



# The Spoke

## “Ethics in Leadership”

*“Susan Acuna 2014 Ethics Award Winner”*



Our Ethics in Leadership Award was created in 2012. It represents our Club’s continuing commitment to service and leadership by recognizing individuals whose personal and professional background offer a role model to which we can all aspire, individuals whose contribution to our community embody The Four Way Test. So it was particularly fitting that we honored Susan Acuna as this year’s winner of the 2014 Ethics in Leadership Award.

Susan’s commitment to our community is most impressive. President and CEO of the Literary Council Gulf Coast Susan oversees an organization that serves over 1,300 mothers and preschool students in the “Moms & Tots Program;” offers a comprehensive tutoring program; provides GED readiness programs and U.S. Citizenship classes; and partners with the Lee County School System. Named a Distinguished Alumna by the Indiana University School of Social Work, Susan is recognized as a renowned leader in our regional non profit community. Congratulations.

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Gary C. K. Huang  
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Pete Doragh

The Rotary Club of Fort Myers

Area 3 Assistant Governor  
Rick Perry

The Rotary Club of Bonita Springs, Noon

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### Trustees of The Foundation of The Rotary Club of Bonita Springs

Stephanie Kissinger, President; Nancy Ross, Secretary; Richard Garner, Treasurer; Guy Quinn, Ray Faubion, Ed Houck, John Mathes, Trustees

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## LAST WEEK'S MEETING

**President Sandy** presided. Maribel Slabaugh, Bonita Springs Branch Director at YMCA of Southwestern Florida, delivered the invocation; our speaker Gary L. Bryant led the Pledge of Allegiance; and **Tom Burgess** the 4 Way Test. Musical Director **Ron Anderson** led us in an delightful version of "School Days."

### Our Speaker

Last week we had the opportunity to welcome Gary L. Bryant to our Club podium. Gary was commissioned as an Army Officer through the ROTC Scholarship Program and served 20 years on active duty as an Army Aviator leading and commanding aviation units around the world. He served in Headquarters, US Central Command in Saudi Arabia on the staff of General Norman Schwarzkopf during Desert Shield and Desert Storm. Past President of the Rotary Club of Fort Myers, Gary currently serves as President and CEO of Disabled Veterans Insurance Careers, Inc. ("DVIC") Headquartered in Fort Myers, DVIC, is a non profit organization offering disabled veterans job training, job opportunities, and the prospect of a meaningful career in the insurance industry.

Once a veteran has graduated from DVIC's program, he or she is offered employment through DVIC in an insurance company or agency. DVIC gratefully acknowledges what our veterans have done for America. At the conclusion of our meeting (and Gary's presentation) our Club veterans spent a moment with Gary for a group photo. Thanks to all in that picture for your courage, contribution, and commitment to our Country.



### Dictionary Day Approaches

**Roger Brunswick** reminded us that Dictionary Day is Friday, October 3. A sign-up sheet has been circulating. If you are able to help distribute dictionaries that morning, please so advise Roger.

### An Opportunity

**Bob Lombardo** briefed us on the "Honoring All Who Have Served" brick program. A Veterans Memorial Walkway is being constructed in Riverside Park. You are invited to .dedicate a walkway brick in honor of a Veteran. Bob has all of the details of how to make that happen. Half of the proceeds from brick sales will benefit the Bonita Springs Veterans Advisory Committee.

### Title Chosen for Foundation History

More than 3,400 people helped choose the winning title for The Rotary Foundation's history -- Doing Good in the World: The Inspiring Story of The Rotary Foundation's First 100 Years.

Publication of the book is slated in early 2016. Participants voted for one of four possible book titles or submitted their own.

Asked about the title, the book's author, David Forward, said: "When Arch Klumph was Rotary's president, he announced his vision for an endowment fund to "do good in the world." No one could have imagined just how much good would come from Klumph's idea. This title perfectly reflects the Foundation's 100-year history." *(Courtesy of RI)*



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## Facebook Based Rotary Club A Reality

When a life-threatening illness stripped away many of her professional ambitions, Amanda Wirtz, a former U.S. Navy code breaker and professional violinist, turned to humanitarian service and Facebook to give her life new purpose.

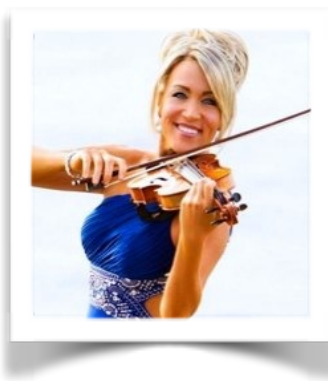
Wirtz was in her twenties and pursuing a career as a fitness trainer when a sharp pain in her abdomen sent her to the emergency room. Expecting something manageable like appendicitis, she instead found herself facing a rare tumor disorder that required her to undergo 30 surgeries over the next several years. Forced to rethink her life plans, Wirtz began focusing on how to help others, a quest that led her to Rotary.

