



San Antonio Northeast Rotary Club
Chartered May 19, 1987 - District 5840 - Club #24625
www.sanortheastrotary.com



the Nor'easter



Rotary
Club of San Antonio
Northeast



**UNITE
FOR
GOOD**



August 26, 2025

Salsalito Cantina Mexican Restaurant
14535 Nacogdoches Road, San Antonio, TX 78247
Social at 5:30 p.m. - Meeting from 6:00 p.m. - 7:00 p.m.



Rotary's 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?

Our speaker this evening is Dr. Randy Coats. Dr. Coats is an executive coach and former military leader with 35+ years of global leadership experience and 9 years of coaching, specializing in strategy, leader development, and workplace culture, predominantly in the corporate environment. He empowers professionals to achieve clarity and growth through coaching, consulting, and motivational speaking.



Dr. Coats has also volunteered at RYLA (Rotary Youth Leadership Awards) in the past. Finally, he has applied for membership in the San Antonio Northeast Rotary Club.



All club members are encouraged to try and arrange for speakers for our upcoming meetings. Please contact Dan Clark if you have any suggestions or any questions regarding available dates.



Please note that District 5840 Governor Craig Hardy's official visit to the San Antonio Northeast Rotary will be next **Tuesday, September 2nd**. All club members are encouraged to do their best to be in attendance.

Birthdays & Anniversaries

We do not have any birthdays or anniversaries to report this week.



At the start of tonight our Happy Bucks pot is up to \$574. That means if your ticket is drawn tonight and you pull the Joker out of the deck, you will leave with at least \$287.

**WALK TO END
ALZHEIMER'S**
ALZHEIMER'S ASSOCIATION

PROUD
NATIONAL TEAM

Why We Walk: We are Rotarians, Rotaractors and Interactors that have extensive leadership experience around Alzheimer's including Alzheimer's education, patient care, prevention management, research for a cure and strategic partnership. We have chosen to band together as a Rotary Action Group to meld our passion and energies and direct them to supporting this wonderful effort. This is why we are proud to support the Alzheimer's Association's Walk to End Alzheimer's, the world's largest fundraising event for Alzheimer's Disease and related dementias. We share a vision of a world without Alzheimer's and we are inviting all Rotarians to walk with us in solidarity in more than 600 communities across the country. The funds raised will help fight Alzheimer's disease through vital research, advocacy efforts and essential support programs and services in your communities. Your team donations will play an important role in improving the lives of people living with Alzheimer's, their families, and caregivers.

Join San Antonio's Rotary Team Today!



Team Rotarians Unite For Good



5 ways to use your digital platforms to boost Rotary's public image

By Frederico Rios, Rotary Club of Totoras, Santa Fe, Argentina

In an increasingly interconnected world, social networks have become a key tool to amplify the impact of our actions. At Rotary, our mission of service transcends borders. Today, more than ever, we have the opportunity to make known what we do and who we are through digital platforms.

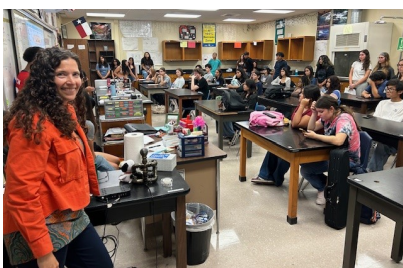
Every publication, every interaction, and every message we share can strengthen Rotary's public image and attract more people to our cause. Being a Rotary connector in the digital environment means using our networks to make the projects of our club and other clubs visible, inspiring more people to join, and using facts to show the impact we have.

Here are some ways to do that:

1. Show the human side of Rotary Public image can best be shaped with human interest stories. Share messages of real people that highlight the work of our volunteers and show the impact our projects are having on the community.
2. Communicate what we do On a daily basis, Rotary clubs carry out countless projects that benefit their communities. But if we don't communicate about them, people won't know. Promoting our actions, events, and achievements not only enhances our public image but inspires other to want to join with us, forming strategic alliances.
3. Think global reach Rotary International works on high-impact initiatives, such as our top priority of eradicating polio, our effort to promote peace, and our desire to protect the environment. Amplify these messages to let people know the true magnitude of our work.
4. Be a reliable source of Information In these times of information overload, being a reliable source is a great way to enhance our image. By sharing accurate and relevant information about our activities and causes, we generate credibility and strengthen ties with our community.
5. Support and share the work of other clubs Rotary is worldwide. When we promote the work of any club, we enhance our brand. Don't just share the work of your local club, talk about the great projects clubs are doing on a global scale.

By connecting, sharing and communicating, we multiply our impact and build a stronger and more recognized Rotary. Let's be the best ambassadors we can!

Federico Rios is a public image chair for District 4945 (Argentina-Uruguay) and an assistant public image coordinator for Zone 23B.



The Madison High School Interact Club held their first meeting of the new school year yesterday. Mrs. Downen, the Interact club sponsor said that last school year there were 78 Madison Interact Club members.

She said this year she already has 85 students signed up, and hopes to get more students to join. The club has already completed two service projects and have seven more scheduled. Since the San Antonio Northeast Rotary Club sponsors the Madison Interact Club, club members are encouraged to attend the Interact meetings to show support. The next Madison Interact Club meeting will be held on Monday, September 8th at 4:30 p.m. in room D07.

