



## Upcoming Events

*Speaker schedule and upcoming events can also be found on Charlotte Rotary's website under "Events / News"*

### Holiday Schedule:

No Rotary meetings on Dec. 23 & 30;  
The club office will be closed Dec. 24–25 and Jan. 1–2.

### December Service:

- **The Salvation Army.** Bell ringing and raffle continues this week. See details below.
- **Sign Up Now! Christmas Morning Breakfast at Charlotte Rescue Mission.** See details below.

**Tues., Dec. 9 - Weekly Meeting: Panel: Good Friends vs. Good Fellows:** A Charlotte Tradition, A Friendly Competition

**Dec. 15 - Price increase for Rotary International Conference**

**Tues., Dec. 16 - Weekly Meeting:** Dr. Will Kohlway, Extension Specialist for Christmas Tree Production & Marketing at NC State University. Joined by Santa Claus and a holiday Sing Along!

**Thurs., Dec. 18 - Club Social: Swing Into the Season at the club Holiday Party,** 6–8 p.m., \$60, InTown Golf Club, 4425 Sharon Rd, Suite M200A.

**Tues., Dec. 23 - No Weekly Meeting.** Enjoy your holiday.

**Thurs., Dec. 25 - Volunteer Opportunity:** Christmas Morning Breakfast at Charlotte Rescue Mission, 6:00–8:30 a.m.; **11 more volunteers needed** Sign up at <https://vhub.at/charlotterotaryclub> or email Tracy ([treading1@mac.com](mailto:treading1@mac.com)).

**Tues., Dec. 30 - No Weekly Meeting.** Enjoy your holiday.

**Tues., Jan. 6 - Club Event: American Red Cross Blood Drive**

## This Week's Meeting



**William McKee, CEO, Knowmad Digital Marketing**  
by Susie Masotti

Charlotte Rotary Club welcomed William McKee, CEO of Knowmad Digital Marketing, focusing on AI and how it is not only changing our world but can be helpful in helping companies grow their business.

**Robert Shaw** introduced William to the Club. He noted that William is a Charlotte Native and UNC-Chapel Hill graduate. William is married to Elizabeth Key, CEO of Leadership Charlotte. He has 25+ years of experience analyzing data that integrates marketing and sales. Today, he is here to speak about AI.

William thanked the Club for having him speak at today's meeting. He began his comments by stating that it is his belief that technology should improve our lives. He believes we are in a unique place in history – he calls it the 24<sup>th</sup> century with the advent of AI. He announced that as he was speaking, he

had an App recording him in real time to provide a transcript that he can then use AI to enhance future presentations.

He provided examples of how AI – he asked his co-worker Jerry to research articles for Knowmad's website. AI can design marketing materials, and you can even ask AI to provide some exercises to help decrease shoulder pain, and it will provide you with exercises that should help. AI is all around us and is going to impact all our futures. A year from now, we will be using it more, and it will do more for us than we realize. **Click here to read more.**

Here are the recordings:

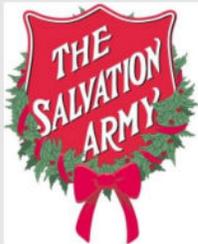
With Slides: <https://vimeo.com/1143550113?fl=pl&fe=sh>

Without Slides: <https://vimeo.com/1143550875?fl=pl&fe=sh>

The speaker's introduction starts at about 26 minutes and 35 seconds.

The speaker was also kind enough to share his **slides** as well as his **AI Roadmap Resources**.

## Club News



### *The Salvation Army*

For the 31st year, Charlotte Rotary will support The Salvation Army by ringing bells on Trade & Tryon and also at Truist Ballpark on Dec 3, 4, 5, 6 and 10. We will be selling raffle tickets on Dec 2, 9 and 16 to provide financial support to the Army. Participants will be eligible for some great prizes.

