



Matthew Seltzer

The Creative Catalyst



Matt Seltzer is a market researcher and marketing strategist, and the owner of S2 Research, a Las Vegas-based market research consulting firm that works with small to medium-sized advertising, marketing, digital and public relations agencies.

A lifelong Las Vegas and proud graduate of UNLV (Go Rebels!), Matt's overseen research and marketing projects across a variety of industries, including travel and tourism, gaming, hospitality, consumer goods and services, for-profit education and commercial real estate. Before starting S2, he spent four years as the senior market research analyst for the Las Vegas Convention and Visitors Authority, and before that held marketing and research roles at agencies like MassMedia and R&R Partners. He's also taught marketing, communications and market research courses at the Associate's and Bachelor's levels, and holds degrees and certifications himself in marketing, organizational psychology, data analysis and data visualization.

Branding himself "The Market Research Partner for Marketers," in 2019 Matt started S2 Research to work with marketing teams and help them incorporate strategic market research services into their thinking, consistently producing better marketing programs as a result.



FEBRUARY 25, 2021

TODAY'S PROGRAM

MATTHEW SELTZER

MESSAGE FROM THE PRESIDENT

MEMBER HIGHLIGHTS

SCRIBE

CALENDAR



Rotary Opens Opportunities

WHAT IS ROTARY?

Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.



**GOD
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AMERICA**

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Holger Knaack**

District 5300 Governor
Greg Jones

The Las Vegas Rotary Club's Mission:

*Teaching Youth to Succeed
through Literacy, Education & Life Skills Development*



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President 2020-2021

CLUB OFFICERS 2020-2021

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Richard Jost

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Michael Ballard

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Jacqueline Thornhill

Secretary

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Howie Hopkinson

Bill Houghton

Toni Kern

Stuart Lipoff

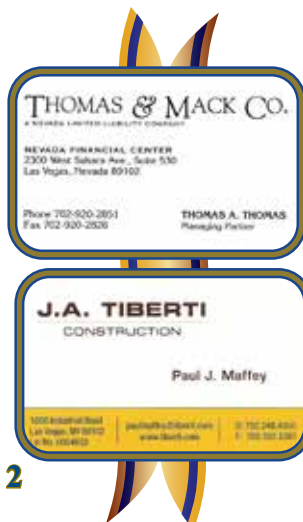
Anil Melnick

Joakim Nyoni

Mike Cudiamat

Marie Walsh

Past President Representative
Ginger Anderson



MESSAGE FROM THE PRESIDENT

Spring Training

This week is the most anticipated week of the year for baseball fans, the start of spring training. Whatever happened last year is now in the record books and whatever will happen this year presents an endless number of possibilities. Just as the earth and its environment are being reborn after a cold and dark winter season, and the days are longer, sunnier, and warmer, so too baseball is coming back to life. While other major sports may have faster action and pageantry connected to their contests, baseball is the only major sport that aligns with the earth's seasons. If you have ever taken a trip to a cactus league spring training game in Arizona, you know how great it feels to be outside in the sunshine, on the bleachers, watching the players who you know as well as the promising prospects from up close.

Since we probably can't enjoy baseball spring training in person until the situation with the virus improves, let's do the next best thing. Let's all report to Rotary spring training. Let's all look around and take stock of the things that we can do after we dust off the accumulation of a Covid-19 winter. One of our mottos is that we are people of action. The off-season is over, and it's time to start swinging for the fences


Continued on Next Page...




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PRESIDENT MESSAGE CONTINUED

putting together major projects, running the bases providing service to those in need in our community, and showing our pitching prowess getting others on board with our projects.

If your Rotary life is looking like an old-time baseball player's off-season beer belly, it's time to report to spring training and get in shape!

Rich Jones



Sizes: 16", 18" and 20"



Wheelchair deliveries continue on behalf of the Wheelchair Foundation and Las Vegas Rotary.

If any of our members knows of someone with a permanent disability, a Nevada Resident and requires a wheelchair, but cannot afford one, please reach out direct to **Jim Hunt** directly.

