



## Shah Suken

### Founder, Envision Marketing



In 2007, Suken Shah saw potential in the midst of a new digital age. Recognizing the transformative power of digital channels, Shah started Envision Marketing as a side business, helping clients understand the changing media and marketing landscape.

Now in its thirteenth year, Envision Marketing has garnered a reputation for providing transparent digital strategies and boasts an impressive list of clients including Governor Steve Sisolak, XPEL Films, Nevada State Bank, and more. Envision serves many different verticals – everything from political campaigns to lawyers, doctors and service-oriented businesses.

Shah's dedicated marketing trajectory began in 2000 as an undergraduate communications student at the University of Nevada, Las Vegas (UNLV). A full-time student, Shah worked as an unpaid intern at the Tom and Nicole Morning show on Clear Channel Radio Station KSNE-FM (Sunny 106.5) in Las Vegas where he helped the station produce morning show segments. He later became the Sales/Executive Assistant for Clear Channel Radio, where he planned promotions and compiled the station budget.

In 2004, Shah joined Cox Media where he organized the COX/ESPN Sports Memorabilia Tour and the NFL Network Kickoff Party. In addition, Shah revamped the A Welcome Home, a program designed to find homes for foster children. As a result, Shah was honored with the Adoption Excellence Award by the U.S. Department of Health & Human Services in 2005.

In 2007, Shah graduated with a Masters of Business Administration from the University of Southern Nevada (USN) – now known as Roseman University of Health Sciences. Shah also served as Director of Online Marketing at Zen Entertainment and Nevada State Bank where he drove \$2.5M worth of revenue from online channels.

A firm believer in giving back to the community, Shah has volunteered with the Andre Agassi Foundation, the Tiger Woods Foundation and Olive Crest. Shah also serves as an adjunct professor at the UNLV Lee Business School. He has also served on the board of directors for the American Advertising Federation – Las Vegas and led the 200 member organization as Governor for the District.

In his ten years of teaching higher education, Shah still finds himself learning from others. "Whether it's the latest marketing trends or understanding current campaigns, I'm always learning from my students," said Shah.

When he's not working or volunteering his time, Shah enjoys hitting the gym, watching news satire TV, and indulging in the Las Vegas culinary scene with his wife.

### The Las Vegas Rotary Club's Mission:

*Teaching Youth to Succeed  
through Literacy, Education & Life Skills Development*



JANUARY 6, 2022

TODAY'S PROGRAM

SHAH SUKEN

MESSAGE FROM THE PRESIDENT

MEMBER HIGHLIGHTS

SCRIBE

CALENDAR



SERVE TO CHANGE LIVES

WHAT IS ROTARY?

*Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.*



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**Kirk Holmes**

**Bill Houghton**

**Toni Kern**

**Stuart Lipoff**

**Mike Cudiamat**

**Rob Pistone**

**Brian Sorrentino**

Past President Representative

**Tom Thomas**



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## MESSAGE FROM THE PRESIDENT

I hope all in the club had a great holiday season and New Year's celebration. This time of the year is a time we often reflect on the past year and set new goals for the coming year. I reviewed some of my goals from last January and laughed. I missed the mark by a wide margin on few key targets.

Why do so many of us aspire to change, especially this time of year?

Every life needs aspirations—along with commitment to help us achieve them. Our goals can be like banks of a river, guiding the flow of our activity and ambitions.

Making plans and striving to accomplish them helps channel our efforts and energies toward the things that matter most to us.

But what about when we fail on some like I did last year? How do we respond when, despite our earnest efforts, we don't reach those aspirations?

The natural response is to feel discouraged, disheartened. It might seem that all our planning and work were wasted. We may even question our aspirations—should we lower our expectations? Should we give up on ourselves or others?

Henry Ford said, "Failure is only the opportunity ... to begin again." Failure is an excellent teacher—if we are willing students. Yes, failure brings disappointment, but that disappointment may be just the fuel we need to reevaluate our course and adjust.

And then, once we've learned from the disappointing past, we can turn ourselves toward a new, probably better, future.

Business man and religious leader, Thomas Monson said, "Our responsibility is to rise from mediocrity to competence, from failure to achievement. Our task is to become our best selves. One of God's greatest gifts to us is the joy of trying again, for no failure ever need be final."

The river of life is full of obstacles and unexpected turns, but water always finds a way around them. Many times, the journey is thrilling, sometimes it is calm and peaceful. As we continue to serve and aspire to help all we can, the destination is divine.

