



THURSDAY, AUGUST 4, 2022 YAKIMA CONVENTION & EVENT CENTER

*Imagine
 Rotary*

FRANK PRITCHARD THE ABSOLUTELY TRUE & IMPROBABLE RISE OF PICKLEBALL



How did an island backyard game become a sport that today is played across the world by millions of people, earned a recent profile in New Yorker magazine, and this year became the official sport of Washington State?

Yakima resident Frank Pritchard, son of a co-founder of the sport, tells the Absolutely True and Improbable Rise of Pickleball, the story of an effort by a dad to keep bored kids entertained in 1965, and soon grew fast into a pastime now governed by an international federation and possibly destined to become a new Olympic game. In March, at a ceremony at the original Pritchard court on Bainbridge Island, Gov. Jay Inslee signed into law the naming of Pickleball as the official Washington State game. Inslee honored co-founders Joel Pritchard and businessmen Bill Bell and Barney McCallum all Bainbridge Island neighbors.

Our speaker is son of the late Seattle Congressman and Lieutenant Governor Joel Pritchard. Frank Pritchard is a graduate of University of Puget Sound, an Army veteran, and a former banker. He most recently retired from Nordstrom, where he led the opening of several stores. He is married to Yakima Rotarian Teresa Pritchard. Teresa and Frank have lived in Yakima since 2006.

FOR THURSDAY'S MEETING

Music – Charlie Robin
 Invocation – Jan Luring
 Sergeant-at-Arms – Nancy Leahy
 Program – Casey Corr

FUTURE PROGRAMS

August 11th – Joey Lawrence, The Park: A New Wave is Coming
 August 18th – Mike Johnson & Aaron Ruff, How Thrift Helps Everyone
 August 25th – Nick Zentner, Central Washington Geology
 September 1st – Rotary Picnic at Franklin Park

PROPOSED NEW MEMBER

Unless written objection is received by the Board of Directors by Friday, August 5, 2022, the following candidate will be elected to membership:

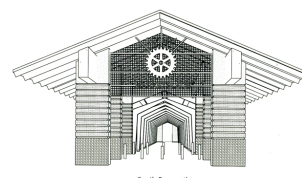
Mary McFadden
 Office Manager/Health Coach
 Health Within Wellness Center
Classification: Health & Wellness
 Proposed by: David Lynx
 Endorsed by: Margaret Filkins

ROTARY MARKETPLACE GROUNDBREAKING

After over two years of planning and working behind the scenes, the Rotary Marketplace Project is set to begin with a groundbreaking Tuesday, August 2 at 9:30am. Meeting location is under the Track 29 sign on Yakima Avenue. Mark your calendar and come celebrate.

ROTARY MARKETPLACE

YAKIMA ROTARY



South Perspective

THANK YOU LETTERS

Dear Yakima Rotary Club,

The Highland Food Bank Board of Directors and volunteers would like to thank you for your partnership, support, and on-going compassion for those who need charitable assistance. As one of the wealthiest states in our nation, Washington ranks 34th in food security. One in six Washingtonian children live in households that struggle to put enough food on their tables.

Rotary's partnership with the Highland Food Bank gives access to more help to reduce hunger among the infant population it serves. Thank you! Your partnership is valuable!

*Most Gratefully,
Michelle Wyles
Treasurer*



Dear Members of the Yakima Rotary Club,

As a recipient of one of your 2022 scholarships, I just wanted to say thank you! This money will help me tremendously as I attend BYU this fall. You guys are amazing. Thank you for all that you have done for me and our community. I look forward to becoming a Rotarian in the future.

*Sincerely,
Brooke Bauer*

- REVIEW -

It may have been hot outside, but it was cool inside for a day of Rotary fellowship. A special thank you to everyone who volunteered to help make our meeting a success. Anthony Peterson, Dave Heintz and President Rick served as greeters. With endless musical talent, Doug Rich accompanied by Bob Hamilton led us in My Country 'Tis of Thee. President Rick welcomed our guests and shared a story of his volunteer time last Saturday at Garfield Elementary cooking hotdogs for Community Action Day Graffiti Abatement event. Tressa Shockley inspired us with a wonderful message and Moriet Miketa raised money for Rotary Charities with summertime ice cream truck memories.

