize their lives, be empowered to support themselves and maintain that situation over time. They offered their complete assistance package including shelter, 24-hour domestic and sexual violence hotline (the only in the county), court advocacy, psychological treatment for trauma, etc. or parts of it to 3,600 clients in 2017 and will increase that number to 5,000 in 2018. Operating costs are covered mostly by private donations. To help them, we need to bring our goal of 300 guests to the event on October 22nd - so let's sell tickets!



Also Last Week

We thank Tom Johnson, Ken Adler, and especially IPP David Sutfin, who organized the effort, for their service in manning our club table at the Falls Church Fall Festival. At left, David stands ready to receive the public.



Meanwhile, at last week's meeting, our new good friend Past District Governor (Dist. 9110 – Nigeria), Emmanuel Alabi, pictured here at our September 13 gathering, bids us farewell for a while as he sets off for other business and heads homeward to Nigeria. We look for him to visit again next summer, or sooner.



Other Upcoming Events and Programs

Sep 19 (Wednesday) -- 7pm at the Arlington Mills Community Center – ARC Member Chelsi Dildine is hosting a seminar that will include an introduction of Medicare coverage and costs, long-term care costs, available options for supplemental health care and long-term care insurance. Admission is free

and without obligation but please let Chelsi know if you plan to attend:

Chelsi.dildine@edwardjones.com.

Sep 27 – Lunch Program: P.J. Maddox, District 7610 Youth Services Chair – What Rotaract Is/How To Sponsor a Club

Sep 29 (Saturday) – Litter Pickup along Glebe Rd. Meet at the Metro 29 Diner parking lot at 8:00 AM and (optional) join the gang for breakfast afterward.

Oct 4 – Lunch Program: Torsten Lubach, CIO, Lidl USA

Oct 10 -- Happy Hour, Pinzimini at the Westin Gateway Hotel, 6 – 8 pm.

Oct 11 – Lunch Program: Gary Long, ARC Membership Chair, on membership recruitment/retention

Oct 18 – Lunch Program: William “Glenn” Yarborough, Governor, Rotary District 7610

Oct 22 (Monday) – PUT THIS ON YOUR CALENDAR NOW! “Drink A Little, Help A Lot!” – club wine/beer tasting fundraiser at NRECA, 6:00 – 8:30 PM.

Oct 25 – NO midday meeting.

Nov 11 (Sunday) – ARC sponsors blood donation drive at Knights of Columbus, 5115 Little Falls Rd.

Greeters for September: Sherry Rock, Ward deGroot

NOTE: If you are a greeter and cannot arrive 15 minutes before any weekly meeting during your month, it is your responsibility to make sure your partner will be in attendance or to find a substitute for yourself. Contact **Steve Silcox, scsilcox@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

2018-2019 OFFICERS

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

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

OTHER 2018-2019 DIRECTORS

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

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CHELSI DILDINE
SHERRY BARNDOLLAR ROCK
STEVE SILCOX
LA DONNA SIMON
KIM DURAND
DAVID BAAS
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