As Rotarians, let's look forward with hope of continuing all the great things we do to make our community and this world a better place.

*Mike*

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**Club Members have now personally delivered more than 140 Wheelchairs to those in need in Southern Nevada.**

Wheelchair deliveries continue on behalf of the Wheelchair Foundation and Las Vegas Rotary. The Rotary Team makes room in a NLV Airport Hanger to receive 300 more chairs!

If any of our members knows of someone with a permanent disability, a Nevada residents and requires a wheelchair, but cannot afford one, please reach our direct to Jim Hunt directly.

## JANUARY BIRTHDAYS

01/01 Kathleen Mahon	01/22 Gwen Hall
01/06 Val Hatley	01/27 Diane Clary
01/07 Carolyn Sparks	01/27 Bill Houghton
01/09 Kirk Alexander	01/28 Anthony Barnes
01/16 Krista Nicholas	01/29 Stuart Lipoff
01/20 Jerry Engel	

## PAST PRESIDENTS

Les Saunders*	1923-24	Angelo J. Manzi*	1972-73
Bill Ferron*	1924-25	Keith Ashworth*	1973-74
A.A. Hinman*	1925-26	Robert E. O'Connell*	1974-75
Frosty Mildren*	1926-27	Don Ashworth*	1975-76
Fred Hesse*	1927-28	David F. Welles*	1976-77
Dr. F.M. Ferguson*	1928-29	James J. Corey*	1977-78
Dr. William S. Park*	1929-30	Darrell Luce*	1978-79
Charlie Dimock*	1930-31	Albert H. Purdue*	1979-80
Leo McNamee*	1931-32	Michael Hoover	1980-81
A.E. Cahlan*	1932-33	Donald L. Aikin*	1981-82
Douglas Dasheil*	1933-34	Joseph J. Buckley*	1982-83
Marion Earl*	1934-35	Irwin Kishner*	1983-84
Dr. Roy Martin*	1935-36	James Cashman III*	1984-85
K.O. Knudson*	1936-37	Mike Meyer	1985-86
Frank Gusewelle*	1937-38	Doug L. Peterson*	1986-87
Tom Connolly*	1938-39	M.J. Wiens, Jr.	1987-88
Archie Grant*	1939-40	Keith W. Bassett*	1988-89
Otto Underhill*	1940-41	Kenneth E. Miller*	1989-90
Bryan Bunker*	1941-42	James M. Gamett	1990-91
Cyril Wengert*	1942-43	Robert L. Moore	1991-92
Fred O'Donnell*	1943-44	Robert L. Forbuss*	1992-93
Frank Case*	1944-45	Gary A. Martin	1993-94
Victor Shurtiff*	1945-46	John A. Smith	1994-95
Max Kelch*	1946-47	Caty Crockett	1995-96
Ed Ciliax*	1947-48	Clifford R. Beadle	1996-97
Lorin Ronnow*	1948-49	Ralph J. Rohay	1997-98
Leonard Fayle*	1949-50	Dr. James M. Jones*	1998-99
Allye Lawson*	1950-51	Tom A. Thomas	1999-00
Harry Allen*	1951-52	Tom J. Krob	2000-01
Les Edwards*	1952-53	James E. Hunt	2001-02
Wayne Kirch*	1953-54	James R. Tucker	2002-03
George Boman*	1954-55	Kathy Dalvey*	2003-04
Spence Butterfield*	1955-56	Steve Casey	2004-05
Walt Hunsaker*	1956-57	Ned Phillips	2005-06
Ted Brandt*	1957-58	Brock Fraser	2006-07
Julian Moore*	1958-59	Randy Campanale	2007-08
Ray F. Culley*	1959-60	Russ Swain	2008-09
C.T. Harris*	1960-61	Karen Whisenhunt	2009-10
Ollie Gardner*	1961-62	Tom Axtell	2010-11
Tom Underhill*	1962-63	Sharon McNair	2011-12
Vern Willis*	1963-64	Randy Donald	2012-13
Ward Wengert*	1964-65	Ginger Anderson	2013-14
Bill Southard*	1965-66	Steve Linder	2014-15
Dr. Vince Sanner*	1966-67	Mary Ann Avnet	2015-16
Walter Wehner*	1967-68	David Thorson	2016-17
Dr. Robert Robinson*	1968-69	Dr. Michael Gordon	2017-18
Harold Wandesforde*	1969-70	James Kohl	2018-19
Mark C. Mielke*	1970-71	Jacqueline Thornhill	2019-20
Dr. Harold Boyer*	1971-72	Richard Jost	2020-21

\* Deceased

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# THE LAS VEGAS ROTARY CLUB



Tarby Bryant leads the club with an inspired invocation.



