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Rotary



July 4th
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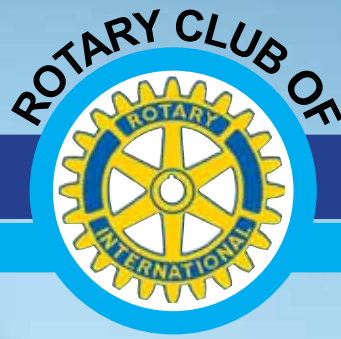
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WEST EL PASO

Service Above Self

July 4, 2022



The Rotary Club of West El Paso is delighted to announce the return of our annual 4th of July Parade. We are looking forward to honoring our service members and celebrating our wonderful country alongside our fellow patriotic citizens of El Paso. Much has transpired since our last parade in 2019, but the members of the Rotary Club of West El Paso have

been steadfast in their commitment to serve the community and bring this event back.

We would like to give a heartfelt thank you to all the local businesses that helped sponsor this wonderful event by purchasing an ad in the program and/or chose to participate in the parade. Please consider their businesses for your personal needs.

We also ask that you take a moment to read through this program and catch a quick glimpse of all the wonderful ways Rotary not only helps our local community, but also the entire country and international community. Our members work tirelessly in hopes to leave our city even better than we found it.

Help us celebrate our Nation's birthday! Wear your red, white, & blue, wave those flags high, and thank a service member. Remember, we are the land of the free, because of the brave. Thank you for joining us today and enjoy the parade!

Dave Forney, President 2022-2023

Visit our Award winning Website:

<http://www.rotarywestelpaso.org>

Email your comments to:

westelpasorotary@gmail.com

Congratulations! **Grand Marshals** **Bernie and Melissa Sargent**



Bernie Sargent

A native of Erie, PA and educated at California State University Fullerton California and a Veteran of the U.S. Army, Bernie has resided in El Paso for more than thirty-four years. He has been directly involved in many aspects of heritage, culture, having researched and written numerous articles on a multitude of subjects including districts, sites, people and events through-out West Texas and the Mexican Border State of Chihuahua, all the while running two businesses with his wife of forty years.

Bernie was a member of the El Paso County Historical Commission for seventeen years, serving as Chair for thirteen. He has been acknowledged for his work with awards presented by the Texas Historical Commission, the 2006 John B. Shepperd Leadership Award for Outstanding County Historical Commission Chairman for the State of Texas, the Excellence in Community Service presented by the Daughters of The American Revolution and the West Point Society of El Paso Volunteer Award. Additionally, he's received the Sun Bowl Volunteer of the Year Award for his dedication to the Annual Sun Bowl Parade, where he is one of more than four hundred committed individuals who work tirelessly to stage the annual Thanksgiving Day event that attracts nearly 300,000 viewers to El Paso. Additionally, he's received numerous other awards for his dedication to the preservation and promotion of El Paso's and West Texas heritage serving on more than forty history related boards of directors during his time in El Paso.

Among the many projects, he authored a paper on the Camino Real in El Paso for Sul Ross University, assemblage of a team of architects and historians to compile a list of more than two hundred addresses located in the downtown El Paso area to preserve and protect vital historical assets in a portion of our com-

munity destined for much needed rehabilitation. Because of these efforts, a list of "carrots and sticks" have been developed by city officials to assist landowners to rehabilitate their properties, utilizing a myriad of tax credits and assistance's available for renovation. Additionally, I have published numerous papers and brochures all centering around the great heritage and culture of the Southwest.

Bernie co-founded the Keystone Heritage Park where a middle archaic village was discovered. He developed a plan to educate the community regarding the life of far west Texas dating back 4,500 years. He also developed the marketing plan and site design to incorporate a "parks within a park" concept. He was responsible for the grant writing efforts which to date have raised more than \$4 million (grants/donations/in-kind). In addition, he co-wrote an award-winning video, "Keystone Heritage Park" which helped to elevate the awareness of this site in the eyes of such groups as Smithsonian and National Geographic.

Recently he was contracted to research and develop a comprehensive study of the Downtown Historical District to include comprehensive information on the transformation of the "District" between 1850 and 1915 to include pictures and listings of the business's as they progressed thru the many ownerships. The report morphed into a "pop-up" of photographs of the various establishments where they are available.



