



# Bulletin

## East Memphis Rotary Club

**Matt Haaga, President**

November 18, 2020  
Photographer: Bill Pickens  
2020-2021  
Our 32nd Year

[www.rotaryclubofmemphiseast.org](http://www.rotaryclubofmemphiseast.org)

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### Upcoming Programs and Meeting Dates

**Thursday, December 10, 2020**

Alex Rasmussen  
Signature Advertising  
Neon Canvas

**December 16, 2020**

David Waddell  
Waddell & Associates



**Wolf River Popcorn  
Speaker Gift Sponsor**

### East Memphis Rotary Foundation

Last week John Ueleke distributed pledge cards announcing our East Memphis Rotary Foundation fund drive is underway. Pledge cards will be available at our next meeting on the 10th of December, but you don't have to wait for a card. (See second page). Just let Lee know of your pledge and she will bill you as you direct . . . monthly, quarterly or a one-time payment. Your support of the Foundation allows us to provide grants to deserving causes here in our community. Seventy-five percent of all donations remain in Memphis with twenty-five percent going to Rotary International in support of global projects such as the eradication of polio.

Help us help others with your support of the East Memphis Rotary Foundation. Call Lee now to avoid a call from the John's . . . John Ueleke and John Seabold.

### Thursday, December 10, 2020

**Alex Rasmussen**



Alex Rasmussen serves as the CEO of Neon Canvas and Signature, two Memphis-based firms that provide website development, video production, logo/branding work, social media support and more to businesses across the nation. In addition to his business leadership, Alex is a husband and father of four. He co-founded the Memphis Footgolf Course, the first footgolf-only golf course in the country. He is a graduate of both Christian Brothers High School and Christian Brothers University. He serves on the Admissions and Marketing Committee for CBHS; on the National Alumni Board for Christian Brothers University; and was named CBU's Alumni Partner of the Year in 2016. He's a volunteer youth coach for soccer, basketball and football and supports a number of local nonprofits including St. Jude Children's Research Hospital, the Muscular Dystrophy Association, Youth Villages, First Tee of Memphis and Disabled American Veterans.

Alex is a strong advocate of Memphis and has an interesting story to tell. In addition to his business and community experience, he is also a survivor of the Las Vegas shootings. This near-death experience helped him to clarify his purpose in life and has shaped his perspective on business, family life, and community service.

### November 18, 2020 Program

**Sam Shaw**



Berclair Elementary Principal Sam Shaw said he is asked many times, "how are things going this school year." His answer is "miserable." Students loss the spring quarter and now most are having virtual classes. This presents new problems for students as they are not familiar with virtual learning as they are used to in-person classes that many times offers one-on-one help in class. Already schools are learning that students are far behind with fifth grade students testing at the third grade level. Teachers are not totally prepared for virtual teaching with many not returning to the classroom for fear of COVID.

Berclair has other challenges in that most of their students are minorities, many with English as their second language and not proficient in English. Many of these students have parents who are not highly educated and can't help them with their assignments. At the beginning of the school year, all Shelby County students were given laptops or tablets by the government. These are a great tool for students, however many families don't have a reliable internet connection. With the absence of a proper learning environment, students are struggling to cope with remote learning. Students are also facing the lack of less social interaction which they need for emotional health. It is a different time now and teachers are challenged with helping their students immerse themselves in this new learning experience.





**Rotary Club Memphis East Foundation  
2020 - 2021 Fund Drive  
John Ueleke, Chairman**

Contribution: \$ \_\_\_\_\_

Signature: \_\_\_\_\_

Check Enclosed

Please Bill My Account

Monthly

Quarterly

One-time Payment on:

Date \_\_\_\_\_

***Make Check Payable to Rotary Club Memphis East Foundation and mail to:  
504 Sanga Circle West, Cordova, TN 38018-7633  
Telephone: (901) 754-1615***

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**Update  
Russ White**

Many have asked about Russ White and his battle with COVID. We are pleased to report that he was moved from ICU on Monday, November 23rd. He is off the vent and will begin rehab soon to regain his strength. He asked for your continued prayers as he recovers.

**Election for 21-22  
Officers & Directors**

We have received ballots from many of our members and ask if you have not returned yours to please do so as we want to provide RI with our new officers. RI will then begin to provide information that will prepare them for their year of service.

**Funny but True**

We had to have the garage door repaired. The repairman told us that one of our problems was that we did not have a 'large' enough motor on the opener. I thought for a minute, and said that we had the largest one made at that time, a 1/2 horsepower. He shook his head and said, 'You need a 1/4 horsepower.' I responded that 1/2 was larger than 1/4 and he said, 'NOOO, it's not. Four is larger than two.' We haven't used that repairman since.

I live in a semi rural area. We recently had a new neighbor call the local city council office to request the removal of the DEER CROSSING sign on our road. The reason: 'Too many deer are being hit by cars out here! I don't think this is a good place for them to be crossing anymore.'