



**THE  
BETTENDORF  
ROTARY  
CLUB NEWS...**  
Bettendorf, Iowa 52722  
**January 24, 2024**

*This Week's Meeting...*

**QC, THAT'S WHERE**



*Next Week's Meeting...*

**AUGIE LITERATI**



Noted Augustana College professor, advisor, author, and Naval intelligence officer, Dr. Dan Lee, will join us to offer insights and anecdotes from his 50-year career in academia.

Dr. Lee is the Marian Taft Cannon Professor in the Humanities and the director of the Augustana Center for the Study of Ethics.

This presentation promises to be interesting. Don't miss it.



Today we heard from Dave Harrell, president at Visit Quad Cities... the bi-state visitors bureau for the QC.

Dave was quick to thank Rotarians Bob Gallagher, Scott Naumann, and Decker Ploehn for "getting it." That being, understanding the importance of investing in tourism marketing.

Dave says he has a great team of professionals at Visit QC. They are professional and purpose-driven. And they include our own Rotarian, Jessica Van Dyke, who manages Sports Marketing. Jessica's current focus is on bringing NCAA championship tournaments to the QC. For example, the NCAA Division I Golf Championship.

The University of Iowa and the University of Illinois are working collaboratively with Visit QC as the home schools for this push.



Another big push for Visit QC is accommodating the cruise ships that stop in Davenport. These vessels turn people loose from all over the world on the Quad Cities – particularly Europeans. Setting up safe, fun, and interesting agendas for these river excursion visitors is going to gain importance going forward.

The BettPlex has become another key draw for tourism in the QC... and that's only going to get stronger as the infrastructure is developed out there and new businesses and features are added.

Funding for Visit QC comes from local units of government via hotel/motel taxes. And the states of Iowa and Illinois provide 18% of Visit QC's funding. But the truly impactful dollars come from the actual visits to the QC by people attending events and attractions and people considering moving to the QC.

“Non-Resident Revenue” is the most critical indicator of the efficacy of Visit QC. \$1.38 Billion was the total visitor spend in the QC in 2022. And bear in mind Tourism provides 9000 jobs in the QC.

Additionally, 253 businesses are sponsoring members of Visit QC.

As with every other agency on Earth, Visit QC is working on programs leveraging Artificial Intelligence. But Dave is emphatic that human connectivity and attentive service will never be replaced in the Tourism formula.

Visit QC is a prestigious marketing organization in that it is ordained as a “Destination Marketing Accredited Organization.” There are only 200 such organizations on the planet.

We are all responsible for being good hosts to the people who choose to spend their time and money in the QC. As well, we are obligated to be good ambassadors for the Quad Cities.

Thank You, Mr. Harrell, for helping put the QC on the map.



## **GUESTS...**

**Tommy Lynch** (with husband, Mhisho Vuong-Lynch)

**Gretchen Nollman** of District 6000

## WE SING...

**Tom Howard** made sure we carried on our meritorious behavior as a SINGING ROTARY CLUB.



## ANNOUNCEMENTS...

**Frank Mitvasky** says we can use one more judge for the Pinewood Derby event this Saturday for Cub Scout Pack 54. Email Frank at [fmitvasky@gmail.com](mailto:fmitvasky@gmail.com) to be involved with this enjoyable community service.

**Mary Macumber-Schmidt** let us know the Service Committee will be meeting Thursday February 1 at 12 Noon. See Mary if you'd like to be a part of this core effort.

[Mary.macumberschmidt@unitypoint.org](mailto:Mary.macumberschmidt@unitypoint.org)

**Mary Macumber-Schmidt** continued on by advising that the club will be serving dinner to the kids at Hope at the Brick House on Monday February 26. We need volunteers to prepare meals and servers to deliver the goods. Starts at 4:00 and will be done by 5:00. See Mary to be a part of this heart-warming effort.

**President Joe** threw down the gauntlet. He says there is a Rotary challenge associated with the Big Brothers/Big Sisters' Putt-A-Round. The Davenport Rotary Club is the defending team champion. We need to put together two teams to recapture the BRC's honor on Thursday February 8. See President Joe. [Joseph.p.campion@gmail.com](mailto:Joseph.p.campion@gmail.com)



**Matt Sturdevant** says there is a lot of excitement around Lobsterfest this year. It's going to be the biggest and best yet. Matt recognized the committee chairmen so we can know who contact with questions – or, more importantly-volunteer! [matt.sturdevant@goosehead.com](mailto:matt.sturdevant@goosehead.com)



**Scott Naumann** THANKED Matt Sturdevant for his leadership with Lobsterfest this year.

## Happy Bucks...

**Eric Reinsch** was excited to let us know that Stompbox Brewery in Downtown Davenport just released a special beer benefitting the Big Brothers/Big Sisters Putt-A-Round (happening February 7<sup>th</sup> through the 9<sup>th</sup>). Go get ya some!

**Mary Macumber-Schmidt** was pleased let us know the main entrance at Unity Point Hospital has been re-opened after it suffered closure from water damage.

