



THIS WEEK'S PROGRAM

August 6, 2024

2024-2025 Board Members

President Kim Brattain

Pres Elect Patrick Baker

Past Pres Edwin Peacock

Secretary Bill Gill

Treasurer Craig Field

Sergeant at Arms

Mike Wollinger

Exec Sec Christine Cipriano

Directors 2023-2025

Linwood Bolles

Terri DeBoo

Andy Dinkin

Donna Dunlap

Joel Ford

David Head

Directors 2024-2026

Woodson Bradley

Benton Bragg

John Cantrell

Tish Atkins Charles

Dena Diorio

Stuart Hair

Jesse Hite

Virginia Owen

Membership John Cantrell

Foundation Joe Morris

Programs Luther Moore



Kevin Kendrick, Rotary District 7680, District Governor

by **Elly Clary**

Making Rotary irresistible is International President Stephanie Urchick's goal, and District 7680 Governor Kevin Kendrick passed that on to our club.

It involves magic, Kendrick explained. He told of Urchick working on a Rotary project to bring running water to a Dominican Republic village that had never enjoyed it. Changing filters, volunteers briefly shut off the flow. A little boy pleaded, "Please ma'am, make the magic happen again."

That's Urchick's mandate, Kendrick said. "We need to be the spark that ignites the magic of Rotary."

Kendrick retired as special agent in charge of the Charlotte Division of the Federal Bureau of Investigation. He's been a Rotarian since 2007, initially in Michigan and now with the Dilworth South End Club, where he is a former president. He is a Paul Harris Fellow +8.

He shared an action plan for 2024-25, with four goals:

- Increase impact by determining community needs.
- Expand outreach through partnerships and innovation.
- Promote engagement by asking club members what is important and getting them involved.
- Increase adaptability by funding experiments with new initiatives.

Components of Rotary magic were explained in a Kendrick slide: Brand drives membership, membership impacts the Rotary Foundation and the Foundation powers public image.

Major reasons people join Rotary, survey results showed, are community service, international service, friendship and professional connections. Except for professional connections, these reasons are even stronger for retaining members.

After several years of falling membership, the collective rolls of District 7680 are up, including for us. “Kudos to you all for starting a Rotary Impact club,” Kendrick said. “It’s a huge win and that’s exactly what Rotary needs to survive.”

Kendrick issued two challenges to Charlotte Rotary. “Bring more women into your club,” he admonished and won applause. The Rotaract at UNC Charlotte is seriously ailing and needs guidance. “My ask of you all today,” he said, “is to give that some serious consideration.”

Charlotte Rotarian **Mark Markanda** won Kendrick’s lavish praise for raising contributions to the Rotary Foundation. He’s led million-dollar drives for three years and is doing it again. From his seat on the dais, former district governor Markanda announced he already has accumulated \$500,000 and \$200,000 of that is from non-Rotarians.

Wrapping up, Kendrick highlighted coming events. Among them is a September 20 Rotary Night at the Independent Movie House. It will feature a screening and discussion of “Join or Die (Why You Should Join a Club)”.

International President Urchick will attend a district Foundation Celebration at the Gastonia Conference Center on November 8. The District 7680 Conference will be in Statesville on May 2 and 3.

Finally, our club’s immediate past president **Edwin Peacock** is leading efforts to convince at least 100 Rotarians from the district to attend the 2025 Rotary International Convention in Calgary, Canada.

A recording of the meeting can be found here: <https://vimeo.com/995907847>

The program introduction begins at approximately 25 minutes 35 seconds.