Two past presidents, John Baule and Darrell Blue had announcements. Past President John announced the groundbreaking of the Rotary Marketplace on Tuesday at 9:30am – I can't wait to see the vision come to fruition. Past President Darrell shared his experience serving as our District representative at the Rotary International Council of Legislation held in Chicago. They meet every 3 years to consider proposed enactments to Rotary International bylaws. Of the 523 possible delegates from every Rotary District in the world, 522 participated.

Jane Davis had the honor of introducing Dr. Ed Bilsky as our program speaker to talk about opioids, an issue that affects every community across our nation. With 30 plus years of opioids research, education, and advocacy, the most meaningful parts of his career have been in community outreach. He became an advocate too.

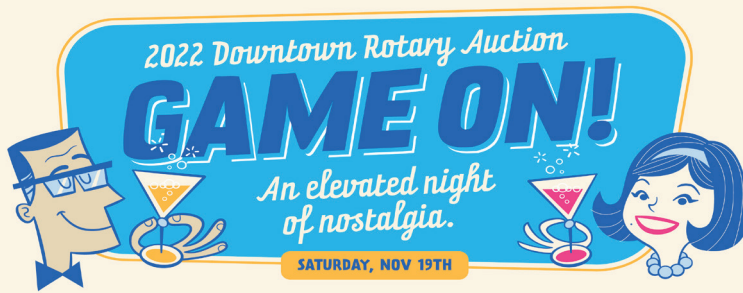
We are dealing with a set of crises – it is opioids, substance use disorders, chronic pain, and a global pandemic. The last couple of years have been rough. During the first year of the pandemic, the U.S. experienced the highest ever combined rates of deaths due to alcohol, drugs, and suicide. In Washington, the biggest surge in drug death has been fentanyl laced counterfeit pills.

There is biology of chronic pain and substance use disorders/addiction. We all have opioid receptors in various parts of our nervous systems in our brains. A lot of it is concentrated in the system that

gives rise to emotions and mood elevation. Opioids increase the pleasure center of the brain more so than natural ways that most of us receive through such things as a good conversation, meal, movie, or participating in sports. With the current crisis, we are seeing a hijacking of our nervous systems. We are pack animals; we like to be social. In today's society, we have the ability to be connected instantly across the world. Our nervous systems were not designed for that; it can be overwhelming.

Three words were shared - sympathy, empathy, and compassion. Sympathy is feelings of pity and sorrow for someone else's misfortune. Empathy is a little bit different. It is the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another. Compassion comes in the emotional response to another's pain or suffering and involves an authentic desire to help. Empathy is needed to motivate compassion. Compassion involves action. When you have compassion, a different system of circuits in the brain are engaged. Fundamental root causes that contribute to risk factors that lead to substance use disorders are called ACE (Adverse childhood experiences and adverse community environments). They can be difficult to talk about.

The human and economic toll of the opioid crisis was \$1.02 trillion in 2017. Prevention needs to begin with an investment in primary prevention with second and third graders, especially with those suffering with ACE through managed conversations. There are medications for opioid addiction. They are effective, but they are not a magic bullet – still needed are psychotherapy, group therapy, and mental health therapy. He used the example of the community of Biddeford, Maine as a community who has worked hard to change things around. PNWU is working through its mission to train health care professionals to serve in rural and medically underserved communities with student involvement that includes their own experiences, taking down stigmas, talking, advocating, and volunteering their time. He ended with words from Bob Dylan – Let's see Action, Let's see People, Let's see who Cares.



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For more information on how you can get your company's name added to the list,
please contact John Cooper at john@visityakima.com.