



THURSDAY, JANUARY 16, 2025 YAKIMA CONVENTION & EVENT CENTER

*The Magic
Of Rotary*

DR. MELISSA HILL THE FUTURE OF HIGHER EDUCATION



Higher Education can be slow to change, but transformative changes are needed, if we are going to address the evolving workforce needs of Washington State.

Dr. Hill will discuss the status of leadership in higher education in our Valley, the reason men are not attending college, the trend for workforce needs in our state, and partnerships for the future. All are very important topics for our Valley and state in higher education

Melisa Hill was a member of the West Valley High School volleyball team who brought home their first State Championship. After graduation she played volleyball for Spokane Falls Community College and later attended Eastern Washington University to get her bachelor's degree and serve as an assistant Volleyball coach.

From Eastern, she went to University of Alaska where she earned her master's and PhD degrees. While there her adventurous life included running marathons, fishing and skijoring with her dog Silver.

Dr. Hill has been at Heritage University for 14 years and currently is the Provost/Vice President for Academic Affairs.

FOR THURSDAY'S MEETING

Greeters – Ken Smith, Rebecca Thornton
Inspiration – Jan Luring
Sergeant-at-Arms – Matt Martinkus
Program – Rick Pinnell
Attendance – Nicole Franson

FUTURE PROGRAMS

January 23rd – Chief Nathan Craig & Chief Aaron Markus,
West Valley & Yakima Fire Update
January 30th – Brett Lovins, Sobriety & The Workplace
February 6th – David Kearby, St. Andrews Golf Tournament for Rotarians
February 13th – Shaquem Griffin, Black History Month

JANUARY SECOND CHANCE SOCIAL

In celebration of the new year, the Social Committee is changing things up for this month's Second Chance Social. The date, time, and location will be FRIDAY, January 17th from 6pm to 8pm at the Yakima Tennis Club Indoor Facility at 2505 Fruitvale Blvd. The festivities will include appetizers provided by Rotary with beer and wine to purchase – they will also include an opportunity to play pickleball and tennis. Equipment will be provided for those who want to learn a new game. It will be warm inside; wear appropriate clothing. Spouses, significant others, potential new members, and kids are invited with fun activities planned just for the kids. Please RSVPs to the Rotary office to make sure we have enough food for everyone.

*Come join a fun-filled night with pickleball, tennis, or social delight.
Serve, volley, or chat with a friend. The fun will never end!*



MLK JR. VOLUNTEER OPPORTUNITIES

It has become a Rotary tradition to partner with OIC of Washington to celebrate the MLK Jr. Holiday with a call for volunteers and sponsors to help with their annual basketball tournament for underprivileged youth K-8th grade. Dates and times are Saturday, January 18th from 9am-6pm and Sunday, January 19 from 9am-1pm. Volunteers are needed to referee, work at the door, and help in the concession stand. You can choose a time frame that fits your schedule.

The cost to sponsor a child to pay is \$15 and includes their entry fee and a meal. If you would like to volunteer your time or sponsor a youth(s), please call or email the Rotary office today.

ROTARY BRIDGE KICKOFF

Sunday, January 26th

2pm to 4pm

The Capitol Theatre Robertson Room

Open to all skill levels from beginner, novice, average to advanced.

Spouses, significant others are invited to join.



REVIEW

After two weeks off to celebrate the holidays, we were back at the Convention Center for our first meeting of the new year. It was great! It all started at the door with our greeters, Tressa Shockley and Josh Shockley. Lila Mowatt provided an inspirational message in the wake of what is happening in California and New Orleans that included positive thoughts and prayers that things will get better for all those mourning or suffering. Yakima Rotary Charities was the beneficiary of Mike Hummel's sergeant-at-arms based upon his new nickname, Magic Mike.

