



District 5300



**President**  
Sean Tanko

**Immediate Past President**  
Karl Maisner

**President Elect**  
Jordana Lane  
**Secretary/Treasurer**  
Ed Guthrie

**Directors**  
Shawn Callahan  
Rebecca Collett  
Eric Colvin  
Paul Gustilo  
Tom Martin

**Advisors**

**Committee Chairs**

Community Service-Paul Gustilo  
International Service-Shawn Callahan  
Vocational Service-Joe Wittenwiler  
Youth/ Exchange-Adrienne Cox  
Foundation-Ted Henderson  
Club Service-Cliff Silverstein  
Membership-Rebecca Collett/  
Public Relations/Calendar Newsletter  
-Keith Thomas  
Programs-Ed Guthrie

**Monday, Noon**

Lawry's Prime Rib Restaurant  
4043 Howard Hughes Parkway  
(Paradise and Flamingo)  
Las Vegas, NV

501c(3) Tax ID# 81-1650174  
501c(4) Tax ID# 88-6008778

PO Box 70126, University Station  
Las Vegas, NV  
89170-0126

[southwestrotary@cox.net](mailto:southwestrotary@cox.net)

Club Phone-702-870-4655

Check out our website  
[www.lvswr.org](http://www.lvswr.org) and our Facebook  
page – “Rotary Club of Las Vegas  
Southwest”)

#VegasStrong

# Las Vegas Southwest Rotary Newsletter

6/22/20

## COVID-19 UPDATES – State of Nevada

In keeping with current quarantine restrictions, today’s meeting was again held via the “Zoom” conferencing application. Until in-person meetings are allowed, we plan to continue meeting via Zoom each Monday at our regular time of noon o’clock.

Jordana will email the invitation again next week.

Check out today’s meeting screenshots (click [here](#)).

**Pres. Sean** brought the meeting to order with a short, from the heart, prayer.

Just like last time, he then asked if anyone had experienced an exciting weekend that they would like to share with the club, particularly since last weekend was Father’s Day. Once again, nobody volunteered anything. I think everyone may be laying low trying to avoid big “end of year” recognitions???

He said the “social” Zoom meeting was a lot of fun even though there weren’t a ton of participants. Click [here](#) for a couple of screenshots.

### Announcements

**Pres. Sean** announced that the last Monday meeting via Zoom will be next Monday. After that we will begin meeting in person at Lawry’s on Tuesday’s at noon (Lawry’s is closed permanently on Mondays-at least for the foreseeable future). The first live meeting will be July 7, 2020.

## SERVICE ABOVE SELF



### The Object of Rotary

THE OBJECT of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

**FIRST** The development of acquaintance as an opportunity for service;

**SECOND** High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

**THIRD** The application of the ideal of service in each Rotarian's personal, business, and community life;

**FOURTH** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service

### The Four-Way Test

OF THE THINGS we think, say, or do:

- 1) Is it the **TRUTH**?
- 2) Is it **FAIR** to all concerned?
- 3) Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
- 4) Will it be **BENEFICIAL** to all concerned?

### Rotarian Code of Conduct

The following code of conduct has been adopted for the use of Rotarians:

AS A ROTARIAN, I will

- 1) Act with integrity and high ethical standards in my personal and professional life
- 2) Deal fairly with others and treat them and their occupations with respect
- 3) Use my professional skills through Rotary to: mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
- 4) Avoid behavior that reflects adversely on Rotary or other Rotarians

**Pres. Sean** also announced that Jordana's presidential retreat was held over the past weekend (June 19-20) at the Casablanca Hotel in Mesquite. A fun time was had by all and a lot was accomplished. Check out the [pictures](#). A link to the pictures was sent out on Saturday and our own Ted Henderson responded with a message that he wished he could have been there. We wished he had been there also but understand that he wanted to stay at home and get ready for the preparations for his **BIRTHDAY** on Sunday. I hesitated to ask which birthday this is but he must not be very old because when I mentioned it in my response to his email, his exact response was "Indeed it is!! I pledge a dollar for every year. You may all hold me to it!!" Well, I did some sleuthing on the internet and look what I found posted on Facebook:



We should all be so well preserved when we hit three quarters of a century! We echo Alyson's comments, by the way...Ted is a pretty good guy (despite the best efforts of his evil twin, Skippy!)

**Jordana Lane** again announced that [District Assembly](#) will be held via internet every Thursday evening during the month of June (see schedule following). Everyone should have received invitations already by email. Or

click on the District Assembly link in the preceding sentence.

