



## Lisa Motley, CSEE

*LVCVA Vice President of Sports and Special Events*



Lisa Motley, a veteran of casino, hotel, sports, and special events marketing, sales, and operations, currently holds the position of Vice President of Sports and Special Events for the Las Vegas Convention and Visitors Authority (LVCVA). In this role, Motley led the team to secure three NFL tentpole events; Pro Bowl, Draft, and Super Bowl LVIII, as well as the 2028 NCAA Men's Final Four and 2025 WrestleMania. She

was instrumental in securing numerous international soccer matches, NCAA championships, and the development of the sports tourism strategy. Before the LVCVA, Motley served as the Director of Marketing for Las Vegas Motor Speedway (LVMS), where she developed the marketing and digital strategies for the property's 10 tracks and 1,400 event days including NASCAR and NHRA. She also oversaw the B2B initiative and CRM platform.

Prior to LVCVA and LVMS, Lisa held the role of Marketing and Digital Media Specialist for Las Vegas Events (LVE). Lisa assisted in marketing efforts for the Wrangler National Finals Rodeo and USA Basketball.

Before LVE, Lisa enjoyed tenures in advertising at the Golden Nugget, Lund & Manasse Advertising, New York-New York Hotel & Casino, and Aladdin Resort & Casino.

Motley has been involved with Special Olympics for ten plus years. She is a 2021 Sports Business Journal Game Changer, 2020 Connect Sports Game Changer, 2019 Leadership Las Vegas graduate, 2018 40 Under 40 and 2018 Women of Intrigue awards winner. Born in St. Paul, Minn., and a graduate of the University of Minnesota, Lisa has resided in Las Vegas for 24 years.

June 13, 2024

## 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.*

### **What We Have Accomplished.**

#### **DID YOU KNOW?**

- **May Service:** Initiated the WestCare Suit Drive collecting over 30 suits for women to Dress For Success in their job search endeavors.
- **May Community Grant:** \$4,600 approved for Jr. Achievement.
- **May Nevada Wheelchair:** the 'A' team delivered 3 adult wheelchairs and 10 wheelchairs by John Williams for a total of 26 volunteer hrs.
- **May Giving:** 2 UNLV Students received Tiberti Memorial Scholarship in the sum of \$3,000 each.
- **May Volunteer Social:** 9 Rotary/7 USO volunteers handed out tickets, sandwiches drinks to 85 service members/families and 27 - \$20 envelopes at the Aviators Night w/USO for 15 Club Member volunteer hours.
- **May Special Volunteer Service:** 15 hrs preparing raffles tickets for the past several weeks of the 50/50 Foundation Raffle ticket sales.
- **May PHF:** Through member point donations, 4 members received their initial PHF, and 4 received additional levels.

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

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

## CLUB OFFICERS 2023-2024



### President

Toni Kern

### President Elect

Kirk Alexander

### Immediate Past President

Caty Crockett

### Secretary

Stu Lipoff

### Treasurer

Rita Burton

### Elected Directors

Dan Adamson

Kirk Alexander

Niki Bates

Tina Bishop

Mike Cudiamat

Carey Grohs

Stuart Lipoff

Greg Maguire

Melanie Jo Muldowney

John Palley

Susan Ziobro

### Past President Representative

Randy Campanale

# PRESIDENT'S MESSAGE

After today, only one more President's Message, and then from 'Creating Hope In The World' we move forward into 'The Magic of Rotary'. The long history of a Rotary International President launching a theme for their presidential year is going away in 2025-2026. This decision was made by the RI Board of Directors at their October 2023 Meeting.

Incoming Rotary International President Stephanie Urchick's 2025 theme, "The Magic of Rotary," encapsulates the unique and transformative impact of Rotary's global initiatives and community service. This theme is a celebration of the extraordinary power of collective goodwill and dedicated service that Rotary members embody worldwide.

"The Magic of Rotary" signifies the almost mystical way in which Rotarians come together to create positive change. It highlights the synergy created when individuals from diverse backgrounds unite for common causes such as eradicating polio, promoting peace, providing clean water, and supporting education. This collective effort transcends the ordinary, producing results that seem magical in their scope and impact.

