Join us Thursday as we welcome our speaker, Libby Averyt, Publisher of the Corpus Christi Caller-Times. Mrs. Averyt is an award-winning journalist who started her career at the Caller-Times as a police reporter before serving in a number of newsroom roles, including editor from 2003-2008. She also oversaw the paper's digital operations and advertising team for several years before becoming publisher in January 2014. She twice served on the nominating board for the Pulitzer Prizes and is a past winner of the E.W. Scripps Service to the 1st Amendment Award.

The meeting will be held on Apr. 2, 2015
**Solomon P. Ortiz Center**
Lunch Begins at 11:45 AM
Meeting 12:10 PM - 1:15 PM
$18 Lunch/ $5 Non-Eaters

We are business and community leaders dedicated to making a positive difference through service.

**Libby Averyt**
Corpus Christi Caller-Times

Invocation
Mary Orf

Music
Andy Bennett

4 Way Test
Lindsay Henry

Introductions:
Julian Grant

Hospitality
Lindsay & Julian

Meals & Tickets
Peter Mahaffey, Turner Moller,
Cliff Johnstone & Sally Reigle

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**HOW TO TELL YOUR ROTARY STORY**

“The human being is hard-wired to appreciate stories. We’re much more likely to remember information that’s delivered as a story and to share it with others,” said Eve Claxton, a StoryCorps producer, at a training session for Rotary coordinators and advisors on how to bring a narrative arc to anecdotes, brand descriptions, pitches, and presentations.

A compelling personal story can be an effective way to get your message across.

These starting points from StoryCorps can help you tell your Rotary story. Describe a time when you:
- Encountered an obstacle in your work with Rotary and overcame it.
- Took a risk with a fundraiser or service project, and it paid off.
- Made a difference in someone’s life through Rotary, or had someone make a difference in your life.
- Learned something unexpected while volunteering.

What’s your Rotary story?

Excerpts from *The Rotarian*, February 2015

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**Club News**

**Invitation**

**Music**
Andy Bennett

**4 Way Test**
Lindsay Henry

**Introductions:**
Julian Grant

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**District Governor**
Art Zeitler

**District Governor Elect**
Betty Frantum

**District Governor Secretary**
Jerry Spence

**District Governor Treasurer**
Christine Wisian

**District Governor Secretary**
Dist. Secretary

**District Governor Area Coordinators**

**District Governor Area Coordinators**

**District Governor Area Coordinators**

**District Governor Area Coordinators**

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**Rotary International**

**Service Above Self**

**They Profit Most Who Serve Best**

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**Mary McQueen**
2014-2015 President

- Took a risk with a fundraiser or service project, and it paid off.
- Made a difference in someone’s life through Rotary, or had someone make a difference in your life.
- Learned something unexpected while volunteering.
Upcoming Committee Meetings/Projects:

Apr 11: Harvey Weil Awards Dinner & Silent Auction
Apr 16: Board of Directors meeting
Apr 17-19: District Conference
Apr 18: Spring Beach Cleanup
Apr 20: Harvey Weil Steering Committee meeting

Upcoming Thursday Meetings:

Apr 9: Dr. Robert Dickey, UT Marine Science Institute
Apr 16: NO MEETING

Where to Make-Up Missed Meetings:

All clubs meet at noon unless otherwise indicated

Monday
A.P. Bakery Café—Aransas Pass

Tuesday
North Shore CC—Portland
Taft Community Center—Taft
Boathouse Grill—Padre Island

Wednesday
CC Country Club—CC Southside
Chicken Shack—CC Northwest
Alice Country Club—Alice

Thursday
7 am CC Yacht Club—CC Sunrise
Pelican’s Landing Rest.—Port A
5:30 pm Havana Club—CC Evening

Friday
CC Town Club—CC West

Online www.rotaryeclubone.org
Club News

The History of Rotary Club of Corpus Christi
Compiled by Greg Perkes & Debra Bruce from records in the Rotary Club Office

As the 2004-2005 year continued we enjoyed excellent programs and speakers some of which included:

Craig Clark, Corpus Christi District Engineer of the Texas Department of Transportation, speaking on the future Harbor Bridge project; Dr. Carlos Garcia a past student and then President of Del Mar College; Representative Vilma Luna; Susan Combs, Commissioner of the Texas Department of Agriculture; Ken Hunter, International President of the Better Business Bureau; and Barry Dunn, Executive Director and Endowed Chair of the King Ranch Institute for Ranch Management at Texas A&M University-Kingsville. We also heard programs on the expansion of Texas A&M University-Corpus Christi and the opening of the new Performing Arts Center.

Bob Furgason, who took over a small new university campus and oversaw the growth and expansion of one of the fastest growing university campuses, retired as President of Texas A&M University-Corpus Christi. The University and the City welcomed Dr. Flavius Killebrew who assumed the reigns of this fast growing campus.