Past President Richard Jost leads the club in a holiday-themed patriotic song.



The head table: Jerry Engel, Carolyn Sparks, Mike Mewborn, Brock Fraser, Mike Ballard and Senator Richard Bryan.



Rotary Board member Mike Cudiamat recognizes Barbara Biltzer & Val Hatley for their achievement of Major Donor status for contributions to the Paul Harris Foundation.



Russ Swain achieves Major Donor Status for his contributions to Paul Harris Foundation.



Kathy Mahon selects the Joker and wins half the pot! Congrats Kathy!

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# THE LAS VEGAS ROTARY CLUB



Past President Karen Whisenhunt introduces Sara Boomgaarden, potential Rotary global scholar, to the club



Past President Steve Casey and his wife Linda enjoy the last Rotary lunch of the year together.



New 25 Club President **Bhaven Singh** introduces his guest and prospective member Andrea.



Las Vegas Rotary Foundation and the law firm Howard & Howard gave a grant of \$8,500 was presented to Foundation for Independent Tomorrow.



Senator Richard Bryan won the raffle for the two Lawry's gift cards.



President Mike presents Senator Richard Bryan with a "Sole Power" award to benefit a child in need of shoes & socks.



## The Officers for the 25 Club

President - Susan Zioboro  
VP - Bhaven Singh • Secretary - Barbara Castro  
The 25 Club meetings are held on the 1st Thursday  
each month at 6:00 P.M. at TBD



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**President Mike Ballard** called the meeting to order.

- **Tarby Bryant** gave the invocation.
- **President Mike** gave thanks to members who help with meeting roles.
- Guests: Visiting Rotarian **Dave Auston** joined us from the Summerlin Rotary Club. Guest of Rotarians – **PP Russ Swain**, **PP Jim Kohl**, **PP Steve Casey**, **Toni Kern** introduced prospective members, **David Tulanian** introduced the principal and assistant principal from Beckley elementary school. Our beloved administrator, **Shawn Noorda** introduced her spouse Roger Noorda.

## Announcements:

- Paul Harris Fellow News - **Mike Cudiamat** reminded members that matching points are still available from **PP Tom Thomas**, and members should please consider taking advantage of them toward their first or next PHF.
- PHF Presentation – **PP Russ Swain** reached the Major Donor level with this presentation.
- Las Vegas Rotary Foundation Presentation – A grant award of \$8500 was presented to the Foundation for An Independent Tomorrow to be used for workforce development serving more than 200 members of our community seeking better jobs.
- An appeal was made by Foundation President **Bob Werner**, to contribute through the Las Vegas Rotary Foundation to the Rotary District in Kentucky. Funds can be matched and will serve families in need after destruction caused by multiple tornadoes.
- 12/16/21 – Magical Forest Volunteer activity at Opportunity Village announced by **PP Brock Fraser**. More helpers needed. Members can pick in advance a time slot at either the railroad train or the merry go round 5-9 PM. Sign up for a time slot in the Green Book.
- 01/11/22 – Orientation hosted by **Barbara Bilitzer** and **Val Hatley** at their home in Tuscany Development in Henderson.
- 01/06/22 - 25 Club Meetings & Social – **Susan Ziobro** next meeting will again be hosted by **Rose Falocco**. **Bhavan Singh** will be taking the helm as 25 Club President and debunking **Susan Ziobro**. Hosts are needed for February and March. All members are invited to attend.
- **President Mike Ballard** asked members to participate in the Family Tree app to see who they may be related to in the room.
- The Pot: The drawing began at \$3538 plus this week's donations. Drawing for the joker was **Dr. Kathy Mahon** who won the pot, and the Lawry's Bucks went to our speaker, former U.S. Senator Bryan.

## Program:

- **PP Brock Fraser** - introduced our Speaker, the former Nevada Governor and U.S. Senator Richard Bryan.
- **President Mike Ballard** presented Senator Bryan with a "Sole Power" award to benefit a child in need of shoes and socks and a Four-Way Test coin. Immediately following, the meeting was adjourned.

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# ARE WE RELATED?