Urchick's theme also underscores the intangible benefits of Rotary membership—the camaraderie, personal growth, and sense of purpose that members experience. These elements contribute to a deeper sense of fulfillment and motivation, driving Rotarians to continue their efforts tirelessly.

Moreover, "The Magic of Rotary" reflects the organization's ability to inspire hope and transform lives, often in ways that seem miraculous. Whether it's through small acts of kindness or large-scale projects, the outcomes often exceed expectations, fostering a sense of wonder and gratitude among beneficiaries and volunteers alike.

In essence, Stephanie Urchick's theme for 2025 is a reminder of the extraordinary potential within Rotary's mission and values. It calls on members to recognize and harness this "magic" to further their impact, encouraging them to believe in the power of their collective actions to create a better world.

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Les Saunders*	1923-24	Robert E. O'Connell*	1974-75
Bill Ferron*	1924-25	Don Ashworth*	1975-76
A.A. Hinman*	1925-26	David F. Welles*	1976-77
Frosty Mildren*	1926-27	James J. Corey*	1977-78
Fred Hesse*	1927-28	Darrell Luce*	1978-79
Dr. F.M. Ferguson*	1928-29	Albert H. Purdue*	1979-80
Dr. William S. Park*	1929-30	Michael Hoover	1980-81
Charlie Dimock*	1930-31	Donald L. Aikin*	1981-82
Leo McNamee*	1931-32	Joseph J. Buckley*	1982-83
A.E. Cahlan*	1932-33	Irwin Kishner*	1983-84
Douglas Dasheil*	1933-34	James Cashman III*	1984-85
Marion Earl*	1934-35	Mike Meyer	1985-86
Dr. Roy Martin*	1935-36	Doug L. Peterson*	1986-87
K.O. Knudson*	1936-37	M.J. Wiens, Jr.	1987-88
Frank Gusewelle*	1937-38	Keith W. Bassett*	1988-89
Tom Connolly*	1938-39	Kenneth E. Miller*	1989-90
Archie Grant*	1939-40	James M. Gamett	1990-91
Otto Underhill*	1940-41	Robert L. Moore	1991-92
Bryan Bunker*	1941-42	Robert L. Forbuss*	1992-93
Cyril Wengert*	1942-43	Gary A. Martin	1993-94
Fred O'Donnell*	1943-44	John A. Smith	1994-95
Frank Case*	1944-45	Caty Crockett	1995-96
Victor Shurtiff*	1945-46	Clifford R. Beadle	1996-97
Max Kelch*	1946-47	Ralph J. Rohay	1997-98
Ed Ciliax*	1947-48	Dr. James M. Jones*	1998-99
Lorin Ronnow*	1948-49	Tom A. Thomas	1999-00
Leonard Fayle*	1949-50	Tom J. Krob	2000-01
Allye Lawson*	1950-51	James E. Hunt	2001-02
Harry Allen*	1951-52	James R. Tucker	2002-03
Les Edwards*	1952-53	Kathy Dalvey*	2003-04
Wayne Kirch*	1953-54	Steve Casey	2004-05
George Boman*	1954-55	Ned Phillips	2005-06
Spence Butterfield*	1955-56	Brock Fraser	2006-07
Walt Hunsaker*	1956-57	Randy Campanale	2007-08
Ted Brandt*	1957-58	Russ Swain	2008-09
Julian Moore*	1958-59	Karen Whisenhunt	2009-10
Ray F. Culley*	1959-60	Tom Axtell	2010-11
C.T. Harris*	1960-61	Sharon McNair	2011-12
Ollie Gardner*	1961-62	Randy Donald	2012-13
Tom Underhill*	1962-63	Ginger Anderson	2013-14
Vern Willis*	1963-64	Steve Linder	2014-15
Ward Wengert*	1964-65	Mary Ann Avnet	2015-16
Bill Southard*	1965-66	David Thorson	2016-17
Dr. Vince Sanner*	1966-67	Dr. Michael Gordon	2017-18
Walter Wehner*	1967-68	James Kohl	2018-19
Dr. Robert Robinson*	1968-69	Jacqueline Thornhill	2019-20
Harold Wandesforde*	1969-70	Richard Jost	2020-21
Mark C. Mielke*	1970-71	Mike Ballard	2021-22
Dr. Harold Boyer*	1971-72	Caty Crockett	2022-23
Angelo J. Manzi*	1972-73		
Keith Ashworth*	1973-74		