**Wirtz launched the world's first Facebook-based Rotary club last year, United Services Rotary, after being approached by Rotary leaders who were seeking ways to make membership more convenient for U.S. military personnel. Their need to travel and relocate frequently can make it difficult for members of the military to commit to the weekly attendance that most Rotary clubs require. The leaders came to Wirtz because of her passion for service and her military background.**

The club differs from a traditional Rotary club in that members log in to Facebook at any time during the week to view a high-definition video that reproduces many of the elements of a typical meeting: The Four-Way Test, sharing of Rotary moments, announcements, and a presentation by a main speaker. If there hasn't been time to record an original program, the weekly presentation may be a TED talk or other video on a Rotary-related topic that's available online. Members

keep in touch through Facebook updates and by posting on each other's timelines.

Wirtz said she expanded the membership target beyond the U.S. military because she wanted to have as big an impact as possible and promote peace among military personnel everywhere. Through the focus groups and by promoting the idea heavily on social media, she assembled a core of members in and around San Diego, California, USA. Members in other countries, including Afghanistan, Germany, and Japan, signed up as they learned about it. Though military personnel were the initial focus, she notes that membership is open to anyone who shares the club's vision of building hope through peace.



In its first year, United Services Rotary received a grant to build a memorial wall at U.S. Marine Corps Base Camp Pendleton for those killed in combat. It has renovated elementary schools in San Diego and provided tsunami relief in Japan. It is also organizing a larger project that would gather Rotary members from all over southern California for an annual day of international service in Baja California, Mexico.

"We have a member in Germany. If he wants to do a project for schools in Germany, I can find some way to facilitate that. Maybe some kind of exchange, maybe we get students talking to each other," Wirtz says. "It's a creative world. There are no restrictions to it."

"We are bringing social media and Rotary together in a way that has never been done before. Paul Harris said, 'This is a changing world; we must be prepared to change with it. The story of Rotary will have to be written again and again.' I think Paul Harris would have liked social media. (Courtesy of RI)



**Rotary Club of Bonita Springs**, chartered November 3, 1978, meets every Wednesday at Bonita Bay Club. The Club may be contacted through its mailing address P.O. Box 474, Bonita Springs Florida 34133, or its websites [www.bonitaspringsrotary.org](http://www.bonitaspringsrotary.org). and [www.facebook.com/myrotary](http://www.facebook.com/myrotary). **The Spoke**, the Club's official newsletter, is published weekly throughout the year (except when the Club is in recess.) You can reach the Spoke through its email [riverchip12-spoke@yahoo.com](mailto:riverchip12-spoke@yahoo.com)





**“The Fifty-Fifty”  
This Week’s Big Prize—\$1359**

Last week a delighted Rex Sims drew the Queen of Diamonds to win \$5.00. As always, we’re all winners as the “fifty-fifty” helps keep our Club strong and ready to serve.

**“Rotary Sings”**



Harry Ruggles

*We are taking a break from singing this week and the Spoke proudly dedicates this space to honor **Harry Ruggles**. Not only did Harry create Rotary’s first printed emblem, he was known as the “Fifth Rotarian” and Rotary’s “First Singer.” Harry inaugurated the custom and tradition of club singing at the Rotary Club of Chicago and led singing for 54 years. Thanks Harry for introducing a revered and important Rotary tradition—and don’t worry—we’ll be right back in song next week—just as you were for all those years.*



***It’s A  
Birthday  
Celebration!***

***Fred Partin, September 24  
Bill Banfield, September 29***



**This  
Morning’s  
Speaker**

**Nick Romano,  
Veterans Affairs**

The 4-Way Test  
Of the things we think, say or do.

Is it the **TRUTH**?  
Is its **FAIR** to all concerned?  
Will it build **GOODWILL**  
and **BETTER**  
**FRIENDSHIPS**?  
Will it be **BENEFICIAL** to  
all concerned?

**This Morning’s Invocation**

Almighty God, by whose grace and goodness we have been abundantly blessed, by whose standards we are called to live, and by whose summons we are called to serve, we gather again for this opportunity to fulfill the obligations and opportunities we have as Rotarians.

We pray for members of our Club and their families who are carrying burdens of illness, bereavement, loneliness, or their disruptions in their lives. Grant comfort, strength, faith and perseverance in dealing with adversities being experienced.

Bless now our table fellowship and the food prepared for our enjoyment and physical need. We are grateful for these and all blessings received because of your grace and goodness. Amen.

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