Have you ever sat in a room full of people and wondered if or how you might be related to those around you?

Relatives around Me, a fun feature in the FamilySearch FamilyTree app, can tell you how you are related to friends, neighbors, or anyone sitting near you.

Do you know there's a good chance you are related to another member of the Las Vegas Rotary Club? Some of our board members have tried the app only to find they are fifth, sixth or eleventh cousins with others board members.

In January, we will be doing a program on Genealogy and Family History. To make it most effective, we need our members to do two things.

First, download the free app at the Google store or the Apple app store.

Second, look for your parents or grandparents using the app. You probably need to know their birth date and birth place. Once a few of your grandparents are in the app then you'll start getting hints. Build your tree as far as it is convenient. While you are visiting family during the holidays,

Once you go back to the 1940s or earlier, a lot of the research is easier since older data is regularly published by the government. For example, all of the census data from 1940 or earlier is available to the public and is in the FamilySearch app.

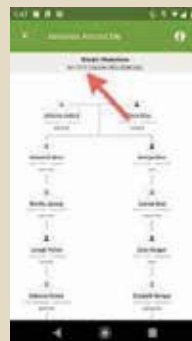
When you have that information in the app, it has a feature called "Relatives around Me." This fun feature in the FamilySearch Family Tree app, can tell you how you are related to friends, neighbors, or anyone sitting near you.

To try **Relatives around Me**, you and your potential cousin both need to be signed in to the Family Tree app and within approximately 100 feet of each other.

When you are in a room with others that have their Family Tree App open, you "**Scan for Friends.**" Within seconds it will show you all the cousins you have in the room. Selecting the person's name will bring up a pedigree graphic showing your common ancestor and the lines through which you both descend. Pretty cool, right?

In addition, you can also find how you are related to famous people, like presidents, actors, athletes, historic figures, European royalty and more.

So download the app and search for your grandparents. We will give a brief demonstration in the meeting today.



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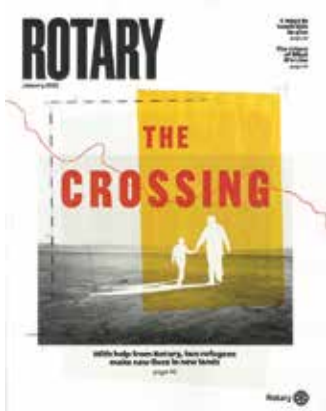
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## The Four-Way Test OF The Things We Think, Say Or Do

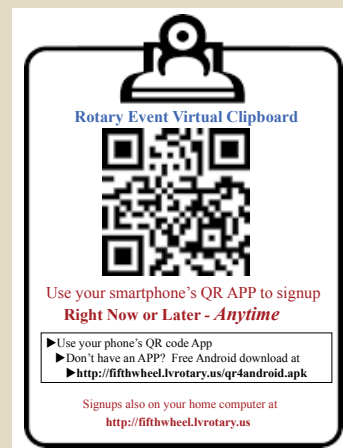


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2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL & BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

## CALENDAR

ROTARY EVENTS ARE LISTED IN RED / GUEST SPEAKERS & PROGRAMS IN BLACK

- 01/11 New Member Orientation at 6pm  
01/13 Engelstadt Foundation  
01/20 Michael Howard  
- Former CIA Officer  
01/27 Mujahid Ramadan  
Community Leader  
02/03 TBD  
02/10 Elizabeth (Betsy) Barry  
District 5300 Governor (tentative)  
02/17 Dan Stover Music Competition  
02/24 4 Way Speech Competition  
03/03 TBD  
03/10 TBD  
03/17 TBD  
03/24 TBD  
03/31 TBD  
04/07 TBD  
04/14 TBD



## MAKE-UP DAYS AND PLACES

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Wheel Creative & Editor: Fawn Chandler, Horizon Print Solutions ASB  
Programs: Gregory Maguire / Tarby Bryant  
Pictures: Jim Tucker  
The Scribe: 25 Club Member

## Rotary Web Sites

Rotary.org - Rotary International

District5300.org - District 5300 Site

[www.LasVegasRotary.com](http://www.LasVegasRotary.com) - Our Club Site



## Rotary At A Glance

Rotarians Members - 1,207,102; Clubs - 34,823; Districts - 538; Countries - 200+;  
Rotaractors Clubs - 7,868; Members - 180,964; Countries - 162  
Interact Clubs - 18,005; Members - 414,115; Countries - 132