



Rotary Club of Martinsburg Grapevine

May 26, 2022

District 7360 | Club 5293

Program: Brad Ashton

Retail Marketing & Advertising Manager

ROCS Local Market

R. M. Roach & Sons



INSIGHT INTO HUMAN NATURE



A brand is much more than colors in the logo and a website. It's a personality formed with insight into human nature. To push the button in the consumers head that shows them the benefit of your product or service in a memorable way. It's not enough to just show what your brand is or does, but to demonstrate why it will benefit them. Companies don't give their customers enough credit. People are very sophisticated consumers. They're used to Apple, Budweiser, Nike, Coke and other high-end marketers. You don't need to hit them over the head or bore them to death with repetition.

In the beginning there was the Sears Catalog. When people wanted to shop, they picked up the catalog and shopped. Remember turning down the corners of all the pages that had something you wanted? You sat on Santa's lap and told him what you wanted and listened for your letter to be read on WEPM. Everything has come full circle. Like the Sears catalog, people are deciding when to shop again. With the internet, Facebook, Instagram, TicTok, What's App, Twitter, Spotify, DVRS, on demand, Netflix, Hulu, Amazon Prime... the list goes on and on. People are deciding when they will shop. If they don't like it they fast forward through it. It's back to a democracy, it's changed everything. In closing, being a creative guy in advertising is like being in kindergarten. You get to draw, build things, color, make music, create plays and get paid for it.



Student Guest:
Samuel Stotler & Andrew Davis



Paul Harris Awards: Robert Sowell, Max Oates, and Pam Wagoner

Upcoming Rotary Club Calendar & President notes:

Keri Goodwin has agreed to be the point of contact for scheduling greeters. Please sign up.

The exchange student committee is looking for host families for this year's incoming student. Her name is Josefina Magdalena Pospisilvia or "Pepi" from the Czech Republic. The committee members would be very happy to talk with anyone who may have an interest. The exchange student committee members are Elaine Bartoldson, Maria Lorensen, Buzz Poland, Rich McCune and Doug Frye.

Golf Committee Chair, Craig Martin, has agreed to train a new volunteer to head up the Committee during his last year Charing the event, 2023. If you are interested in learning more about the position, please reach out to Craig.

- June 2 – Off-site Lunch Meeting, Purple Iris
- June 25 – Installation Dinner for District Governor Vickie Zimmerman, 5–9PM at Holiday Inn, Williamsport PA
- July 7 – Rotary Club Installation Dinner at The Holiday Inn, 6PM *No lunch meeting this day*
- July 21 – Annual Picnic at The State Farm Pavilion, War Memorial Park *No lunch meeting this day*
- Oct 15–16 – Apple Harvest Pancake Breakfast, Volunteer Opportunity **Seeking Chair/Co-Chair for this event**
- Nov 18 – Rotary Foundation Dinner, State College, PA

the Installation dinner

Please join us for our Annual Installation Dinner

Rotary Club of Martinsburg

Thursday, July 7, 2022
6 o'clock in the Evening
Holiday Inn, Martinsburg

IMAGINE ROTARY

RSVP MICHELLE SADAT OR PAM WAGONER

Future Programs:

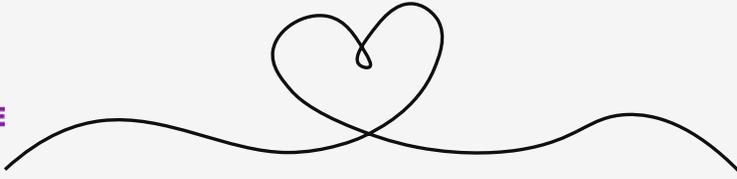
All meetings will be at Holiday Inn unless otherwise specified.
Purple Iris (P.I)

- June 2 – OFFSITE @ *P.I., Dr Pat Murphy
- June 7 – Board Meeting
- June 9 – Hilltop House
- June 16 – Kelci Springer & Siona Escoto, BRCTC
- June 23 – Max Oates, Music history
- June 30 – OFFSITE @ *P.I., William J. Ihlenfeld Jr., US Atty for the ND of WV
- July 5 – Board Meeting
- July 7 – No lunch meeting * Installation Dinner, 6PM

June Birthdays	
Kamath, C. Ramadas	10-Jun
DeJarnett, Dana	11-Jun
Ingle, Mark	15-Jun
Arndt, Doug	21-Jun
Poland, Buzz	21-Jun
Overington, John	24-Jun

Wedding Anniversaries		
Rodgers, Jim & Lisa	6-Jun	41
Lorensen, Maria & Michael	16-Jun	38
Lanager, Kimberly & Jim	18-Jun	6
Stover, Bill & Betty	23-Jun	49
Shull, Carol & Darrell	24-Jun	28
Shull, Darrell & Carroll	26-Jun	28
Seibert, James & Issie	27-Jun	?

