



# The Serving Tray

Rotary Club of Kirksville -- Charter 371 -- District 6040

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



November 5, 2025 - Volume #76



## WORLD CUP PREVIEW - PRESENTED BY JIM ROWLAND

In Dale Schenewerk's introduction, we learned Jim Rowland is the national account manager for sports tourism for Visit Missouri. In this role he has built strong connections with all Kansas City professional sports teams and keeps a pulse on Show-Me State sports. He was a board member of the Kansas City FIFA Committee, a non-profit organization overseeing strategy and delivering host city duties for FIFA World Cup 26. He has worked on the World Cup for the last 10 years. With over 20 years in the sports industry, Jim previously served as the executive director of the Jackson County Sports Complex Authority, the home of the Kansas City Chiefs and Kansas City Royals. Previously he served two terms as a Kansas City, Missouri city councilman.

In its 23rd edition, World Cup 2026 is distinguished as the first to host 48 teams with hosting shared between Canada, Mexico and the United States. It will be held in 16 stadiums including Arrowhead Stadium (to be temporarily renamed Kansas City Stadium). Other temporary changes to the stadium include removing rows of seats and all red and gold. KC2026 purpose is to deliver Kansas City magic, to rise on the world stage and to create a lasting legacy.

After beginning June 11, the World Cup final will be played July 19, 2026 in New York New Jersey. The world's most popular sport, soccer has 3.5 billion fans and 250 million players in 200 countries. Tickets to the World Cup cost hundreds of dollars. Instead, Jim recommended attending the **FIFA Fan Festival in Kansas City** (see illustration) in June (hours and further details will be made available in updates throughout the coming months.)



To build the excitement, Jim recommended that we have watch parties as well as by seeking World Cup recognition at community festivals and by reaching out to youth through schools.

**50-50 Drawing:** Ralph Cupelli did not pull the ace of spades; pot now up to \$407.  
No Happy Bucks collected this week.

### Guests:

None

**Announcements:** See cover email. Congratulations to Vern Playle for 50 years of service!

### Upcoming Programs:

**Nov. 12:** Amanda Brand & Jeff Romine/  
Charitable Fund; **Nov. 19:** Melissa Stuart &  
Jeff Romine/RI Foundation; **Nov. 25:** Joint  
Service Club Thanksgiving Meeting; **Nov.  
26: NO MEETING**