PAST PRESIDENTS

Les Saunders*	1923-24	Angelo J. Manzi*	1972-73
Bill Ferron*	1924-25	Keith Ashworth*	1973-74
A.A. Hinman*	1925-26	Robert E. O'Connell*	1974-75
Frosty Mildren*	1926-27	Don Ashworth*	1975-76
Fred Hesse*	1927-28	David F. Welles*	1976-77
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Dr. William S. Park*	1929-30	Darrell Luce*	1978-79
Charlie Dimock*	1930-31	Albert H. Purdue*	1979-80
Leo McNamee*	1931-32	Michael Hoover	1980-81
A.E. Cahlan*	1932-33	Donald L. Aikin*	1981-82
Douglas Dasheil*	1933-34	Joseph J. Buckley*	1982-83
Marion Earl*	1934-35	Irwin Kishner*	1983-84
Dr. Roy Martin*	1935-36	James Cashman III*	1984-85
K.O. Knudson*	1936-37	Mike Meyer	1985-86
Frank Gusewelle*	1937-38	Doug L. Peterson*	1986-87
Tom Connolly*	1938-39	M.J. Wiens, Jr.	1987-88
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Fred O'Donnell*	1943-44	Robert L. Forbuss*	1992-93
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Max Kelch*	1946-47	Caty Crockett	1995-96
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Leonard Fayle*	1949-50	Dr. James M. Jones*	1998-99
Allye Lawson*	1950-51	Tom A. Thomas	1999-00
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Spence Butterfield*	1955-56	Steve Casey	2004-05
Walt Hunsaker*	1956-57	Ned Phillips	2005-06
Ted Brandt*	1957-58	Brock Fraser	2006-07
Julian Moore*	1958-59	Randy Campanale	2007-08
Ray F. Culley*	1959-60	Russ Swain	2008-09
C.T. Harris*	1960-61	Karen Whisenhunt	2009-10
Ollie Gardner*	1961-62	Tom Axtell	2010-11
Tom Underhill*	1962-63	Sharon McNair	2011-12
Vern Willis*	1963-64	Randy Donald	2012-13
Ward Wengert*	1964-65	Ginger Anderson	2013-14
Bill Southard*	1965-66	Steve Linder	2014-15
Dr. Vince Sanner*	1966-67	Mary Ann Avnet	2015-16
Walter Wehner*	1967-68	David Thorson	2016-17
Dr. Robert Robinson*	1968-69	Dr. Michael Gordon	2017-18
Harold Wandesforde*	1969-70	James Kohl	2018-19
Mark C. Mielke*	1970-71	Jacqueline Thornhill	2019-20
Dr. Harold Boyer*	1971-72		

* Deceased

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PP Tom Thomas
delivers the invocation.



Rosalee Hedricks beats out
Kim Nyoni in the fashion
facemask of the week contest.



SAA Bhavan Singh gets down to
get the lowdown on wheelchairs
from **John Williams**.



Membership co-chair **Toni Kern**
welcomes guest **Nicole Borghi**.



Brian continues to introduce our
guest speaker **Stuart Sobek**.



Stuart Sobek is asked which
member drove the nicest car
to the meeting today?

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THE LAS VEGAS ROTARY CLUB



Concours awards.



Oscar's little sister.



David Mullen is no Joker. and he does not pull one either.



Brian Sorrentino introduces our guest speaker.



PE believes that he drove the nicest car today.



Stuart Sobek receives the Share What You Can award for his excellent presentation.



The Officers for the 25 Club

President - Rene Gamero
VP - Rose Falocco • Secretary - Keri Serrano
The 25 Club meetings are held on the 1st Thursday
each month at 11:15 A.M. at Lawry's The Prime Rib



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SCRIBE - FEBRUARY 18, 2021

- **President Richard Jost** called the meeting to order.
- **PP Tom Thomas** gave the invocation.
- **Ray Charles** led the club in singing “America The Beautiful.”, followed by the Pledge of Allegiance.
- The Sergeant at Arms was **Bhavan Singh**.
- **President Richard Jost** thanked the members who performed meeting duties.
- There was one guest of Rotarians introduced, **Nicole Borghi**.
- The drawing began at \$2973 plus this week’s donations. The Ticket Winner was **David Mullin** who received a prize of \$10 and the Lawry’s Bucks Winner was **PP Jim Hunt** who was attending virtually and received his Lawry’s bucks immediately as they were handed to him through the cloud.



