



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



*the Nor'easter*



August 13, 2024

**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 **Melvin Amerson**, Vice Chair of The Carver Development Board at The Carver Community Cultural Center. Melvin is a native of the eastside of San Antonio and grew up in the Denver Heights neighborhood. Attended schools in S.A.I.S.D. Also, a lifelong member of the Historic St. Paul United Methodist Church.



Amerson serves as a consultant with the Texas Methodist Foundation and has over 20 years of experience assisting clergy and congregations with developing cultures of generosity through coaching, workshops, and seminars. He advises and consults with campus ministry directors and other nonprofit leaders on fundraising and board development. Additionally, facilitates vision and discernment discussions with churches throughout the state.

Further, he is the author of "Stewardship in African American Churches: A New Paradigm," and "Celebrating the Offering," which focus on funding ministry, with emphasis on developing cultures of generosity in local churches. Moreover, his writings encourage people to seek a spirit of generosity and philanthropy.

Melvin earned a Bachelor of Business Administration degree from Texas A&M University in Corpus Christi, an M.Div. degree from Gammon Theological Seminary in Atlanta, Georgia. Also, completed continuing education in Executive Leadership and Professional Fundraising from Cornell and Boston Universities. In his spare time, Melvin enjoys attending concerts and events at The Carver.

**UPCOMING ROTARY MEETINGS / EVENTS**

<b>August 20th</b>	James McKnight, San Antonio's Commercial and Entertainment Real Estate Market
<b>August 27th</b>	Marion Thomas, Director / CEO Blessed Angels Community Center
<b>September 3rd</b>	Anna Schragin, Alzheimer's Association of South Texas
<b>September 10th</b>	Service Project at the Alzheimer's Association

**Birthdays & Anniversaries**

Honorary club member Kristine Guzman and her husband Randy (our pickleball instructors) will be celebrating their wedding anniversary on August 15th.



**At the start of tonight our Happy Bucks pot is at \$711. That means if your ticket is drawn tonight and you pull the Joker out of the deck, you will leave with at least \$355.50.**

On Friday, September 6th, from 11:45 a.m. to 1:45 p.m. at the Marriott Riverwalk, there will be an All Club Luncheon celebrating our District with an All Club Luncheon at the 2024 Zone Institute! This is a great opportunity to hear first-hand from our Rotary International President Elect, Mario Cesar Martins de Camargo from Brazil, and our Rotary International Director, Salvador Rizzo from Mexico. This invitation is open to all Rotarians in our District. There are only 100 seats available for this luncheon and the cost is \$75 per person. The meal choices are: chicken, fish, vegetarian, or none. Names for EACH attendee must be entered, along with a meal choice. For instance, if one person registers multiple people from their club, each name and meal choice must be entered individually. Clubs may pay by check, but they MUST bring the check with them to the luncheon (Do NOT mail the checks!) [Click to Register](#)



**State leaders share driver, pedestrian safety tips as school year begins**

Courtesy Community Impact, by Hannah Norton

As students across Texas head back to school, state leaders are reminding drivers to stay alert in school zones and use caution around school buses.

Last year, there were 748 crashes in Texas school zones, including one death and 14 serious injuries, the Texas Department of Transportation reported. Most of these crashes were caused by speeding, distracted driving and failing to yield.

Drivers should always give young pedestrians extra room and assume students are not paying attention to vehicles, according to the Texas Department of Public Safety.

Texas law states drivers must stop for a school bus with an extended stop sign or red flashing lights—even if you are driving in the opposite direction. Motorists should wait until the bus starts moving again, the flashing lights turn off or the bus driver signals that it is okay to pass.

You do not have to stop for a school bus on the other side of a highway separated by a physical barrier, such as a grassy median, guide rail or concrete wall, according to the American Red Cross.

Drivers face a \$1,250 fine for illegally passing a school bus. Repeat offenders may have their driver's licenses suspended for up to six months.

Here are some additional tips for driving during the school year:

- Watch for children gathered at bus stops and slow down when you see a school bus, as students may not look both ways before stepping into the road.
- Follow the directions of school crossing guards and yield to children in or near crosswalks.
- Never block a crosswalk when stopped at a red light or waiting to turn.
- Obey speed limits and remember that traffic fines increase in school zones.
- Drop off and pick up children in their school's designated area, not in the middle of the street.
- Remember that school buses are required to stop at railroad crossings.

The American Red Cross encourages families to talk about traffic safety before children head back to school. Students should always use sidewalks or walk facing traffic if no sidewalk is available, the Red Cross said in a news release. Students biking to school should always wear helmets and ride on the right side of the road, in the same direction as traffic.

"If your student is younger or going to school for the first time, teach them: their phone number, address, how to get in touch with their parents at work, how to get in touch with another trusted adult and how to dial 911; [and] not to talk to strangers or accept rides from someone they don't know," the Red Cross said.

Parents and guardians should also talk to their children about what to do in an emergency or drill, such as a fire, active shooter, tornado or other lockdown, according to a DPS news release. Children should also know which adults to go to if they need help at school, such as teachers or counselors.

