

Monthly Newsletter



Message from Mike:

Kids are back in school, the Gulf water temperature has cooled to a refreshing 85 degrees, and we find ourselves in the heart of hurricane season. It must be September!

For members of the Rotary Club of Bonita Naples, September is also a season of anticipation. Within a few short weeks, we'll begin welcoming the return of many of our snowbird members. At the same time, we'll be putting the finishing touches on plans for our annual Oktoberfest celebration — our signature event that provides the resources that allow our club to support life-changing projects and charitable initiatives throughout the year.

As we look ahead to a busy fall season, we're reminded that the true value of Rotary isn't measured only by the lives we touch, but also by the friendships we build and the people we become along the way.

Thank you for all you do to make our club such a special place.

Mike

CREATE LASTING IMPACT

In this newsletter you can expect:

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Happenings

Member
Birthdays

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Update

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Spotlight

Speaker Highlights



Mark Beland

As the Community Liaison for the **Baker Community Center Naples**, Mark gave an enthusiastic and informative overview of all the wonderful things they offer for seniors in our area. Gary Dworkin gave a testimonial about how great the Center is.

For more information, go to:
www.BakerSeniorCenterNaples.org



Crystal Gomez

As a **Research Community Health Educator** for the **Moffitt Cancer Center**, Crystal shared with us lots of useful information, and dispelled some myths about cancer, clinical trials and their importance, and Moffitt. If you'd like to find out more, go to:
www.Moffitt.org



Upcoming Speakers & Events

- **9/3** - No meeting
- **9/10** - Eldon Bohrofen - Rotary Endowment
- **9/17** - No meeting
- **9/24** - Assembly
- **9/9** - Pints Summer Social at The Brass Tap - join our final summer social as we say **farewell to Jim & Dee Fabry**.
- **Oktoberfest - 10/10/2026**



**GET YOUR
TICKETS NOW!**



Other Happenings:

Oktoberfest Promotion Update:

The Promotion Team (Joerg, Heidi, Sam, and Bob) has been busy preparing all the materials to get the word out about Oktoberfest — here's a quick recap:

- Poster is live — on our club website, **Facebook**, **Eventbrite**, **NextDoor** and **LinkedIn**.
- Heidi has physical posters that members can post throughout our community.
- Tickets are already on sale via our new **Eventbrite** page: <https://shorturl.at/s5zlj>.
- Club website updated with a new Oktoberfest tab under "What We Do."
- Press release and calendar accepted by **Spotlight Magazine** (donated a ¼-page ad), **Bonita Estero Magazine**, **Southwest Florida Family Magazine**, and **Florida Weekly** (who's also writing an editorial). Waiting to hear back from **Gulf Coast Business**, **New-Press / Naples Daily News** (the **Banner**), **WGCU**, and **Good Morning Gulf Coast**.
- Email lists are being consolidated and emails sent out by Sam, including 2025 participants.
- Heidi has event cards (ie, business cards) for members to spread the word to friends, family, and colleagues, and facilitate buying tickets.

This is a club-wide effort — we need you! **Promotion works best when the whole club pitches in.** Materials were emailed by Mike Prioletti on 8/13. Here's how you can help:

1. Share the poster with your personal networks, community groups, and any distribution lists you're part of.
2. Grab physical posters from Heidi to hang up at local businesses you frequent — coffee shops, salons, gyms, wherever!

Every share and every poster on a wall gets us closer to a packed house.

Also, keep in mind, **finding cash sponsors is also a team effort.** Last year, about half of our revenue came from cash donations. Can you think of individuals or companies who may want to support us? You can get club brochures and sponsorship flyers from Heidi or Joerg to share with potential sponsors..

Thanks for your support and for helping spread the word!

Get your tickets as soon as possible!

 Wishing all the best to: 9/15 - Mitchell Hakoum 9/16 - Kathy Pickard 9/20 - Robert Grady 9/28 - Chris Magnus "The more you praise and celebrate your life, the more there is in life to celebrate" ~ Oprah Winfrey	 Happy Anniversary 9/9 - Kim Anderson "Rotary changes us and those we serve. I believe we can change the world one life at a time." ~ Paul Harris
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Member Spotlight – Mike Rusk

My name is Mike Rusk, and my story begins in Chicago, Illinois, where I was born. Shortly after my birth, I was adopted and raised in Midland, Michigan. Growing up in Midland, I played soccer and wrestled throughout high school. Athletics taught me valuable lessons about discipline, teamwork, perseverance, and commitment—lessons that continue to influence me today.

Seven years ago, I took a meaningful step in my personal journey when I searched for and found my birth parents. That experience gave me an opportunity to learn more about where I came from and the story behind my adoption. I also discovered that I have three half-brothers. Meeting and getting to know my birth family has been a special and unexpected chapter in my life, and has given me an even greater appreciation for family and the relationships that shape who we become.

After high school, I attended Hope College in Holland, Michigan, where I studied Business Administration. After college, I began my professional career with Ellsworth Adhesives and later worked for Pfizer. These experiences exposed me to different business environments and helped me grow professionally. Eventually, I transitioned into the property and casualty insurance industry in Southwest Florida, where I have built a career focused on helping clients and developing lasting relationships.

Community involvement has also become an important part of my life. I joined Rotary in 2011 and have served as Secretary, Vice President, and President. I currently serve as Treasurer for our Rotary Foundation. Some of my favorite Rotary experiences have been hands-on service projects, including Taste of Bonita, Josh the Otter, Habitat for Humanity, and our community garden. I especially enjoy seeing the tangible impact these projects have on our community. Family is extremely important to me. My wife, Katie, and I have two children, Colin, who is 10, and Claire, who is 5. I love seeing how Rotary has rubbed off on our children and watching them eagerly jump in to help people who are less fortunate. We are fortunate that both my parents and my in-laws live within five miles of us, allowing our extended family to be a big part of our everyday lives.

Outside of work and community involvement, I enjoy cooking and playing tennis. During the summer, our family looks forward to spending time at our family cottage in the Les Cheneaux Islands. For me, life is about family, service, relationships, and making a positive impact on the people and community around me.

ROTARY CLUB OF BONITA NAPLES	MEETING THURSDAYS AT NOON
BonitaNaplesRotary.com	The Stage Restaurant 9144 Bonita Beach Rd Bonita Springs, FL 34135