2020-21 On-Line District Assembly  
Training

Scheduled Trainings:

Board of Directors Training — June 2 @6pm  
District Assembly General Session — June 4 @6pm  
District Assembly Public Image Session — June 11 @6pm  
District Assembly Membership Session — June 18 @6pm  
District Assembly Foundation Session — June 25 @6pm

Registration - Does Not Require DACdb Login

**Registration for District 5300  
Rotarians**

**Keith Thomas** said that he will be pursuing a “branded” face mask using our logo. When Keith visited Lighthouse Charities to present our club’s grant check, he noticed that the refugees were sewing facemasks. He is going to find out if they can do something for our club using our logo:



Or we may be able to work with the [company](#) that produced the RI masks. The company also has some pretty cool Hawaiian Rotary shirts. Check them out at the link in the preceding sentence. For all you pin collectors out there, they also have the official RI convention pin:



**TODAY’S SPEAKER**

Today’s speaker was Laurie Mann, Vice President of Marketing for [United Way of Southern Nevada](#). She was filling in for CEO Kyle Rahn who is unfortunately under the weather.

Laurie has served as a United Way marketing professional for over a decade. As United Way of Southern Nevada's (UWSN) Vice President of Marketing, she has effectively increased the organization's visibility in the community by creating compelling social media, collateral, advertising and public relations strategies. With a focus on interactive marketing initiatives, Laurie effectively implemented a multimedia strategy including video, web, social media, advertising, print and online marketing collateral.

At UWSN, she increased social media participation and Facebook "Likes" by 400% in one year by creating compelling content and media campaigns which engaged employees, volunteers, donors and advocates. She transformed the "LIVE UNITED" monthly eNewsletter to a dynamic vehicle with compelling content increasing the open rate to over 35% and driving the single greatest day of web traffic at 623 visits. To spotlight the stories of local recipients, donors and volunteers, Laurie created specific collateral campaigns featuring the real faces and stories of recipients to increase giving while working within the marketing budget. Through the power of collaboration, she increased workplace engagement by creating a campaign training guide and forum to encourage engagement. She created multiple marketing publications to increase donor, sponsor, volunteer and leadership giving engagement.

Laurie gained community support through creating and implementing comprehensive media plans including educational editorial road shows, media launches, press releases and individualized communications with the media. She also collaborated with volunteers and staff to create dynamic community-wide events for over 500 attendees.

A copy of her presentation slides is attached hereto.

THANK YOU

LAS VEGAS SOUTHWEST  
ROTARY CLUB

#UNITED4VEGAS | [uwsn.org](http://uwsn.org)

# INTRODUCTION



**Kyle B. Rahn**

**President & CEO**

**United Way of Southern Nevada**

# CRADLE TO CAREER PIPELINE



**EARLY  
EDUCATION**

**HELPING  
CHILDREN  
REACH THEIR  
POTENTIAL**



**STUDENT  
SUCCESS**

**BUILDING AN  
EDUCATIONAL  
FOUNDATION**



**POST-SECONDARY  
ATTAINMENT**

**IMPROVING  
CAREER  
READINESS**



**WORKFORCE  
SUPPORTS**

**CREATING  
STABILITY  
FOR FAMILIES**

- UWSN *Emergency Assistance and Community Needs Fund*
- COVID-19 Community Resources and Nonprofit Convening and Asset Mapping of all NPO Resources
- Expanding and Coordinating Volunteerism Across the Valley
- Emergency Assistance Asset Map

# COVID-19 COMMUNITY RESOURCES AND WEEKLY NONPROFIT SECTOR CONVENINGS



- Developed list of community resources and nonprofit asset map at [uwsn.org/COVID19](https://uwsn.org/COVID19)
- Over 43,000 views
- Features 359 distinct services from 243 sites/orgs
- Engage 200 nonprofits during weekly calls

## EMERGENCY ASSISTANCE & COMMUNITY NEEDS FUND



- More than 342,000 individuals and families will need support
- Over 30 years of experience with Emergency Food and Shelter Program through FEMA
- Major support from the Nevada Attorney General's office with a \$1.6M commitment for rent and mortgage assistance

**\$2,180,145 DISTRIBUTED TO  
33 NONPROFITS**



**FOOD**



**SHELTER**



**UTILITIES**

# THANK YOU TO OUR COVID HEROES



#UNITED4VEGAS | [uwsn.org](http://uwsn.org)

# EXPANDING AND COORDINATING VOLUNTEERISM



- New volunteer platform, Volunteer Connect, to match volunteers with organizations that need their help **[volunteer.uwsn.org](https://volunteer.uwsn.org)**
- Over 50 registered organizations and a dozen separate projects
- Programs are virtual and in-person
- Projects include:
  - Delivering food
  - Referring COVID-19 patients to services
  - Distributing face coverings

## HOW TO SUPPORT

Give at [uwsn.org/donate](https://uwsn.org/donate) or text  
“**UWSNFUND**” to **313131**

Please consider a gift to UWSN for General Operating Costs

**Become a COVID Hero** through a corporate donation

Find volunteer opportunities at [volunteer.uwsn.org](https://volunteer.uwsn.org)

THANK YOU

LAS VEGAS SOUTHWEST  
ROTARY CLUB

#UNITED4VEGAS | [uwsn.org](http://uwsn.org)