



Kiwanis
CLUB OF ROANOKE

October 2022
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"DEFY GRAVITY"

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The Joy of Reading at the West End Center Fuels Fundraising for Bedside Books for Sick Children - A Kiwanis Club of Roanoke 2021-2022 Project by Cheri Hartman

No Joke – the joy of reading can translate into raising the funds needed to buy books for sick children – for whom a special book has been written with the purpose of bringing laughter to a child's bedside. "[The Jester Who Lost His Jingle](#)" was written by David Saltzman, who wouldn't let his leukemia steal from him the chance to use his talent to leave a lasting legacy. While a college student, a time spent battling his life-threatening disease, David both illustrated and composed a delightful children's book about how it is possible to find laughter even in the midst of overwhelming solemnity. Such a timely book for our pandemic period of our lives, when it has often felt like it might be hard to ever rekindle the humor we sorely miss.

Nothing like a child to remind us of the most important things in life – the children at the West End Center did just this with their Springtime readathon conducted in partnership with the Roanoke City Library, the Kiwanis Club of Roanoke, and volunteers like Susan Kessler and her cadre of volunteers. The high school youth were paired up with their young reading buddies to share some quiet moments delving into newly purchased books – selected to include characters "who look like them." Of course, the teenagers embodied everything the young attendees at this after school program aspired to become. What elementary school child doesn't want to grow up to be just like their teenage heroes? West End Center's Executive Director, Karen Pillis, embraced the mentoring approach to fostering a joy of reading, believing in building resiliency through opportunities to serve others. Books were purchased by the Kiwanis Club of Roanoke, dozens were donated by Roanoke City Library, and others generously contributed to put new books into the hands of many young readers.

Not only did the older youth help foster a heightened interest in reading throughout the West End Center, but the whole center adopted the goal of a readathon – to spend 50 hours reading for a period of a month – the target established to qualify for receiving sponsorship money to purchase 80 copies of The Jester to donate to Carilion's Children's Hospital and the new Life Health Outreach Program at Fallon Park Elementary School. The West End Center's children rose to the occasion, reaching their reading targets, and the Kiwanis Club of Roanoke purchased almost 200 copies of the delightful hardcover masterpiece of a book, The Jester Who Lost His Jingle. Each West End Center reader earned a copy of the book for themselves and a copy to inscribe with their name as the donor who gifted the book to a sick child. Certainly, a win-win-win all around!

The rest of the story has been provided by Carilion – who reports that the beautifully illustrated, brand new hard cover books, crafted by David Saltzman before he succumbed to his disease, in fact, to date, have brought smiles to dozens of children, coping with illness and cared for by Carilion Clinic. The Kiwanis Club of Roanoke is grateful to all the partners who collaborated to bring out the best in our children, so that other less fortunate children might have a reason to smile. Those of us adults, touched by this project, have been inspired by the younger generations' generosity of spirit. Just when you think the world has lost the ability to laugh again – take a moment to share "The Jester Who Lost His Jingle" with someone and be inspired by the author's resilience. Relish the joy it will rekindle in you!



Oct 12 - *Speaker Change* Mike McEvoy
Oct 17 - Environment Committee Meeting
Oct 19 - Joe Gaither Memoir & Book Signing - Ted Edlich/Steve Bowery/Coach Joe
Oct 21 - Membership Committee Meeting
Oct 22 - Kiwanis One Day (See Below)
Oct 26 - Latest News from WRABA (Greater Williamson Road Area Business Assoc) - Valerie Brown, Exec Dir, introduced by Jeanne Bollendorf (See below)
TBA - WDBJ7 & Digital Branding - Matt Pumo VP&GM, introduced by Jill Sluss (See below)

October 12th Club Meeting - Michael T. McEvoy

Michael T. McEvoy is Executive Director of the [Western Virginia Water Authority](#), a regional water and wastewater utility provider serving 180,000 customers in the Roanoke area. A native of Florida and a graduate of the University of Florida with a bachelor's degree in environmental engineering, Mr. McEvoy has more than 30 years' experience with electric and water utilities in Florida, Georgia, and Virginia. He is an officer on the Boards of several industry trade associations as well as the Roanoke Valley Broadband Authority and has been an appointee under three different governors to various environmental advisory agencies. Out of the office, Mike is active with the Roanoke Kiwanis Club and attends St. Andrews Church. His wife Gail is a teacher at Preston Park Elementary School and they have two accomplished daughters.

He will be speaking to the club about wastewater treatment in Roanoke.



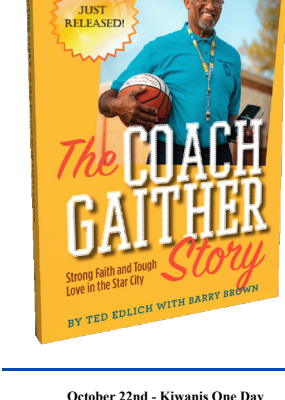
October 19th Club Meeting - Joe Gaither

Coach Joe Gaither is a youth basketball coach who led his teams to regional and national championships for over forty years—but this story is about so much more than basketball.