The Salvation Army provides services for homelessness, emergency response, Christmas assistance and youth programs. Below is a highlight of youth services.

- Since 1934, The Salvation Army supports children and teens through its Red Shield Youth Centers and summer camps; providing safe, nurturing spaces to build character, confidence and life skills.
- The Salvation Army has 2 Red Shield Youth Centers serving Sedgfield on Marsh Rd and another serving the Belmont community near Plaza Midwood.
- The youth and teens meet daily and receive support on homework, financial literacy, career education, healthy lifestyle programming and recreation.

**Rotary**  
Club of Charlotte



*Swing Into  
the Season!*

# HOLIDAY PARTY

Thursday, December 18

6:00 p.m. – 8:00 p.m.

**Intown Golf Club**

4425 Sharon Road, Suite M200A  
Charlotte, NC 28211



**\$60 per person**

**Plus-ones welcome!**



Bring an unwrapped toy for entry  
– all toys will be donated

**Ugly sweater contest!**

RSVP by December 11 to:  
**CHRISTINE CIPRIANO**



### *Will You Give 2.5 Hours to Change Someone's Christmas?*

Make Christmas morning meaningful this year by joining Charlotte Rotary at our annual service tradition at Charlotte Rescue Mission.

For many residents, this breakfast is the warmest moment of their holiday — and your presence is what makes it possible.

**We still need 11 volunteers** to help serve breakfast, coffee, and juice and to bring kindness, dignity, and holiday joy to our neighbors

experiencing recovery and hardship.

If you're able to give just 2.5 hours on Christmas morning, please sign up today using the link below, or simply email Tracy Reading ([treading1@mac.com](mailto:treading1@mac.com)) and he will get you registered.

#### **Event Details**

- Date: Thursday, December 25, 2025
- Time: 6:00–8:30 a.m.

- Location: 907 W. 1st St., Charlotte, NC 28202
- Parking: Community Matters Café lot; walk down to the CRM Beatty Center
- Attire: Black pants + white shirt (simple, clean, and easy)

Sign Up to Serve: <https://vhub.at/charlotterotaryclub>



**HELP FILL THE NEED**  
*Donate blood!* 

**Blood Drive**  
 Rotary Club of Charlotte

Fairfield Inn & Suites by Marriott  
 201 S McDowell St  
 Charlotte, NC 28204

Tuesday, January 6th, 2026  
 11:00 a.m. to 3:30 p.m.

To make an appointment or for more information, please call  
 1-800-REDCROSS (1-800-733-2767) or scan the QR code below  
 and enter Sponsor Code [Charlotterotary](#)

Bring your Red Cross Donor Card or Photo ID.  
 Walk-Ins are welcome, appointments honored first!

 Come to give Jan. 1-25 for chance to win a Trip for 2  
 to Super Bowl LX in Cali! [rcblood.org/SuperBowl](http://rcblood.org/SuperBowl) 



**Schedule your appointment today!**  
 1-800-RED CROSS | 1-800-733-2767 | [RedCrossBlood.org](http://RedCrossBlood.org) | Download the Blood App

## Insider Tips

### *Insider Tip: Holiday Schedule*

Rotarians, take note! There will be no weekly club meeting on Tuesdays, December 23 and 30 so you can enjoy the holidays with family and friends (and maybe even recruit a few future Rotarians at the dinner table).

The club office will be closed on the following dates:

- Wednesday, December 24
- Thursday, December 25
- Thursday, January 1
- Friday, January 2

We'll be back to "Service Above Self" and regular routines right after the holidays—see you in the new year!

# Rotarians in the Community



*Rotarians attend Good Fellows Luncheon*



*Rotarians and friends attend Good Friends Luncheon*







*Just look at these smiling faces!  
Our members turned out in full force to ring the bell, share holiday cheer, and give back to the community in true Rotary spirit.*

## Beyond the Club

### ***District 7680 Announces 2028–2029 District Governor Nominee-Designate***

Rotary District 7680 is pleased to announce that Cindy Brown Fink, of the Rotary Club of Salisbury, has been selected as our District Governor Nominee-Designate for the 2028–2029 Rotary year.