\* Deceased

## CALENDAR

- 06/13 **Speaker:** Lisa Motley Splichal, Sports and Special Events, LVCVA
- 06/13 **Event:** 25 Club Meeting at Las Vegas Golf Center 6:00 pm
- 06/20 **Speaker:** Beth Martino, Three Square CEO and President
- 06/27 **Event:** Debunking Party, Spanish Trails Country Club 6:00 pm
- 06/27 **Speaker:** Regular Meeting is **DARK**
- 06/27 **Event:** 25 Club Meeting is **DARK**
- 07/04 **DARK**
- 07/11 **Speaker:** The Magic of Rotary
- 07/11 **Event:** Wetzel Awards, Nellis Air Force Base 2:30 pm
- 07/18 **Speaker:** Kevin Kruger, UNLV Basketball
- 07/25 **Speaker:** Barbara Molasky, CORE: Supporting Student Success
- 08/01 **Speaker:** Patrick Brennan, Cello Tower, Red Rock Development
- 08/08 **Speaker:** Tina Quigley, Economic Development, LVGEA



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Signups also on your home computer at  
<http://fifthwheel.lvrotoary.us>

### June Rotarian Birthdays

<i>Ginger Anderson</i>	<i>June</i>	<i>15</i>	<i>Thomas J. Krob</i>	<i>June</i>	<i>5</i>
<i>Michael Ballard</i>	<i>June</i>	<i>1</i>	<i>Janice Lencke</i>	<i>June</i>	<i>5</i>
<i>Dr. Niki Bates</i>	<i>June</i>	<i>6</i>	<i>Ryan Moon</i>	<i>June</i>	<i>30</i>
<i>Barbara Castro</i>	<i>June</i>	<i>9</i>	<i>Robert Peiser, Jr.</i>	<i>June</i>	<i>16</i>
<i>Howard Hopkinson</i>	<i>June</i>	<i>18</i>	<i>Dale Pelfrey</i>	<i>June</i>	<i>15</i>
<i>James E. Hunt</i>	<i>June</i>	<i>3</i>	<i>Gary Vause</i>	<i>June</i>	<i>23</i>
<i>Benjamin Klink</i>	<i>June</i>	<i>14</i>			



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**THE LAS VEGAS**



Executive Director Shawn Noorda was Honored for Service to the Club and was Presented the Tiberti Fellow Award. Shown with Shawn PP Steve Casey, PP Randy Campanale, Paul Maffey and Larry Rouse.



RYE Students Noah Connolly (Green Valley Club), Anika Sinclair and Mateo Succo were Presented with the LVRC Legacy Book by President Toni Kern.



Kimberly McMahon Introduced Speaker RYE Student Mateo Succo.



Club Assembly Presented by: PE Kirk Alexander, President Toni Kern, Susan Zibro, Melanie Muldowney, Dr. Niki Bates, Tina Bishop, John Palley, Rita Burton, Bill Stieren and Greg Maguire.



And it Begins Again. PP Randy Campanale's Ticket Was Drawn, But Did Not Pull the Joker.



President Toni Kern Presents Bill Stieren with the Lawry Bucks.

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# ROTARY CLUB



President Toni Kern Commences the Year End Club Assembly.



Mateo Succo, RYE Exchange Student from Chile is Today's Speaker.



PP Steve Casey and His Wife Linda.



Annee Nounna Presents Our Flag to Chris Evert from the Ft. Lauderdale South Club.



Michael Williams Introduces His Guest Charlene Shutterman.



A Community Grant Award was Presented to Rachel Diehl and Vic Vegas, President of Chefs of Kids by PE Kirk Alexander.



The June Birthday Table: Dale Pelfrey, PEE Janice Lencke, PP Tom Krob, PP Mike Ballard, Dr. Niki Bates, PP Ginger Anderson and PP Katy Crockett.



