

# ROTARY CLUB of SARASOTA



CHARTERED APRIL 12, 1926

CLUB NUMBER 4339

DISTRICT 6960

ZONE 34

PRESIDENT – JEFF MEYER

Classification: Vice President, Investments

December 11 2019

SMILE, the weekly club newsletter

ROTARYCLUBOFSARASOTA.COM

The  
**Rotary**  
Foundation  
*Doing Good in the World*



Earn Your  
District TRF  
Match This Week

Special Offer:

Donate \$500 by December 11<sup>th</sup> &  
Receive Paul Harris Recognition

Bring a check made out to “The Rotary  
Foundation” to the next club meeting & earn  
\$500 in Paul Harris points from District 6960.

Salvation Army Bell Ringing Dec 14  
11 am-7 pm Walmart Neighborhood Market Bee  
Ridge and Beneva



*Dining for Women*

Changing the World One Dinner at a Time

December 17 6:30pm

At the home of Caridad Santos,  
3200 Higel Avenue, Siesta Key

Contact Lois Schaper at [loisschaper@yahoo.com](mailto:loisschaper@yahoo.com)  
to confirm.

The project takes place in Kenya.

## FROM THE DESK OF THE SMILE EDITOR

*I was very pleased to have several members tell me that they appreciated my comments in last week's SMILE. It made me really happy to realize that some members actually read the SMILE.*



So here is something else to read and think about: In 2016, Rotary International President Ravi Ravindran declared Rotary International and its member clubs to be businesses, but businesses unlike any other, and should be run accordingly. Accepting this fundamental means that clubs should create viable plans which, to be even close to realistic, must lay outside of the clubs, but inside the social fabric of the community in which the clubs reside. In this plan, clubs must realize that, like any business, to survive, its only purpose must be to attract and retain customers (*in a club's case - members.*)

To continually attract and retain members from within Sarasota, the club must accept that Sarasota is not the community it was when the Pioneer Picnic began forty-five years ago, and neither is the collective psyche of the club's membership. Putting its 45-year-old sacred cow out to pasture gives the club a grand opportunity to be innovative in creating and marketing something more inline with the social fabric of present day Sarasota. To do this, the club must thoroughly understand the demographics, psychographics, realities, wants, needs, and values of Sarasota today, and of itself.

Exciting times lie ahead. Our membership is inching up. Our club, a business unlike any other, is based on developing relationships; recognizing the importance of local businesses and professions, and instilling the ideal of service in our members' family, business, community, and international lives. And we are doing just that within the community we reside—Sarasota!

PROGRAM COMMITTEE CHAIR - BOB GAGLIO

December Program Coordinator  
Lee En Chung

December 18 - David Karins, PE - Dolphin Tower  
December 25 - Merry Christmas No Meeting



# THIS WEEK'S PROGRAM



## WHY JET BLUE?

**Angie Woodruff** is the IT General Manager of Strategic Operations at JetBlue Airways Corporation (Long Island City), where she defines and executes on IT strategic initiatives and project standards. Angie has over 20 years of proven ability in high pressure environments and complex systems, establishing and leading global teams.

Angie has a Bachelors in Applied Mathematics and Statistics from Stony Brook University, Masters of Science in Computer Science and several professional laurels. Her expertise includes building global teams, driving solutions to process and cross-functional risks, and has championed organizational efficiency improvements.

She is a highly organized IT leader and reliable team player who consistently achieves objectives, balances scope, dollars and time, and drives effective and consistent collaboration between Business and Technology. Her leadership style and solid track record fosters strong business partner relationships.

In her leisure time is spent enjoying family and traveling.

## PREVIOUS MEETING (12/04/2019) BY RON RAYEVICH

The **Pioneer Picnic** was the topic of a spirited discussion at the meeting. For over 40 years our club has sponsored the **Pioneer Picnic**, usually on an October Sunday (although the past two years we sponsored it in during the season), at Robarts Arena. The event is a service activity in which between 600 and 800 individuals who have lived at least 50 years in Sarasota are in attendance. Over the past several years the number of attendees has declined, and the ability to find sponsors has become more challenging. The club's Board of Directors has voted to cease sponsoring the event subject to a vote of the members in attendance at the previously announced meeting of December 4. A number of members spoke both for and against continued sponsorship of the event, which over the last two years has lost around \$2,500 per year. Although some felt that the club earned the good will of the community and that it was a beneficial event for many seniors living in Sarasota, others felt that the funding of the **Pioneer Picnic** has become more difficult and that our club members' efforts could be better utilized for projects that benefited those in greater need. By a vote of 29 to 22, the membership supported the board's decision to no longer sponsor the **Pioneer Picnic**.



## CRUISE HAWAII WITH OTHER ROTARIANS

Some members have already signed up with Rotarian Steve Briggs' agency — VIP World Travel.

Phone 941-377-0017

## NEXT YEAR'S CONVENTION WILL BE IN HONOLULU, HAWAII!

**Saturday, June 6 through Wednesday, June 10.** Consider attending and taking some tours before and/or after guided by or with the advice of our own **Garret Grace**, past president of the Rotary Club of Honolulu?

*JRH says it is not too early to make plans, and you should believe him. More than likely it would be an unforgettable experience.*

Diamond Head—O'ahu



Volcano National Park—Hawaii



## NOTICE

*To stimulate public awareness and give the public an opportunity to participate in helping Sarasota County students achieve top place in the State's third grade reading level (in systems with over 2,000 students), an on-line campaign is underway. It would be helpful for Rotarians to help us lead the way by making others aware of this goal.*

**CLUB MEMBERS ARE NOT TO FEEL PRESSURED TO CONTRIBUTE MORE THAN THEY WISH TO.**