Cindy brings a long history of Rotary leadership and service, including past roles as President of the Oxford, NC Rotary Club (1997–1998),



President of the Salisbury, NC club (2023–2024), Assistant Governor for Area 11 (2024–2027), and District 7680 Grant Writer for Hurricane Disaster Relief in Western NC. Her strong support of The Rotary Foundation and her passion for growing and strengthening clubs will be a great asset to our district.

Please join us in congratulating Cindy on this well-deserved honor and consider sending her a note at [cindybfink@gmail.com](mailto:cindybfink@gmail.com). Special thanks to the District 7680 Nominating Committee and to all who continue to say “yes” to Rotary leadership—our district’s future is bright because of you.



**Price increase on December 15th!**

*Join Us in Taipei! Register for the Rotary International Convention*

Rotarians from around the world will gather in Taipei, Taiwan, for the 2026 Rotary International Convention, and you won’t want to miss it! This is your chance to connect with fellow Rotarians, attend inspiring sessions, and experience the rich culture, cuisine, and energy of one of Asia’s most vibrant cities.

From networking with global leaders to discovering innovative service ideas, the Convention is an unforgettable opportunity to celebrate Rotary’s impact while exploring new ways to make a difference in your community and beyond.

Don’t wait—register today and be part of this extraordinary global gathering! Registration cost increases on Dec. 15. For more information and registration details, visit [Rotary International Convention](#).

# Membership Update

07/01/2025 224  
 11/30/2025 215  
 12/02/2025 214 (Issa Smith (LIG))

Meeting Attendance - Tuesday, Dec. 2, 2025: 88

Guests in attendance: Stephen Culler ([Sarah Yost](#)), Kristen Fox ([Chad Lloyd](#)), Alex Gakenheimer ([Scott Gakenheimer](#)), Larken Lancaster, Jim Mulligan ([Will Barnhardt](#)), Kathryn Orr ([Linwood Bolles](#))

# Milestones (Week of Dec. 9 - 15)

**Birthdays**  
 9 – Elly Clary  
 11 - Craig Field

**Rotary Anniversaries**  
 19 years: Bill Constangy  
 2 years: Jennifer Brost  
 2 years: Ariel Hausman  
 2 years: Beth Levanti  
 2 years: John Nussbaumer  
 2 years: Tara Terry

# 2025 - 2026 Board Members

- President Patrick Baker
- President-Elect Bill Bartee
- Immediate Past President Kim Brattain
- Secretary Bill Gill
- Treasurer Craig Field

**Current Directors:** Benton S. Bragg, Byrd Bergeron, John F. Cantrell, Karen N. Calder, Tish Atkins Charles, Dena R. Diorio, J Hill, Jesse G. Hite, Ayo M. Johnson, Lori Keeton, Michael B. Orzech, Elizabeth Teagarden, Virginia Owen, Michael Wollinger

## Contact Us

For more information about how to get involved, volunteer opportunities and meeting topics, contact **Christine Cipriano**, Executive Director, at [christine@charlotterotary.org](mailto:christine@charlotterotary.org)



Photos from our luncheons, historical photos, and other events and projects can be found on the club's Flickr site. Click here [charlotterotary6006](#) to view pictures from recent meetings.



Recordings of weekly club luncheons can be found on the club's Vimeo site. Click here <https://vimeo.com/user24733153> to watch recent videos.



**Guest Check-In** If you have a guest who would like to preregister for the weekly meeting, a QR code is provided for easy scanning, or the link can be found here: [Visitor Pre-Register \(jotform.com\)](#)

Rotary Club of Charlotte | 1850 E 3rd St, Ste 220 | Charlotte, NC 28204 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!