President Jim had a full list of items of things happening beginning with a welcome to our guests and continued with member recognitions, community service opportunities, social activities, and a club vote on our newest Board Directors. Kyle Curtis was recognized for his selection as Chair of the Yakima County Commissioners. Drew Harris was recognized for his nominations as Realtor of the Year, Realtor Achievement and the Realtor Community Service Award by the Yakima Association of Realtors, and Larry Mattson was congratulated on his appointment as the new director of the WA Dept. of Ecology's Office of Columbia River. The MLK Jr. Holiday is next weekend. As part of our community celebration we are participating in the Peace Walk on Monday and asking for volunteers and sponsors for the MLK Jr. Basketball Tournament on Saturday and Sunday. Upcoming social activities include a kickoff for Rotary Bridge on January 26th and a Second Chance Social on January 17th. Details are listed in separate articles. There was unanimous approval of Farina, Dana Eliason, and Anthony Peterson as our newest Board Directors to begin a 3-year term starting July 1, 2025.

Kevin Good, chair of the Allocation & Review Committee, presented four grant checks. The Harman Center was awarded a grant in the amount of \$2,000. They support 90,000 seniors annually for classes, events and groups; the funds will be used to complete a computer lab upgrade for learning and digital literacy. Heartlinks received \$2,500 for Bereavement Bags for children experiencing loss and grief. EPIC was awarded \$5,000 to fund a playground shade structure at their new location on 5th Avenue. The Capitol Theatre Committee received a grant of \$2,500 to support The Aunties Storytelling Workshop, an interactive live storytelling and documentary series created in honor of women and two-spirited culture bearers who shape, support, and uphold Indigenous communities.

Rich Austin had the honor of introducing Mick Hoffman as our featured speaker to talk about the WIAA (Washington Interscholastic Activities Association). WIAA is the memory-making business. In the state of Washington there are approximately 225,000 participants between athletics and activities. It is not the job of WIAA to create Division I athletes or professional athletes; their job is to keep students connected to their education.

They are a private, non-profit 501(c)3. Their Board is made up of people from around the state. They support both public and private

schools serving over 800 schools: 400-plus high schools and 400-plus middle schools. They are one of the only organizations in the nation that serve both high and middle schools. Total championships are around 120 per year; a quarter of them are held here in Yakima. The benefits for students participating in sports and activities are that they attend 21 more days of school a year, they have higher grade point averages and make healthier lifestyle choices. Students who compete in public settings learn how to deal with success and failure. At a cost of 2% of a district's budget, it is one of the most effective intervention programs in schools.

WIAA's governance is split between 6 districts within the state. They have an Executive Board comprised of 13 members, one from each of six districts with the remaining members selected regionally. They strive for diversity of gender, ethnicity, school sizes, and leadership levels from superintendents to coaches. There is a separate Honorary Board who take part in the meetings and discussions but are non-voting members. How are rules made? Any five schools can get together and propose a rule. Rules come to a representative assembly that convenes once a year; it takes a 60% majority vote to pass. Their annual budget is \$6 million. 55% of their revenue comes from state tournament ticket sales.

There are challenges: finances, diversity in representation, club sports, official shortages, and bad behavior. They receive no public money; streaming has become an important revenue source. Electronic ticketing helps with efficiency. Students in club sports play so much, take so much time, and the cost is so high that many kids quit sports by the time they reach high school. The percentage of students that receive sport scholarships is 1.3%. Bad behavior has grown. They recently purchased 100 body cameras for officials. They are the first organization in the nation at any level to do so. When students or adults know they are being observed and will be held accountable, they typically meet expectations. The key to sportsmanship is coaches; behavior starts in practices and the locker room. Good sportsmanship is not celebrated enough; that is something they are working on.

Gender identity is a topic in the news almost daily. The WIAA follows the law. They cannot enact a rule that knowingly violates the law. What happens if they don't follow the law? Their D&O insurance is gone and the penalties and attorney fees for not following the law would be in the millions. They do not advocate for legislation; they are not an advocacy group. Current laws are not likely to change in Olympia. The rules at WIAA have been in place for the last 18 years; it's become an issue in the last 3 years. We have a new president that was just elected that may change things at the federal level. If the law changes, the WIAA will follow the law.

No matter what, there is agreement that every student should have the opportunity to compete; the discussion is around what does that look like and what's fair.



THANK YOU TO OUR ROTARY AUCTION SPONSORS!

Platinum



Gold



Silver



Morgan Stanley



Quinn & Aaron Dalan



Bronze