Announcements:

- **Breakfast with Books - Marie Walsh** provided the total for the month of January. Kids read along with Spread the Word with 635 families involved. Best this year!
- **Reading Week** - an email went out. There is no middleman, to sign up visit https://docs.google.com/document/d/1Rly5B5LyQZeCe1EyVOyDvAtO_eL-O-zwFMccVTBqhwA/edit to select a day(s) / time(s) that works best for you. This is a LIVE document. Members will read to children online using the Zoom meeting platform.
- **President Richard** reminded members that Rotary masks, and license plate frames are still available.
- **Wheelchair foundation** - 300 wheelchairs going up to Northern Nevada. “Keep Nevada Rolling”. We are getting Northern Nevada up and moving. Many thanks to all from **John Williams**.
- **Brian Sorrentino** introduced our program speaker **Stuart Sobek of Las Vegas Concours d ‘Elegance**, who is a fellow Rotarian and shared with the members what it takes to put on a competition of elegance. It began back in 17th century France. Aristocrats loved a good wager and would display their fancy carriages to be judged. Today it has evolved to coveted motorcars and there are about 45 shows across the world with car collectors from all over the world. We now have a world class Las Vegas concourse, the Superbowl of car shows in a one-day event. A rich presentation of fabulous cars and car owners was provided to the members with an invitation to attend the show.
- **President Richard Jost** presented our speaker with a “Share What You Can” award to benefit a veteran in need and then adjourned the meeting.

Rimini Street

NASDAQ: RMNI

VIRTUAL WINE TASTING YOU ARE INVITED



Wine Wednesday...a virtual event
March 24, 2021
5:30 PM – 7:45 PM
Cost: \$100 per flight of wine

Join us for a Virtual Wine Tasting Event, hosted by "In Good Taste" wines. The wines are created by Matt Smith, Wine Director at In Good Taste Wines, who was the wine director for Kendal Jackson for over 10 years.

The zoom will open at 5:30 pm, 30 minutes before the presentation for Happy Hour social time. The Wine Host from "In Good Taste" will join us at 6:00 pm for a 75 minute light hearted interactive presentation about the wine we are tasting. The zoom will remain open another 30 minutes for critique and discussion.

You will receive 8 (eight) 187ml mini bottles of wines which includes a selection of white, rose and red. The mini bottles are big enough for a couple to share and even 3 people to get a little taste. The flight will be sent to your home in enough time for you to receive prior to the event. When you sign up let us know the address best to ship your wines where someone over 21 will be available to receive.

Each flight is \$100 and can be charged to your account or you can make payment to Shawn. Total cost of the flight is \$80 and \$20 from each flight purchased will be contributed to our Club's grant fund.

Advance reservations are required. Deadline to sign up is March 4 and is non refundable after March 8. Sign up via email to Shawn or hard copy sign up sheet at the Feb. 25 or Mar. 4 meetings.

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Club President 2014-2015
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Executive Director: Shawn Noorda

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ROTARY

**HOW
WE
DID
IT**



**Don't miss
The February Issue of
THE ROTARIAN**



**THE 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?

CALENDAR

ROTARY EVENTS ARE LISTED IN RED / GUEST SPEAKERS & PROGRAMS IN BLACK

- 3/1-5 Reading Week at Beckley Elementary**
3/04 Jack Sheehan
- Writing the History of Las Vegas
3/11 Barbara Cegavske
- Nevada Secretary of State
3/18 Regional Four Way Speech Contest
3/25 President Whitfield - UNLV
4/01 Karla Perez - Universal Health Group
4/08 Dick Steinberg - WestCare
4/15 Mayor Carolyn Goodman
4/22 George Cartwright
- Better Business Bureau
4/29 Marc O'Grifioa - COVID Task Force
5/6 TBD



MAKE-UP DAYS AND PLACES

**Please visit www.lasvegasrotary.com for local locations and times.*

Wheel Print: Bill Houghton, Horizon Print Solutions ASB
Wheel Creative & Editor: Fawn Chandler, Horizon Print Solutions ASB
Programs: Tom Thomas
Pictures: Tina Bishop
The Scribe: 25 Club Member

Rotary Web Sites

Rotary.org - Rotary International

District5300.org - District 5300 Site

www.LasVegasRotary.com - Our Club Site



Rotary At A Glance

Rotarians Members - 1,207,102; Clubs - 34,823; Districts - 538; Countries - 200+;
Rotaractors Clubs - 7,868; Members - 180,964; Countries - 162
Interact Clubs - 18,005; Members - 414,115; Countries - 132