



# ROTARY CLUB OF MARCO ISLAND NOONTIME



Club 4327  
Chartered 1966

## *Noontime News* September 3rd, 2020

District 6960  
Area One  
Zone 34

### *President's Message*

Welcome Rotary Stars & Guests. Thank you Rotarians, visiting Rotarians, presenters and guests attending our September 3rd meeting.

Rotary is not just a club. It is an opportunity to serve and an opportunity for each of us to lead richer lives. Everything we do opens up an opportunity for someone somewhere. Rotary is our opportunity to leave a legacy of service to the world.



### **What are our Opportunities to Serve the Community?**

- Sign up for [Darcie's "Neighbors Helping Neighbors" October 24th](#) to raise food and money for Our Daily Bread while celebrating our heroes
- Register for our club's [Healthy Club- Healthy Community Blue Zone](#) initiative.
- Send out the [Flags for Heroes Opportunity Master E-mail](#) I sent you.
- Opportunity to volunteer to help the Naples Rotary Clubs with their [Meals of Hope packing event on September 12](#), Saturday, from 9am- 12pm... arrival at 8:45am at the Naples Beach Club.
- The Y needs someone to oversee the Bread Run.
- The Y needs "Y READS" volunteers. This could be virtual help as well as in person.
- The Y needs grant/administrative help.
- The Y needs help with marketing
- Save all your [wine corks](#) to raise money for Meals of Hope packing event. Drop off at 886 Park Ave #102, Sandlin Team Office, across from Veterans Park
- Call anyone you know that you think might be lonely to add sunshine to their day
- Let me know if you are involved with serving the community in a venue that needs more [volunteers](#).

For the latest information on meetings, events and more, visit

[marcoislandrotary.org](http://marcoislandrotary.org)

Follow us on Facebook





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## Upcoming Meeting And Event Information

**Sept. 16-** 5:00 Zoom **Board Meeting**

**Sept 17-** *Chris Byrne*, Marco Island Fire/Rescue Chief, is the featured speaker

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This series offers you the unique opportunity to hear from some of the most dynamic speakers in Rotary. The topics focus on Rotary history, celebrations, challenges, vision, encouragement, enthusiasm and motivation! As we bring major Rotary International speakers to the forefront, we have every confidence you will find each one-hour webinar well worth your time and attention. The following is the series schedule:

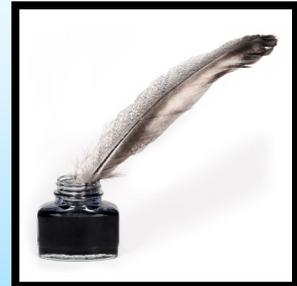
**September 25, 2020 - Past RI Vice President Dean Rohrs**, Hosted by Past RI Director John Smarge and Zone 34 ARC Cyndi Doragh

**October 30, 2020 - Very Special Guest Speaker**, Hosted by RI Director Stephanie Urchick

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### *Contributors this issue:*

- George Abounador
- Pat Rutledge
- Linda Sandlin



### *Birthdays This Month:*

- **Beverly Boltz**      September 3rd
- **Al Diaz**              September 8th





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## Guest Speaker September 3rd



### “Effects of the Pandemic on the Hospitality Industry”

*Sharon Lockwood*  
General Manager  
J.W. Marriott Marco Island

Sharon Lockwood, the General Manager of the J.W. Marriott on Marco Island for the past 2 ½ years (she started Jan. 2018), gave her 3rd presentation to our club, the first one being approximately 2 years ago and the second one was when she hosted us at the J.W. last summer.

Ms. Lockwood spoke about the effect of the pandemic on 1) the Hospitality Industry, 2) the Marriott corporation in general, and 3) the J.W. on Marco Island in particular.

The Hospitality Industry saw a 46 billion dollar loss of revenue and revenue loss of 4 million dollars per day just in the U.S.A. Approximately 4.8 million employees were either laid off or furloughed and the occupancy rate fell below 20%

With regards to the J.W. Marriott corporation, it too saw a similar impact with revenue losses, a massive reduction in their workforce, and anemic occupancy rates, in spite of the noticeable sanitizing efforts, including sprayers and individual wipes presented to all guests, and mandating the wearing of masks by all employees and guests.

Before the J.W. Marriott on Marco Island shut down, Ms. Lockwood discussed with her colleagues the possibility of poor optics of a decision to shut down for the 3<sup>rd</sup> time in 5 years (the first shut down was in May of 2015 and lasted 90 days while the infrastructure for the J.W. was being worked on and the second shut down occurred Sept. of 2017, following Hurricane IRMA).

Nevertheless, the shutdown took place. The 3 towers went dark for a few weeks, their lowest occupancy rate was 1.2 % which translated to 9 rooms and of course staff was laid off or furloughed. Among these losses, however, their 2 golf courses did well.

One spike in occupancy that took place was on Mother’s Day weekend. Ms. Lockwood described it being the “Perfect Storm” because not only did the holiday bring out people but also it was the first time that the beaches were reopened here while the beaches on the east coast were closed; the result, 300 rooms were booked.