Wrap up from last week

Our meeting last week was a Club Assembly. We discussed lots of topics, i.e., fundraising, community projects, open Rotary Board positions, and contacting current members as well recruiting new members. It was a very successful meeting with a great exchange of ideas. Russell Sturgeon's raffle ticket was drawn but he did not pull the joker, therefore our Happy Bucks pot continues to grow. A true rarity also happened during the meeting. Dan Clark actually sat down and ate dinner.



15th Annual Halloween Bowling Fundraiser

Saturday, October 18th from 12:00 noon to 3:00 p.m. at
Astro SuperBowl,
3203 Harry Wurzbach Rd. at Austin Highway
Funds raised from this event will go to
Awarding a scholarship to a graduating senior at James Madison High School
Supporting the James Madison Interact Club Food Pantry
Supporting other humanitarian causes that will help serve our community

We are asking folks to come out in the finest HALLOWEEN costumes.

***** There will also be a Silent Auction *****

with items for bowlers and non-bowlers to bid on.

Cost is \$25 per bowler

Bowling will consist of 3 games or 3 hours, whichever comes first.

Shoe rental is included with the cost.

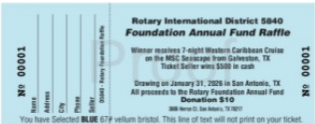
* Please try to arrive by 11:45 a.m. to get your shoes and your lane assignment *

For more information, please contact Dan Clark at danclark@ibc.com or (210) 799-4474

In addition to looking for bowlers, we are also looking for sponsors.
October 18th is only 53 days away. Please up a team registration form and a sponsorship form at our meeting tonight.



Rotary Foundation Raffle Instructions



Each member will receive one book (10 tickets at \$10 each) to sell and raise funds for our Rotary Foundation Annual Fund.

Each member can send \$100 directly to Rotary Foundation Annual Fund or your Club Foundation Chair can collect money from members and use the Multiple Contribution form with one check to Rotary Foundation Annual Fund.

Winner receives a \$5000 voucher for a 7-night Western Caribbean Cruise on the MSC Seascope from Galveston, TX to be taken anytime in 2026.



Seller of winning ticket receives \$500 in cash.



Club Foundation Chair to mail ticket stubs (no staples) and deposit sheet to the following address by January 15, 2026:
Monica Gutierrez
3606 Herron Ct. San Antonio, TX 78217



Raffle Drawing will be held at RLI on January 31, 2026 at the Northwest Vista College campus in San Antonio, TX at 12PM.

Note: Raffle tickets per club were distributed at DG installation; contact your Assistant Governor if your club has not received them.



There will be a Rotary Leadership Institute (RLI) on Saturday, September 20th, 2025 from 8:30 a.m. to 4:30 p.m. at the Northwest Vista College, 3535 N Ellison Dr, San Antonio, TX 78251. Classes will begin at 9:00 a.m. The institute is \$50 and is open to all Rotarians. Please use the following link to

register:

<https://www.crsadmin.com/eventportal/registrations/publicfill/eventpublicfill.aspx?evtid=120769ab-5739-4f12-8c29-2543bb253e89>

RLI is a very informative and fun day. You will enjoy a program that is well-planned and presented by district leaders. There is great inter-action amongst attendees and you will learn quite a bit about leadership qualities and the "nuts and bolts" of Rotary. This program will prove invaluable in preparing you or your fellow Rotarians for leadership positions within your club and district.

RLI seeks to provide quality education in Rotary knowledge and leadership skills to Rotarians interested in developing their Rotary participation and to those identified by Rotary Clubs as having a potential in club leadership. These educational opportunities will teach skills that will benefit the members in their lives and in their volunteer service.

For questions, contact Arden Riley, at arden.riley@gmail.com.

New Shoes, Big Smiles: District 5840 Help Zapatos, Inc. Give Kids a Fresh Start

On Friday, August 8, the air was filled with excitement as children eagerly tried on brand-new shoes, their faces lighting up with joy. District Governor Craig Hardy and his Chief of Staff, Christine Tovar, were there to share in the moment—personally fitting shoes on little feet and handing out colorful backpacks filled with school supplies and treats.

The visit was the fulfillment of a promise Governor Hardy made to support Zapatos, Inc., an organization dedicated to providing children in need with the basics they deserve. Thanks to the \$1,400 raised during the Wine Pull at his installation, Zapatos, Inc. was able to make the back-to-school season brighter for dozens of young students.

They weren't alone in this mission. The San Antonio Police Department, Against All Odds Rise (AAOR), H-E-B, and the Moonstruck Foundation all joined forces to make the day unforgettable. "As we Unite for Good with other organizations, we can reach more families and create a greater impact," Governor Hardy shared. "Seeing the smiles today is the best reward." For the children, those new shoes weren't just footwear—they were a reminder that their community cares about them and their future.



Labor Day 2025 will occur on Monday, September 1. Labor Day pays tribute to the contributions and achievements of American workers and is traditionally observed on the first Monday in September. It was created by the labor movement in the late 19th century and became a federal holiday in 1894. Labor Day weekend also symbolizes the end of summer for many Americans and is celebrated with parties, street parades and athletic events.

"Opportunities are usually disguised as hard work, so most people don't recognize them."

— Ann Landers