The President's Table: RYE Students, Noah Connolly, Mateo Succo and Anika Sinclair with Kimberly McMahon and President Toni Kern.

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# SCRIBE – June 6, 2024

The meeting was called to order at 12:15 p.m. **President Toni** announced that after today she will only have one more meeting to preside over and **PE Kirk Alexander** will be leading next week's meeting. **PP Jim Kohl** delivered the Invocation and **Sidra Kain** led us in the National Anthem. Everyone joined in for the Pledge of Allegiance. **President Toni** thanked all who helped with today's meeting.

Visiting Rotarians: **Chris Evert** from Fort Lauderdale, Florida received a flag from our club and offered us wristbands from the Fort Lauderdale South Club. Guests of Rotarians: **John Palley** welcomed former member Austin Wyrick. **PP Steve Casey** welcomed his wife Linda Casey, and **Michael Williams** welcomed Charlene Shutterman. There were no guests of the Club.

**President Toni** introduced the Head Table: **Kimberly McMahon**, District 5300 Youth Exchange Officer; New Zealand exchange student Anika Sinclair; visiting exchange student from the Green Valley Club Noah Connolly; and our very own **Mateo Succo**.

**PE Kirk Alexander** presented Rachel Diehl and Vic Vegas, President from Chefs for Kids with a grant check for \$2000.00.

A Special Tiberti Fellowship was presented to Executive Director **Shawn Noorda**, for her dedication and contribution to the Club over the years. **PP Steve Casey**, **Paul Maffey**, **PP Randy Campanale**, and **Larry Rouse** made the presentation.

**Toni** called the raffle numbers and **PP Randy Campanale** did not pull the Joker; **Bill Stieren** won the Lawry bucks.

Rotary Year End Club Assembly included a presentation from each of the Cub Director's area of responsibility. Presentations were heard from, **Bill Stieren**, **Rita Burton**, **Susan Ziobro**, **Melanie Muldowney**, **Niki Bates**, **John Palley**, **Greg Maguire**, and **Tina Bishop**. **President Toni Kern** presented for the Directors who were unable to attend the meeting today (**Stu Lipoff**, **Carey Grohs** and **Mike Cudiamat**).

**Kimberly McMahon** introduced our Speaker **Mateo Succo**, who delivered a presentation about the highlights of his year here as an exchange student and about his home country Chile.

**President Toni** presented Mateo and Anika checks for \$500.00 for their cross-country train trip. All three RYE students, Noah, Anika, and Mateo were presented with the Las Vegas Rotary Club's Legacy Book.

**Meeting closed at 1:45.**

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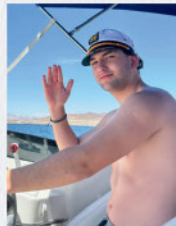
# ROTARIANS IN ACTION



Water Fun After the Lake Mead Clean Up.



Dedicated Rotarians, Guests and Family at the Lake Mead Clean Up.



RYE Students Mateo and Anika Driving the Boat at the Lake Mead Clean Up.



PP Steve and Linda Casey Hosted an Evening of Fellowship for the RYE Students, Host Families and Other Volunteers.



Rotarians, Friends and Family at the VIP Tour of the New UNLV Engineering Building.



The UNLV Tour was Hosted and Lead by the Dean of the Engineering School, Dr. Venkat.

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Executive Director: Shawn Noorda

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### Senior Members:

Randy Campanale

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Lawrence Rouse

Thomas Thomas

## 25 CLUB OFFICERS

### President:

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### Vice President:

Rodney Tucker

### Secretary:

Debra Howard

# Generosity in Action

Thank you to the Contributors from the LVR Foundation Trustees and Senior Members who made Shawn Noorda's Tiberti Fellow Possible

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Larry Rouse  
Brian Sorrentino  
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Tom Thomas  
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Pictures: Jim Tucker

The Scribe: 25 Club Member

## Rotary Web Sites

[Rotary.org](http://Rotary.org) – Rotary International

[District5300.org](http://District5300.org) - District 5300 Site

[DACdb.com](http://DACdb.com) – District/Club Base



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