"Going back to school is a memorable time for students and their families, and starting a new school year is the perfect time to start or continue practicing good safety habits," DPS Director Steven McCraw said in the release. "As students head back to the classroom, let's be proactive, stay alert and take every necessary step to ensure our children, parents, teachers and staff have a safe and productive school year."



**REMINDER - Volunteers are needed to be Zone Ambassadors. To register, please [click the link](#) for more details and to register.**

We were pleased to welcome Travis Pearson, Chief Executive Officer, and Ashley George, Director of Marketing & Development from the Ronald McDonald House of San Antonio to our meeting on Tuesday, August 6th. The mission of the Ronald McDonald House Charities of San Antonio is to provide a safe and caring home away from home for the families of children receiving essential medical services in San Antonio, Texas.

The Ronald McDonald House believes that families are stronger when they are together, and this is never more important than when a child is sick or injured. When a family is focused on the health of their child, nothing else should matter, not where they can afford to stay, where they will get their next meal or where they will lay their head at night. After their very interesting and information presentation, club president Russell Sturgeon presented a Speaker's Certificate of Appreciation to Travis and Ashely.

Travis and Ashley also shared with us three upcoming fundraising events that the Ronald McDonald House will be hosting. There will be a Men Who Cook fundraising event held at the Witte Museum on Saturday, October 12th, a Sporting Clay event at the National Shooting Complex on February 7, 2025, and their annual Golf Tournament on Wednesday, May 7, 2025 at TPC San Antonio. For more information on any of these events, please go to the Ronald McDonald House San Antonio Charities website at [www.rmhcсанantonio.org/events/](http://www.rmhcсанantonio.org/events/)



### Rotary's August theme is Membership and New Club Development

We can increase our club membership by enhancing our public image. Rotary's public image is what people outside of Rotary think of when they hear our name. But name recognition is just the start. Our public image is shaped by the actions of our members, the activities we engage in, the impact we have, and more. A strong public image promotes trust and encourages people to engage with us. We can help build our public image by sharing stories that show us as people of action and inspire others to get involved.

Promoting Rotary to the general public can be as simple as wearing your Rotary pin or as elaborate as organizing an integrated marketing campaign. By increasing the public's understanding of Rotary, we're strengthening our ability to make an impact in communities around the world.

#### Why should my club care about Rotary's public image?

Your club can benefit in many ways from a stronger public image of Rotary. Raising awareness and understanding of Rotary helps attract prospective members, instills a sense of pride among members, encourages community members to donate their time and money, and helps your club stand out from other volunteer opportunities.

#### What can I do to promote my club's public image?

As a Rotary or Rotaract member, you're an ambassador for our brand. You're also in the best position to describe how club projects and activities benefit your community. You'll find many resources in the Brand Center to help promote your club's good works, generate positive media coverage, and present your members as people of action. Opportunities include:

**Websites:** Your club website may be the first place that potential members, participants, and donors encounter your club and Rotary. Update your website frequently with images, club activities, and volunteer opportunities that provide ways for community members to engage with you.

**Social media:** Social media is an easy way to connect with large audiences within and beyond your Rotary network. Share news about club projects and invite followers to learn more by linking to your club website.

**Events:** Programs, events, and service projects help promote your club and inspire others to get involved. Plan events that appeal to your community, address local needs, and encourage the public to participate.

**Speaking engagements:** Use opportunities in your community to speak about your club and what Rotary does. Make sure to use Rotary-branded PowerPoint templates and high-quality photos or videos.

You'll find more information on promoting Rotary and your club in the Brand Center. Advertising, merchandise, and partnerships with local organizations are also effective ways to strengthen Rotary's brand and build awareness of your club.

#### How can I promote my club's projects?

Including a public relations component in your project plan can help attract the media attention and support your club's projects and events deserve.



Saturday, October 26th 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.

### OCTOBER 26TH WILL BE HERE BEFORE YOU KNOW IT

Only **74 days** until our 14th Annual Halloween Bowling & Silent Auction Fundraiser. This year's event will be held on Saturday, October 26th from 12:00 noon to 3:00 p.m. at Astro SuperBowl, 3203 Harry Wurzbach Rd. at Austin Highway. We need all club members to participate in order to make the event a success. Remember that the funds raised from this event will be used to award a scholarship to a graduating senior at James Madison High School, supporting the James Madison Interact Club Food Pantry, sponsoring two students to attend RYLA (Rotary Youth Leadership Awards), along with other humanitarian causes that will help serve our community.

Please contact Dan Clark at [dandclark@ibc.com](mailto:dandclark@ibc.com) or  
(210) 799-4474 if you have any questions.

### WE ARE LOOKING FOR SPONSORS

**\$500 - CORPORATE SPONSOR - 2' X 3' SPONSOR BANNER WITH LOGO AND VERBIAGE, ONE (1) FREE TEAM ENTRY, SPECIAL PA ANNOUNCEMENT DURING FUNDRAISER, LOGO ON EVERY WEBPAGE, RECOGNITION IN SOCIAL MEDIA POSTS**

**\$200 - LANE SPONSOR - 2' X 3' SPONSOR BANNER WITH LOGO AND VERBIAGE, LOGO ON EVERY WEBPAGE, SPECIAL PA ANNOUNCEMENT DURING FUNDRAISER**



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