The Club continued to support the Rotary Foundation. Over the last 100 years Rotarians had provided $1.4 billion for service projects. Rotary supported the world’s largest privately funded international scholarship program and had led the fight to eradicate Polio. The Rotary Club of Corpus Christi continued to form Paul Harris groups which had a group of ten Rotarians donating $100 a year for a ten year period and each year one of the participants was selected to receive the Paul Harris Fellow award. Each member continued to donate for the agreed upon time period until all have received their Paul Harris Fellow. The Rotary Foundation uses 100% of its gift for health, Hunger and Humanity Grants, Matching Grants for local club service projects, Group Study Exchange and over 4,000 annual international scholarships. It was and still is a key part of Rotary and what Rotary is about.

The community key issues included: improvements to Corpus Christi Beach; the Bayfront Plan; the water crisis and search for water resources; and the American Bank Plaza renovations.

The Harvey Weil Sportsman Conservationist Award Dinner celebrated its ninth year with the honoring of Dan Pedrotti as “The Man for all Seasons” and Andy Sansom as the Professional Conservationist.

A special program in partnership with the Corpus Christi Library was the Emergent Literacy program to encourage reading to infants and expose toddlers to the joy of reading.

And of course, we cannot forget the extremely successful Shelter Box project which was in response to the devastating Tsunami that hit Southeast Asia in December 2004. This started as a Club project with Rick Ott as coordinator but soon the entire district was on board and raised $101,500. Enough for 50 shelter boxes. That put our District 3rd in the nation in total contributions.

That was a year that put our club on track to be the premier Service Organization in our region. And the Board was wise to adopt Goals and Objectives to continue the forward motion of this amazing Club. The Club had a most successful year adding 29 new members. But we also bid farewell to six of our faithful members this year: George Gains, Gregory “Joe” Harrington, Roy Klett, Sid Nicholson, Archie Walker, and Frank Wilson.

**See Page 4 for the Goals & Objectives adopted by the Club on May 10, 2005**

Celebrating 100 Years of Service
1914—2014

Raised over $100,000 to send 50 Shelter Boxes to Tsunami victims

Lifetime members, Ernest Johnson and R.N. “Dick” Conolly.
District Governor, George Dawson, assisted Art in handing out these awards.
## Rotary Club of Corpus Christi

### Strategic Plan Questions – Scoring Results

<table>
<thead>
<tr>
<th>Score</th>
<th>Youth</th>
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<tbody>
<tr>
<td>23</td>
<td>Develop a strategy to encourage youth on a path to Rotary membership.</td>
</tr>
<tr>
<td>17</td>
<td>Ensure that RYLA remains strong and appropriate for our future campers and counselors.</td>
</tr>
<tr>
<td>14</td>
<td>Be involved with other schools in addition to Driscoll Middle School.</td>
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<tr>
<td>13</td>
<td>Deepen our involvement with Driscoll Middle School to include Career Days, Reading programs and other mentoring opportunities.</td>
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<thead>
<tr>
<th>Score</th>
<th>Membership</th>
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<tbody>
<tr>
<td>17</td>
<td>Broaden our speaker pool and get a larger variety of speakers selected by a program committee.</td>
</tr>
<tr>
<td>14</td>
<td>Create more opportunities to promote our business with other Rotarians / Network.</td>
</tr>
<tr>
<td>13</td>
<td>Do a better job of recruitment for new members.</td>
</tr>
<tr>
<td>13</td>
<td>Encourage a higher attendance percentage at meetings.</td>
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<thead>
<tr>
<th>Score</th>
<th>Inside our Community</th>
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<tbody>
<tr>
<td>23</td>
<td>Promote the positive impact that our club has on the community.</td>
</tr>
<tr>
<td>19</td>
<td>Increase the variety of service projects and increase the number of supported organizations to encourage higher percentages of member participation.</td>
</tr>
<tr>
<td>11</td>
<td>Increase the number of volunteers at community service events.</td>
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<tr>
<td>10</td>
<td>Provide events that members of all physical abilities can participate.</td>
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<tr>
<th>Score</th>
<th>Outside our Community</th>
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<tbody>
<tr>
<td>18</td>
<td>Look for opportunities to partner with TAMU-CC or Del Mar College where we can be meaningful participants.</td>
</tr>
<tr>
<td>16</td>
<td>Develop members within the club that have an interest in international projects.</td>
</tr>
<tr>
<td>11</td>
<td>Participate in more international projects on a more visible scale both locally and internationally.</td>
</tr>
<tr>
<td>8</td>
<td>Select our international projects based on needs of clean water, sanitation, lighting, etc.</td>
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</tbody>
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**NEXT STEP ———> DEVELOP THE STRATEGIC PLAN**