**Frank Mitvalsky** was proud to offer to pay for half of the \$120 table fee at the Bettendorf High School Booster Club's Trivia Night this Saturday January 27. See Frank to get in on the fun.  
[fmitvalsky@gmail.com](mailto:fmitvalsky@gmail.com)

**Jessica VanDyke** was giddy about sitting next to Decker Ploehn and she also kicked in some birthday money.



**Decker Ploehn** came back from Tuscon to find his car battery was dead in the aftermath of a blizzard. Lucky for him, Ben Leischner, director of the Quad City Airport, was on the spot to help... bringing Decker joy.

**Dave Harrell** happily committed a historical act by being the first program presenter to throw money in the pot... in honor of **Jessica VanDyke's** work at Visit QC.

**Doc Tom Olson** coyly offered, "A pun is not completely matured until it is full... [wait for it]... GROAN."

### Upcoming Meetings...

If you have an idea for a future program, see Program Chairman **Scott Naumann**, 563-505-7953;  
[scottnaumann@msn.com](mailto:scottnaumann@msn.com)

### For more on Bettendorf Rotary...

Website:  
<http://www.bettendorffrotary.com/>

You can also find us on Facebook and LinkedIn



LinkedIn

### Need to Make Up at Another QC Rotary Club?

Monday, Noon: Davenport – Modern Woodmen Park

Monday, Noon: Moline –Trinity Lutheran Church, Moline

Monday, 6 p.m.: QC Illinois – Club Room, upstairs, Hy-Vee, 30th Street & 18th Avenue, Rock Island

Tuesday, 7:15 a.m.: River Cities – Brothers Restaurant, Rapids City

Tuesday, Noon: Rock Island – QC Botanical Center

**Wednesday, noon: Bettendorf – Tanglewood Hills Pavilion**

Wednesday, 5 p.m.: Mini Meet – Lunardi's Restaurant, Davenport

Thursday, 7 a.m.: Iowa Quad Cities – J-Bar, Elmore Avenue, Davenport

Thursday, Noon: East Moline – Christ United Methodist Church

Thursday, Noon: Milan – Pinnacle  
Country Club  
2<sup>nd</sup> and 4<sup>th</sup> Thursdays, 5:30 p.m.: Twin  
Rivers Rotary After Hours – → *please  
update if you learn its meeting place*  
Friday, Noon: North Scott – Steeplegate  
Inn, Davenport

**For more on Rotary District 6000:**

<https://rotary6000.org/>

**Dennis Drager**

District 6000 Governor 2023-24  
9525 Winston Ave.  
Urbandale, IA 50322  
641-485-5486

**For more on Rotary International:**

<https://www.rotary.org/>

**R. Gordon R. McNally**

Rotary International President, 2023-24  
Rotary Club of South Queensferry,  
Lothian, Scotland

## Rotary International... Rotary Foundation Minute

**S.K. Nanda,**  
BRC’s Rotary  
Foundation chair,  
provides regular  
guidance on the  
good work of the  
Foundation...



On Jan. 18, 2024, the World Health Organization office in Abuja, Nigeria, released the following statement regarding Polio:

“Committed to ensuring that every child is safe from the paralysis caused by poliovirus, Rotary International has donated a \$14 million grant to the government of Nigeria to support polio surveillance activities and halt the spread of all forms of poliovirus across the country. The grant, which will be executed through the World Health Organization (WHO) will help to keep the country’s foot on the pedal through polio surveillance activities to sustain the gains achieved on wild poliovirus eradication and work towards eradicating the Circulating Variant Poliovirus (cVPV2) from Nigeria.

Welcoming the new grant, WHO country representative, Dr. Walter Kazadi Mulombo, affirmed that “Surveillance is key to achieving health security.” Expressing gratitude to Rotary International for the grant, he said the eradication of all forms of poliovirus in

Nigeria is key when discussing health security in the country. The grant will boost work on polio surveillance until Nigeria is through with the goal of eradicating all forms of poliovirus. Work is going on to get rid of CVPVD2, and surveillance is a key component of the intervention.

In his remark, Joshua Hassan, chairman, Nigeria Rotary Polio Plus Committee, said the organization is ready to support Nigeria to eradicate all forms of poliovirus in the country. Mr. Hassan said Rotary Foundation Trustees approved in July 2023 a grant of US \$2,675,000 to support polio eradication in Nigeria through WHO Nigeria for surveillance to track CVPV2. “An additional grant of US \$4,514,785 dated October 2023 was again approved by Rotary Foundation Trustees for surveillance by WHO and finally on the 10 of January 2024 yet another grant was approved to the sum of US \$6,848,002 for technical assistant making a total of US \$14,037,787.”

In Rotary,

Olabisi Gwamna, PhD

Visit: [The Rotary Foundation | Rotary International](#)

\*\*See **S.K. Nanda** about making your contributions to The Rotary Foundation.

### **BIG FAVOR...**

Go to the BRC’s Facebook and LinkedIn pages and share these posts. We’ll be posting this notice twice a week for the next couple weeks. THANK YOU!

**SAVE THE DATE!**



### **BRC News staff...**

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