



# Rotary Club of Dalton Newsletter

<http://www.daltonrotaryclub.org>

## This Week:

June 10

Sparky Kelehear  
*"Big Red Reads" with  
Alice Ensley*

## Upcoming Meetings:

June 17

Bob Chandler  
Hamilton Medical's New  
Spine Center with Michel  
Pare

June 24

Chuck Dobbins  
*Passing of Gavel*

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## Rotary sets Guinness Record with 'World's Biggest Commercial'

By: Gabriela Simionato Klein

More than 100,000 people from 171 countries have posted 'selfies' in support of humanitarian group's 'End Polio Now' initiative

**EVANSTON, Ill., USA (29 May 2014)** — To help raise much-needed funds and public awareness for the global effort to eradicate polio, Rotary has collected more than 100,000 messages of support from celebrities, world leaders, and regular "folks next door," all of whom have added their names and photos to "The World's Biggest Commercial," an ever-growing public service announcement on the [End Polio Now website](#).

And just as it neared the 100,000-participant threshold, The World's Biggest Commercial received Guinness World Record recognition as Largest Photo Awareness Campaign. Guinness looked specifically at the celebrity contingent of campaign supporters, confirming that Rotary had enlisted 177 celebrity participants, more than three times the number of the previous record holder.

Rotary's Polio Eradication Ambassadors include philanthropist Bill Gates; actors Jackie Chan and Archie Panjabi; golf great Jack Nicklaus; Nobel Laureate Desmond Tutu; Bollywood legend Amitabh Bachchan; and music stars Ziggy Marley; Angelique Kidjo, and Psy. In a series of print and video spots, each ambassador makes the "this close" gesture with thumb and forefinger to illustrate the tagline: "We are this close to ending polio."

As Rotary anticipated, the opportunity to rub shoulders – online that is – with such high-profile notables enticed thousands of students, educators, business leaders and others worldwide to add photos of themselves making the "this close" sign to the ever-expanding photo collage video, which is set to music and interspersed with visual messages. The World's Biggest Commercial now clocks in at about three and a half hours. Rotary was aiming for the 100,000-participant mark before the end of the campaign in June 30. With that target reached, Rotary now is determined to add as many more as it can before the sun sets.

"The fact that so many people from so many countries and so many walks of life are taking the time to show their support for our effort to stop this disabling, incurable – but preventable—disease once and for all underscores that this is a true global cause," says Carol Pandak, director of Rotary's PolioPlus program, launched in 1985. "When people understand what is at stake, they want to do something about it. In many countries, the online campaign spurred volunteers to create offline events to inform the general public about polio and what it means to eradicate this disease, as well how close we are to success."

Pandak said the outpouring of support strengthens Rotary's advocacy work to encourage national governments to provide the funding and resources needed to vaccinate the world's children against polio, halting further transmission. World's Biggest Commercial participants can also contribute directly to Rotary's PolioPlus program by going to [endpolionow.org](http://endpolionow.org).

Following Rotary's pioneering work in the mass immunization of children in the late 1970s, proving polio eradication was feasible, the organization in 1988 became a spearheading partner in the Global Polio Eradication Initiative, joined by the World Health Organization, UNICEF, the U.S. Centers for Disease Control and Prevention and later, by the Bill & Melinda Gates Foundation. Since then, the incidence of polio has plummeted by more than 99 percent, from about 350,000 cases a year to only 416 for all of 2013.

Rotary's main responsibilities within the initiative are fundraising, advocacy, and social mobilization. Through 2018, every new dollar Rotary commits to polio eradication will be matched two-to-one by the Bill & Melinda Gates Foundation up to \$35 million a year.

For more information, visit [Rotary.org](http://Rotary.org) or [endpolio.org](http://endpolio.org).

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Club Officers:

**Chuck Dobbins**

President

**David Aft**

President-Elect

**Frank M. Hogshead**

Secretary, Treasurer

**Brian Anderson**

Immediate Past President

**Kelly Jones**

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**Judy M. Elliott**

Membership Chair

**Kathryn Sellers**

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**Judy M. Elliott**

Membership Chair

**Ty Ross**

Community Service Chair

**Scott Rhoden**

Youth Service Chair

**Jason Parker**

Vocational Service Chair

**Sandra Stone**

Foundation Chair

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## Rotary Minute with Bryan Griffin

By: Kathryn Sellers



Bryan Griffin provided a Rotary minute as a relatively new member. Bryan, a Rome GA native is married with two children and is the Area Manager of Georgia Power covering the six North West GA counties' business offices and commercial power distribution. He's happy to be in Dalton and wants to stay longer than the last area managers have been able to stay!

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## Thank you from Sweden!

By: Kathryn Sellers

John Richmond reported that Elsa Hellsten, our 2013-2014 GRSP student, is back in Sweden and sent a sincere thank you for her marvelous year in Dalton.

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## Rich Monzingo, GM of the Chattanooga Lookouts

By: Kathryn Sellers



Rich Mozingo, president and general manager of the Lookouts, has over 20 years in professional baseball and has been in Chattanooga since 2011. He talked about the long heritage of the Lookouts, who first played in 1885, that is a member of the Southeastern Association. "The management, doesn't have much control over what happens on the field as the Dodgers management determines which players go to the AAA to A teams. It's the trickle down process in baseball, stated Mozingo." So, this year they have a "great staff, but the players aren't doing so well." To date, they have 23 wins and 35 losses and have had lots of rain outs.

Mozingo says, at this level, the staff is in the sales business for events or something exciting for the fans. "It's a promotional game for the fans." They try to create something exciting and different every night. It may be a night for collectible cars, about the great outdoors, used car night where registered fans can win one of 11 cars, a Harry Potter night, Star Wars night or the Super hero night, all to entertain the fans.

They will host the Southern League All Stars on June 16 and 17 and work hard this season for RBI – Revitalizing Baseball in Inner Cities. The team does great work in the community opening the park to charity events, such as the heart walk and one for the buddy program.

There is a new ticket plan for either 7, 14 or 21 games just for entertainment for the fans, regardless of what is happening on the ball field. Seven nights contain fireworks.

He talked about the players who range in age from 20 to 35 who are generally good kids who just want to play ball. He suggested that any of us would benefit from any job contract that contains the first word "play."

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## Birthdays and Anniversaries

### Member Birthdays

Sanders, Drayton M II (DRAYTON)  
Bledsoe, Jonathan L. (JONATHAN)

### Birthday

13-Jun  
14-Jun

### Partner Birthdays

Little, Billie  
Minor, Ida

### Member Name

Little, William Norris Sr.  
Minor, John Tom III

### Birthday

13-Jun  
15-Jun

### Member Anniversaries

Kennedy, Nancy J. (NANCY)

### Start Date

13-Jun-00

### Years

14

### Wedding Anniversaries

Morehouse, Gordon C. (GORDON)  
Pennington, David E. (DAVID)  
Clark, M Michael (MIKE)  
McDonald, David L (DAVID)  
Lindsey, Robin Lee (ROBIN)  
Ross, Tyson J (TY)  
Dobbins, Chuck (CHUCK)

### Partner's Name

Dianne  
Pamela  
Clara  
Frances  
Kathy  
Jennifer  
Donna

### Anniversary

10-Jun  
11-Jun  
12-Jun  
15-Jun  
16-Jun  
16-Jun  
16-Jun

### Years

47  
37  
49  
45  
41  
13  
41

## Four Way Test