Today, 15 foot buffer between guests as they enjoy the beach, all guests and employees must wear masks while inside, currently the occupancy rate is 75% on weekends and 25% - 40% during the week and in June they had the highest occupancy rate of any Marriott hotel in the U.S.A.

Ms. Lockwood concluded her remarks with some information on Amendment 2, a vote that looks to eliminate the gratuity among hospitality and restaurant workers but raising the minimum wage among these workers from \$8.46 to \$15 per hour. That action, in other states seems to have had a negative effect instead of a positive one among those who serve within the industry. Although the hourly wage increased among the servers, they made less money overall due to the lack of gratuities; not to mention that when the hourly wage increased, jobs were lost because the smaller businesses could not afford their increase in labor charges.

Today, with gratuities but without the increase in hourly wages, the servers seem to earn between \$20 - \$30 dollars per hour.



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A guest and fellow Rotarian, Erik Condee, updated us about the upcoming “Meals of Hope” food packaging event, scheduled for November 21. Although the fundraising efforts to purchase the product has been abbreviated, due to the inability to hold social gatherings at various restaurants, with reserves from previous years and other avenues, Erik seemed to think that we would have enough money to purchase this year’s product (even if we have to reduce the target goal of the number of meals).

Three venues are being reserved and in the order of preference they are: Veteran Community Park, Mackle Park, and the South Collier YMCA - Marco campus.

Social distancing (6 people per table) and 2 shifts (8:30 - 10:30 and 11:30 - 1:30) are being planned. A sanitized environment will be provided, including the use of plastic coverings and sanitized equipment for each shift.



New member, **Michael Passero**, is leading our club's new initiative to help the city of Marco Island become a Blue Zone City to enhance the health and well-being of everyone in the community. For the city of Marco Island to achieve their goal of becoming a certified Blue Zones Community®, they need the participation of individuals, restaurants, grocery stores, schools, work sites, local government, and organizations like ours. For our Club to become a Blue Zone Club and help our city become a Blue Zone City, the Blue Zone Projects simply asks that we each as members of the club sign a pledge that says that we believe in the Blue Zone initiatives. I have already taken the pledge- it takes about 2 minutes to complete. We are so excited to support our city and our neighbors in this worthy cause that is for all of our well-being. Please check on the link below now- it only takes 2 minutes. (Short intro to Blue Zones below.) Thanks so much for supporting the club and the community in this worthy cause.

Take the Blue Zones Project Personal Pledge



## Rotarians In Action



Congratulations to Rotarian Cindy Love Abounader on assuming responsibility for the operations of the Greater Naples YMCA while she continues to lead the operations of the YMCA of South Collier. Ashley Lupo, Chair of the YMCA of South Collier said “Cindy inspires confidence because she is steady in periods of growth and crisis.” “Our community needs the YMCA more than ever,” Cindy added.

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Congratulations to Rotarian Sue Haviland on her promotion to the role of President, Step Smart Collier County where she previously served as Treasurer. Step Smart is a volunteer group of citizens concerned about the critical problem of falls by seniors in our community. They have formed a public education non-profit dedicated to reducing a senior’s risk of falling through education on the sources of fall risks and the practical steps they can take to reduce these risks.

Well done Cindy and Sue! We are very proud of you.



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## World Polio Day—October 24th, 2020



**One Day. One Focus: Ending Polio**

**Pat Rutledge – World Polio Day Advocate**

Below is an excerpt from an article that you have already seen in email, in print, and in Social Media. What an accomplishment, the eradication of wild poliovirus in the African region. Decades ago this was a dream but dreams can come true. It takes commitment, passion, and a belief in what is possible. It also takes funds to make the dream of a polio free world a reality. We are so very close, my friends, but close is not enough. We need to finish the fight. Recently we were each asked to take a pledge to become a Blue Zone Club. I am asking you to take another pledge, the pledge of \$50 - the cost of two Club meals in the month of October - to make the dream of a polio free world come true. Linda Sandlin, Ron Rutledge and I have already taken the pledge. Please email me if you will join us so that on World Polio Day we can proudly state our Club’s commitment to support PolioPlus.

“It our pleasure to announce to you that the [African region has just been certified wild poliovirus-free](#). A huge milestone in our worldwide goal to eradicate polio!!

This progress is the result of a decades-long effort across [the 47 countries of the African region](#). It has involved millions of health workers traveling by foot, boat, bike and bus, innovative strategies to vaccinate children amid conflict and insecurity, and a huge disease surveillance network to test cases of paralysis and check sewage for the virus.

Over the last two decades, countless Rotary members in countries across the African region and around the world have worked together to raise funds, immunize children, advocate with local and national leaders, and raise awareness about the importance of vaccination, enabling the Global Polio Eradication Initiative (GPEI) to effectively respond to and stop polio outbreaks. Rotary needs each and every one of us to help finish this fight and [continue raising \\$50 million each year for PolioPlus](#). The eradication of wild polio in the African region shows us that polio eradication is achievable, and shows how our hard work, partnerships and financial commitment continue to propel us forward, even during a global pandemic.”

**Mail your PolioPlus Support Check to:**

**The Marco Island Rotary Foundation  
Please note Polio Plus in the Memo line on your check  
Mail to P.O. Box 353, Marco Island, FL 34146.**