Joe's story grew from his Cameroon roots, his mother's struggles in the Jim Crow South, his start as a Black boy abandoned by his father, and his journey from player to coach, from young man to husband and father. Along the way, Coach Gaither became an inspiring mentor to hundreds of inner-city kids, enabling them to travel to distant cities for the first time in their lives, compete and win on the national level, and find a way to a college education that would otherwise be out of reach.

Coach Joe built a network of coaches, volunteers, donors, and non-profit organizations to improve the lives of his players long after their days on the court. You'll be inspired by this story about reaching across racial and economic divides for the good of a community. In The Coach Gaither Story, youth basketball was simply the foundation for his ministry, a way of living out his faith in the service of a much larger and powerful story.

[Learn more here!](#)



October 22nd - Kiwanis One Day

Please SAVE THE DATE for October 22nd. We are again partnering with Clean Valley Council to do a Horton's Branch Watershed Clean Up AND a Save Our Streams training. We will certainly look at our environment with great intention on that date to not only remove litter but to study the quality of water through invertebrate observations and monitoring. The creek we will clean is adjacent to the Goodwill Youth HQ. Come and learn to see with a new kind of purpose! We will then track the changes over time as we follow the impact of our project from now through 2025 (and perhaps beyond!)

OCTOBER 22nd: Kiwanis One Day - for our Kiwanis Club, Key Clubs, Aktion Club, Kiwanis Club partners, Area Churches/faith-based organizations, our Nature Park partners, all who care about our environment & make a difference!

Where? Meet up at the Goodwill Picnic Shelter at 2502 Melrose Avenue

8:30 to 9:00 Gather - Sign In, get your gloves and grabbers and bags
9:00 to 10:30 Clean up the Watershed either right in the creek (wearing boots) or Melrose Avenue or Lafayette Blvd
11:00 to 12:30 Save Our Streams activity: learning how to monitor the water quality by looking for the invertebrates

Spread the word! Hope to see you there!

RSVP if you possible can to [Cheri Hartman](#) bring your friends! Please indicate CLEAN UP and/or Save Our Streams activity when you reply.

October 26th Club Meeting - Valerie Brown

Valerie Brown of The [Greater Williamson Road Business Association](#) will be presenting at our October 26th meeting at 12:30 pm. She will be discussing Williamson Road's beginnings and growth along with the Williamson Road Area Business Association's story and where the two are headed ... for the betterment of Roanoke.

Valerie has a background as a professional fundraiser having worked for non-profits for over twenty years. During her career she has raised over \$50 million dollars for various non-profits. Valerie has currently been serving as the Executive Director for WRABA for nearly five years.



TBA - Matt Pumo

Matt Pumo, Regional VP & GM of [Gray Television/WDBJ7](#), will be giving us an inside look at the history of local broadcast television, the history of WDBJ, a peek inside how things work, and a look ahead.

Mark began his career as an on-air sports anchor/report. Later he moved over into sales in Roanoke and Greensboro including becoming sales management. After 11 moves in his career, he has landed as the General Manager and Regional Vice President for Gray Television.



Feature Photos

(Credits to Mike O'Brochta)



(Above) Ben Spiker opening his first meeting as President.



(Above) Dr. Brenda Hale sharing a story and her appreciation for the Roanoke Star dedication.



(Above) Don Witt sharing an update on the Nature Park.



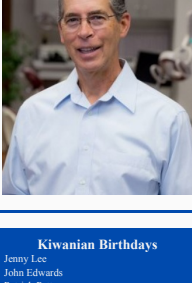
(Above) The club listening to Don's update.



Kiwanis
CLUB OF ROANOKE

Kiwanis Eternal

Maston "Mac" McCorkle - [Click here for tribute](#)



Kiwanian Birthdays

October 2 Jenny Lee
October 6 John Edwards
October 8 Patrick Patterson
October 8 Brooke Tolley
October 10 Eddie Smith
October 11 Frank Longaker
October 12 Sherry Dillon
October 16 Roger Tallmudge
October 18 Ben Burks
October 19 Lee Osborne
October 21 Don Witt
October 23 Kenny Brooks
October 25 Kevin Reeder
October 28 Rupert Cutler (891)
October 31 Angela Paplomatas



Kiwanis
CLUB OF ROANOKE

2022-23

Officers:

Ben Spiker, President
Mike O'Brochta, President-Elect
Jeanne Bollendorf, Vice President
John Montgomery, Secretary-Treasurer
Clark Goodman, Past President

Directors:

Don Wilson, President, Kiwanis Foundation of Roanoke - Term Ends 2023
Jamie Bailey, 2023
Luke Young, 2023
Leo Ann Linkenhower, 2023
Stephanie Moon Reynolds, 2024
Robt Lieberman, 2025
Bruce Swanson, 2025
Shelly Zulauf, 2025



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