



**San Antonio Northeast Rotary Club**  
 Chartered May 19, 1987 - District 5840 - Club #24625  
[www.sanortheastrotary.com](http://www.sanortheastrotary.com)



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**Rotary**  
 Club of San Antonio  
 Northeast



**March 15, 2022**

**Salsalito Cantina & Mexican Restaurant, 14535 Nacogdoches Road, San Antonio, TX 78247**  
 Social Half-Hour 5:30 p.m. - Meeting 6:00 p.m. - 7:00 p.m.  
 Zoom: Meeting ID: 843 6914 9790 No password required



**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 Sabrina Avila, chairwoman of the North East Independent School District (NEISD) Academy of Creative Education's Academy Advisory Corporate Council. The Academy of Creative Education is a nationally recognized, non-traditional, non-punitive model high school for students at risk of dropping out in the North East Independent School District in San Antonio, Texas. Those candidates closest to fulfilling graduation requirements will be considered first. Established with an innovative school grant from the Texas Education Agency and the Education Economic Policy Center, the Academy began its first classes on September 16, 1991. Since its doors opened in 1991, the Academy has successfully assisted over 4,400 students to graduate. The Mission Statement of the Academy of Creative Education is an innovative high school in North East Independent School District that provides nontraditional educational opportunities to students who are at-risk, empowering them to become thinkers, problem solvers, and leaders. The Academy is the collaborative result of a design team composed of educators and community representatives who envisioned a campus where challenged youth, ages 16-21, would have a unique environment in which to learn and where instructors would use innovative teaching models and teaching strategies.



Sabrina Avila is the founder of Brand Panacea Enterprise. She started the company in 2002 to help start-ups and small businesses with little or no budgets reach success. Sabrina worked in insurance before devoting her life fully to owning her own agency. After a few years of working with many real-estate agents and mortgage companies, she grew a passion for real estate and obtained her license. Sabrina utilized her Group 1 and real-estate license to help many Latino families purchase homes and invest their monies wisely. Later, in 1999 Sabrina decided to change gears and accept a job offer at Bromley Communications in the Media Buying & Planning department. This is where Sabrina's passion and knowledge grew for Marketing, Advertising, and Branding. Due to the 911 catastrophes in 2001 many accounts were lost and Bromley downsized, but The Cartel advertising agency was born and seeking talent. Sabrina's leadership and business management experience is why she was hired to help grow the company from 10 employees to 100 employees in the role of Director of Operations.

In 2002 Sabrina decided to start her own business as a consulting firm for small businesses, where she applied her knowledge of business operations, marketing, advertising, and branding. This is what Brand Panacea consist of today. She has decisively positioned the company for its next generation of growth, executing a strong plan that is delivering results today while positioning BPE for future growth.

In addition to owning her own company, Sabrina is the current president of the of the Rotary Club of San Antonio at The Pearl. Sabrina is also the Vice Chair for The Institute of Texas Culture Centers, UTSA. She is also involved with the non-profit organizations Granting Smiles, and Shoes4ASmile. Sabrina enjoys spending time with her family and traveling. One of her key phrases is to "bring a positive energy and vibe to the office when you walk into work." Sabrina is service oriented and loves giving back to her community. She can be notorious for being branded, passing out cards to stay connected, owning a huge collection of confident high heels, and carrying a Louis Vuitton purse.

**Upcoming Programs**

**April 5th - Club Assembly**

Daniel Hernandez has applied for membership in the San Antonio Northeast Rotary Club. Daniel's classification would be Insurance-Commercial Sales. Daniel's sponsor is Dennis Heath.

**Birthdays & Anniversaries**

LaVonna Stewart and her husband Terrance will be celebrating their wedding anniversary on March 16th.

Becky Robles will be celebrating her 3rd Rotary anniversary on March 19th.

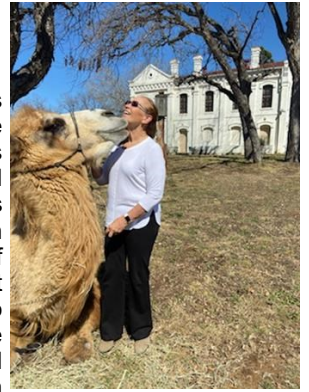
Analy Jimenez will be celebrating her 5th Rotary anniversary on March 21st.

