



FRIDAY, August 6, 2021

Tom called the first meeting of the new month to order, which wasn't an easy task this week

The Pledge was led by Gary A.

The 4 Way Pact was celebrated with the montage of speakers that was used in this year's virtual classic.

The Invocation provided by Mike E.

We had several visitors: Heather Larson from Meet Chicago Northwest, who was our speaker today, Terry P's wife, Joanne, and Sarah B's daughters.

Check presentation

President Tom presented a check to Angie Ralidis from Hoffman Estates High School in support of the Blessings in a Backpack program for this coming school year. Tom enjoyed his success in being able to explain the basics of the program and the club was duly impressed with his knowledge.

Angie expressed appreciation for the club's ongoing support for the students and their families who benefit from the project each week. She also shared a moving story of how special needs are met, such as the HEHS student who was able to remain in D-211 to finish senior year and graduate. This and projects like it are what make all our fund-raising work worthwhile!

Good Rotary News Stories:

- Tom reminded us of the outstanding work Rotary has done and continues to do in eradicating polio around the world. <https://twitter.com/EndPolioNow/status/1422243306403213319>
- He also shared the story of Steve Nunez | Embracing the motto of service above self https://www.tribdem.com/news/steve-nunez-embracing-the-motto-of-service-above-self/article_b2eb93ba-eed7-11eb-bf59-2378b27830e1.html
- This year, the RC of ShE has reinstated the Food for Thought program at Keller Jr. High, providing breakfasts for students who otherwise would begin their school day on an empty stomach.

Happy \$\$\$s

- Steve L. shared several things for which he was grateful, including the support of his Rotary family during this difficult time and for the 87 years of his father's life.
- Nancy R was happy because of the good time she had with a girlfriend at "Corn Shucking 101"
- Jim M shared happy \$\$\$ to recognize Jeff M who provided a bronze plaque to be displayed at the base of the tree Jim and Bonnie planted as a memorial for their son.
- Vince was happy to be on the road to recovery from the broken ribs he acquired in a fall at home.

- Heather Z was happy to be at the meeting today, her first in-person club meeting since March 2020 and was happy to receive the second installment of the ACE II grant funding.
- Brian happily shared that he is approaching his 8th anniversary as a Rotarian - 4 years in the AM club and 4 years in our club.
- Pat was happy because today marked the completion of the second semester of the 3-year ACE II grant.
- Sadie (Sarah's daughter) was happy to be at the meeting with her sister.
- Nancy was happy to report that Brian B1. Has made his suite available for our use at the Boomers game on August 27. Also, a second suite has also been secured, so we have two suites available for our use.

Announcements

- The waiting list for the Boomers game has been cleared (thanks to the 2nd suite) and there is room for about 10 more people to come.
- Sarah B reminded us of the email she had sent out earlier this week seeking volunteers to serve as liaisons with our community partners for this Rotary year. So far one spot has been filled. Brian B2 has volunteered to work with the Campanelli YMCA this year. All other opportunities remain available..
- President Tom did a fine (?) imitation of Holly providing the weekly Vacation Drawing announcement: get more tickets sold and don't take no for an answer.

August Birthdays: Bonnie M, Barry C, Nancy R, Jean S, Jim F and Glenn G

- The question was raised of how big a contribution it would take to get the club not to sing. That idea did not gain much traction.
- Nancy was willing to pay to have Bruce and Nanette sing her birthday song (and it was well worth the price).
- Bonnie elected to have the whole RC ShE family sing to her and the others in the usual (or is it unusual?) manner.
- However it is celebrated, we wish all the August folks a wonderful birthday and a happy, healthy year ahead.

Queen of Diamonds Raffle: The "click-click" sound was working today, but that did not bring good luck to Glenn S, whose name came up for the second week in a row. He picked the number that was hiding the King of Diamonds -- a lovely card, but not the winner. ☹

Fun and Frolic

After a very alliterative introduction, Finemaster Jim F took the podium and proceeded to disclaim any compliance with the 4-Way Test. Fines were levied on

- Tom for saying that the 4-Way Pact video was a throwback to our time on Zoom, when for the most part we were on WebEx, NOT Zoom.
- Interrupting the Finemaster
- Mike O and any other male in the room wearing a ponytail
- Nanette for being a tease. She chose to pay up and just smile. There were several offers to pay lots of money to find out what that meant.
- Wes for "indecisiveness" about moving and an extra fine because the first house he and Caitlin tried to buy was NOT in HEHS district
- Glenn G for coming into the meeting wearing a dark jacket and intimidating the Finemaster

- Terry P for saying he was feeling pretty, when it is really his wife who is pretty.
- Don C just because he is Jim's brother-in-law
- Vince for not telling us how he fell (something about Barbara and a spatula???)
- Brian for counting his years in the AM club as full years, when only every other year should count
- Sarah for having the 3 prettiest girls in the room
- Bruce and Nanette for sounding so professional and dramatic when they sang to Nancy
- Pat for secretly cheering for the hunter in Bambi (she really likes venison)
- The entire club board for not getting Wes his Past President's pin

Program

Heather Larson, the President and CEO of Meet Chicago Northwest, spoke to us about the composition, purpose and operations of her organization. But first she shared with us her love of Rotary stemming from her experience as a Youth Exchange student in 1986. She was sponsored by the Rotary Club of Appleton, WI and studied in Taguatinga, Brazil, a suburb of Brasillia. While there she participated in Rotary projects in small villages in central Brazil. It was a life changing experience for her.

Meet Chicago Northwest is basically a Convention and Tourism Bureau for Chicago's northwestern suburban area, serving Arlington Heights, Elk Grove Village, Itasca, Rolling Meadows, Roselle, Schaumburg, Streamwood and Wood Dale. Their goal is to attract business - meetings and conventions -- to our area. There are currently seven staff members, but leadership is also provided by an executive committee and board composed of representatives of the communities and businesses served.

Heather explained how they work with the 64 hotels and many restaurants in this area to attract corporate groups, and other meetings and seminars to the area. Neither the residents of the communities nor the businesses pay for their services. They are funded primarily from state and local hotel tax revenue.

Why is tourism important? It supports local jobs. In 2019 there were \$220.6 million dollars spent in local hotels and \$2.6 billion in total visitor spending. Most of the marketing by Meet Chicago Northwest is done outside the Chicago area. The three-member sales team travels to various trade shows and similar events to carry the message of what our area has to offer to visitors. Currently they are focusing on the Midwest, especially cities that are a "drivable" distance from Chicago.

COVID has hit the travel and tourism industries particularly hard, with a 49% decrease in revenue for local hotels and restaurants in 2020. Meet Chicago Northwest is also involved in supporting local initiatives, like the 90 North project, and infrastructure improvements that make it easier for visitors to reach our area. If you build a place that people want to visit, it becomes a place where people want to live and to work. That makes it an area where businesses want to be.

People can be pretty AWESOME!!

Get fed up of turning on the news, or opening the newspaper and seeing nothing but terrible things? We getchya! Well, good news! People are out there doing incredible things each and every day to help their fellow human being and the environment – many of them volunteers.
Get out there and meet them!

Rotaract
Rotary Club Partner