Member Anniversaries	
Arnett, Nina	1
Webb, Joshua	1
Hilleary, Thorton	3
Van Derhoof, Frank	9
Jolliff, Brian	11
Novak, Sharon	15
Lowe, Rob L II	19
Porter, Penny	24
Bowen, Bill	25
Cogswell, Margaret	26
Belfield, Thomas	28
Pathoff, Donald	28
Apple, Ken	30
Seibert, James	46



Community Events:

- June 13 – Holes 'fore' Hunger Golf Tournament, The Woods
- June 18 – Main Street Martinsburg – Unity in the Community
- June 19 – Juneteenth Marketplace celebration, 1–5PM
- June 29 – BC Chamber Golf Tournament at the Woods
- July 3 – Independence Day Celebration *FREE* Novac Drive
- July 8–31 – CATF Events, CATF.org
- July 18–23 Veteran Golden Age Games, Sioux Falls, SD
 - Seeking sponsors to send member Norman Marriott, USMC Veteran
- Sep 15 – Puttin' for Panhandle Home Health, 10AM or 1PM
- Sep 24 – CHS Blue Jean Ball at the CT Racetrack

June 2022

Diversity Holidays

Lesbian, Gay, Bisexual, Transgender, and Queer Pride Month, established to recognize the impact that gay, lesbian, bisexual, and transgender individuals have had on the world. LGBTQ+ groups note this time with Pride parades, picnics, parties, memorials for those lost to hate crimes and HIV/AIDS, and other group gatherings. The last Sunday in June is LGBTQ+ Pride Day.

Immigrant Heritage Month, established in June 2014. It gives people across the United States an opportunity to explore their heritages and celebrate the shared diversity that forms the unique story of the United States. It celebrates immigrants across the United States and their contributions to their local communities and economy.



LESBIAN, GAY, BISEXUAL, AND TRANSGENDER PRIDE MONTH

4–6 (sundown to sundown) Shavuot, a Jewish holiday that has double significance. It marks the wheat harvest in Israel and commemorates the anniversary of the day when the Jews received the Torah at Mount Sinai.

5 Pentecost, the celebration of the giving of the Ten Commandments by God at Mount Sinai

12 Trinity Sunday, observed in the Western Christian faith as a feast in honor of the Holy Trinity

14 Flag Day in the United States, observed to celebrate the history and symbolism of the US flag

15 St. Vladimir Day, a Roman Catholic feast celebrating St. Vladimir

15 Native American Citizenship Day, commemorating the day in 1924 when the US Congress passed legislation recognizing the citizenship of Native Americans

16 Corpus Christi, a Catholic holiday celebrating the presence of the body and blood of Christ in the Eucharist

16 Martyrdom of Guru Arjan Dev, observed by members of the Sikh faith. Guru Arjan Dev was the fifth Sikh guru and the first Sikh martyr.

19 Juneteenth, also known as Freedom Day or Emancipation Day, was established as a federal holiday in 2022. This celebration honors the day in 1865 when slaves in

Texas and Louisiana finally heard they were free, two months after the end of the Civil War. 19, therefore, became the day of emancipation for thousands of African Americans.



19 New Church Day, according to Christian belief,

on this day the Lord called together the twelve disciples who had followed him on Earth, instructed them in the Heavenly Doctrine of the New Jerusalem, and sent them out to teach that "the Lord God Jesus Christ reigns, whose kingdom shall be for ages and ages." This was the beginning of the New Christian Church.

21 National Indigenous Peoples Day or First Nations Day, a day that gives recognition to the indigenous populations affected by colonization in Canada

24 Litha, also known as midsummer, the summer solstice celebrated by Wiccans

and Pagans. It is the first day of summer and longest day of the year, representing the sun's "annual retreat."

24 Feast of the Most Sacred Heart, a solemnity in the liturgical calendar of the Roman Catholic Church

29 Feast Day of Saints Peter and Paul, a liturgical feast in honor of the martyrdom in Rome for the apostles St. Peter and St. Paul in Eastern Orthodox Christianity

Last Sunday in June Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ+) Pride Day in the United States. It commemorates the Stonewall Riots that occurred on 28, 1969.



Rotary



PEOPLE OF ACTION



Earl "Buck" Bowers joined the Navy in 1941 and turns 102 this year!



WV Run N Gun Basketball Team



Tony M. Music