Anthony Strickland will be celebrating his 3rd Rotary anniversary on March 26th.

Dennis Heath will be celebrating his birthday on March 31st.

Caroline Caldwell will be celebrating her 3rd Rotary anniversary on April 2nd.

**District Governor  
 Kristy Vandenberg's  
 March Message**



Our March Rotary Theme is Water & Sanitation. There are many Global Grants that address this critical issue all over the world and right here at home. As Rotarians know, these grants can be completed in any country of the world, as long as there are at least two Rotary Clubs willing to donate funds, which can then be matched through their District and Rotary International upon approval. District 5840 has been a partner in several of these types of grants. If your club is interested in getting involved with a Global Grant which is focused on water and sanitation, check out [www.myrotary.org](http://www.myrotary.org) to find an international partner who wants to help make the dream of safe water a reality. There are also Rotary Action Groups you can support. These are listed on [www.MyRotary.org](http://www.MyRotary.org) too! Speaking of MyRotary.org ... are your club members taking advantage of the free Rotary library of training courses? These offerings are especially valuable to young professionals who want to get more information for managers and business owners! Free training in leadership skills - what a great value! Members can create an account by using their ClubRunner login and password, easy breezy!

Recently, I have received several requests for information on how our Rotary Clubs can support assistance for the citizens of Ukraine. Information on how you can make a difference is available on the [www.rotary5840.org](http://www.rotary5840.org) website - front page! ShelterBox is gathering information about providing boxes for refugees. There is a GoFundMe page as well for funds to be collected and then managed by Rotary Ukraine for youth and their families affected by the military aggression. Rotary District 5840 is also considering a monetary gift to help with assistance.

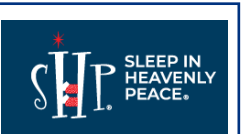
I will soon be making my last club visit! Every club and their members has increased my knowledge of how they are serving to change lives. I have also enjoyed being able to join some of you for service projects and club fundraisers. I am hoping to be invited throughout the remainder of this year to work with many more of you with these types of events. Send me an invite and I will be there if I can! Thanks to all of you for your hospitality and sharing information on your accomplishments!

One thing I have learned, you never know what will happen during a club visit. Pictures shared are from a recent trip to Pearsall, where I met new friends of both two legged and four legged variety.

Kris



Russell Sturgeon has made arrangements for San Antonio Northeast Rotarians to volunteer at Sleep in Heavenly Peace on Saturday, March 26. Sleep in Heavenly Peace is where it is today because of the passionate volunteers who believe in the mission of getting kids off the floor and into beds. In exchange for just a few hours of your time, you can make a direct, permanent impact in the quality of life for dozens of kids in your community.



Sleep in Heavenly Peace is always looking for volunteers to build bunks, go on bed deliveries, be vocal advocates for our mission, and start new SHP chapters in unserved communities. Sleep in Heavenly Peace is located at 10616 Sentinel Drive, San Antonio, TX 78217. To volunteer for the bed build on March 26th, please go to the following link to register <https://www.signupgenius.com/go/9040F4BAEA828A6FE3-sleep3> Please contact Russell at [Russell.Sturgeon@frostbank.com](mailto:Russell.Sturgeon@frostbank.com) if you have any questions.

**Rotary network enable rapid relief for Ukrainian refugees**

by Rotary International

The crisis in Ukraine is having devastating consequences on civilians as families flee their homes. According to the United Nations, more than 2 million people, most of them women and children, have sought refuge in neighboring countries and across Europe, while about 1 million more people have been displaced within Ukraine. Rotary and Rotaract clubs in Europe and around the world have taken swift action and are working with members nearby to provide food, water, medical equipment, and shelter for refugees.



In response to the deepening humanitarian crisis in Ukraine, The Rotary Foundation has created an official channel for Rotary members around the world to contribute funds to support the relief efforts underway by Rotary districts and has designated its Disaster Response Fund as the main avenue for contributions <https://my.rotary.org/en/disaster-response-fund>

Now through June 30, 2022, designated Rotary districts that border Ukraine and the Rotary district in Ukraine may apply for grants of up to \$50,000 each from the Disaster Response Fund. These expedited disaster response grants can be used to provide relief to refugees or other victims of the crisis including items such as water, food, shelter, medicine and clothing.

During this same period, other impacted Rotary districts that wish to offer support to refugees or other victims of the crisis in their district can apply for \$25,000 grants from the Disaster Response Fund.

Now through April 30, 2022, Rotary districts can transfer unallocated District Designated Funds (DDF) to support the Disaster Response Fund, directly supporting these Ukraine-specific humanitarian grants. All funds need to be received into the Disaster Response Fund by April 30 2022 in order to qualify for use in support of the Ukrainian relief efforts.

Although the Disaster Response Fund will be the main avenue for Rotary Foundation support, Rotary and Rotaract clubs are also encouraged to create their own responses to the humanitarian crisis in Ukraine.

In addition to support provided through the Disaster Response Fund, the Foundation is coordinating with partners and regional leaders, exploring effective solutions to the increased humanitarian needs.

The European Rotaract Information Centre, a multidistrict information organization that serves Rotaractors all over Europe, created a United for Peace site that compiles information for refugees and volunteers. The site offers information about free rail, bus, and air transportation available to refugees and lists details about what's needed and how to help at specific national borders.

It also has fundraising details for hospitals in the western Ukraine city of Lviv, as well as for clubs that are helping in various places and for other organizations in the region.

The site lets Rotaractors coordinate shelter for refugees stranded at the border. Volunteer hosts can sign up through an online form and specify how many people they can house and for how long. Begun as an initiative to help fellow Rotary members leaving Ukraine, it's now being used by Rotaract and Rotary members all over Europe to offer help. A tool on the site links a demand for goods with available supplies. It was created within 48 hours after a team of 60 members from 10 countries met by videoconference about how to meet the most urgent needs.



Ukraine has 62 Rotary clubs and six satellite clubs with about 1,100 members, and 24 Rotaract clubs with more than 300 members. District 2232 (Ukraine and Belarus) formed a committee to help people affected by the crisis. It has launched an appeal to Rotary members worldwide for funds to provide basic necessities.

The city of Lviv has had an influx of people displaced from other cities around Ukraine. The Rotary Club of Lviv International, working with local authorities and major hospitals, created an online spreadsheet of relief items that can be accessed by people who want to help. Members arrange for the donated items to be delivered to hospitals and coordinate storage with local warehouses.

Poland has taken in more than a million refugees, and Rotary clubs all over the country created a central account for contributions. The Rotary Club of Olsztyn is collecting and managing donations for more than 150 Ukrainians who are staying at Ostróda Camp, a conference and recreation center. Most of the occupants are unaccompanied children whose parents stayed in Ukraine. Four cars full of supplies including food, clothes, toiletries, and toys were donated hours after the center began accepting refugees.

Members of the Rotary Club of Zamosc worked with a member of the Rotary Club of Wolsztyn, who owns a medical supply distribution company, to coordinate a partnership with other organizations to collect supplies and equipment. The Rotary Club of Gdansk Centrum is providing accommodations for four refugee families, and members who own businesses are offering them work.

The Rotary Club of Kiszvárd, Hungary, is coordinating contributions and mobilizing members to donate necessities and deliver the items to where they're needed. Rotary members in Romania and Moldova have created a central fund for contributions and set up WhatsApp groups that organize food donations and coordinate shelter for refugees. In Slovakia and the Czech Republic, clubs have partnered with a railway and cargo company to offer transportation to nearly 2,300 refugees.



Thanks go out to Russell Sturgeon, Preston McKinney and Dan Clark for setting up lunch from Bill Miller's BBQ this past Saturday at the Ronald McDonald House. Ronald McDonald House Charities of San Antonio provides a safe and caring home away from home for the families of children receiving essential medical services in San Antonio. Special thanks to Russell for coordinating this project at the Ronald McDonald House. We look forward to doing this project again.

Volunteers are needed to plate the food being catered by the Blue Bonnet Palace and also for cleanup duties after the event. Please contact Dan Clark if you can volunteer for this service project taking place this Thursday, March 17th.