Additionally, he co-wrote many brochures and recently developed a walking tour of the historic El Paso saloons and theatrical establishments for the Visit El Paso convention team.

Bernie has been responsible for the creation of numerous sub-committees geared towards preserving and enhancing Texas history through video, TV, brochures, lectures and more.

In 2010 he was contracted to develop a market analysis, including an area assessment and competitive venue study with the intent to propose the Franklin Mountain Visitor's Center for Texas Parks and Wildlife. Additionally, his responsibilities included, reviewing existing studies to include the Franklin Mts. Interpretive Plan, the Franklin Mts. State Park Management Plan, market analysis, El Paso area broad demographics and trends (Ft. Bliss base expansion, etc.), populations currently served by the park (broad, from interviews with park staff), and visitor information for existing Museum of Archaeology & Border Patrol Museum.



Melissa Sargent

Melissa was born in Lomita, CA, a suburb of Los Angeles and lived in 1000 Oaks, CA and many other beach communities. Finished school in Southern California at Cal State Fullerton with a Degree in Business Administration/Marketing. Melissa met her husband, Bernie Sargent in San Diego, CA at a trade show and it was Friendship at first sight (and Love soon followed). They married two years later in 1981. They have two daughters, Kam De Bondt and Dawn McKee. They are also blessed with grand children.

“ My husband, Bernie, joined Phillips Corp. as National Sales Manager, based in El Paso. So, in January of 1987, we crammed two young girls, two large dogs and one stressed cat and everything that did not fit into the moving van into an Isuzu Trooper and were off to El Paso. ”

Their careers have been spent as Sales & Marketing representatives since school. Utilizing their experience in sales and marketing has placed them with many diverse companies through the years.

Melissa sold Consumer Durable products and electronics to large national retail chain and big box outlets to Corrosion Engineering services for the oil and gas industry, to nonprofit work in Arizona with United Blood Services as Donor Resources Rep working with the Native American Tribes of Northern Arizona, then in El Paso as YWCA Child abuse Prevention Coordinator, Red Cross Director of Volunteers, during Desert Storm and finally Director of the Kaplan Education Center in El Paso.

Melissa joined Bernie's company in 1992 - Border Group, a manufacturer representative organization representing over 20 different US and International Corporations. The business is marketing and selling high tech electronic and opto-electronic components to OEM manufacturers in El Paso and surrounding area. They have been in business together for over 28 years.

Melissa has volunteered much of her time to the improvement and quality of life in El Paso, including but not limited to, History radio show, Keystone Heritage Park, El Paso Desert Botanical Garden, Six Guns and Shady Ladies, Woman's Club of El Paso Board Member, Concordia Heritage Association, Girl Scout Leader, Alzheimer's Association, Twin Plant Women's Association, Texas Federation of Republicans, Women's El Paso League of Women Voters, El Paso Commission for Women, El Paso YWCA, El Paso Red Cross.

Bernie and Melissa Sargent bid “happy trails” to the Borderland

(from the El Paso Inc)

EL PASO, Texas - El Paso is losing a historian and by extension, an iconic part of Borderland history.

You may have seen him around town, a walking piece of El Paso's past, from the ten-gallon hat and boots to the western ensemble, which could easily be mistaken for a stand-in as John Wesley Hardin in a western movie. Bernie Sargent is very much a part of El Paso's modern history, educating anyone willing to listen about El Paso's Wild West past.

Sargent may not be Hardin, but he plays the bad hombre in shootout re-enactment as part of the Six Guns and Shady Ladies cast.

But his portrayal of the gun-slinging outlaw is coming to an end.

Now Sargent and his wife are leaving town, heading east after 35 years of promoting the Borderland's past, serving on as many as 81 boards.





Rotary Club of West El Paso

Youth Exchange

*“A Life Changing Experience
for all of us!”*



Rotary Youth Exchange is one of Rotary's most popular programs to promote international understanding and develop lifelong friendships. It began in 1927 with the Rotary Club of Nice, France. In 1939 an extensive Youth Exchange was created between California and Latin America. Since then the program has expanded around the world. In recent years more than 7,000 young people have participated annually in Rotary-sponsored exchange programs. The values of Youth Exchange are experienced not only by the high school-age students involved but also by the host families, sponsoring clubs, receiving high schools and the entire community. Youth Exchange participants usually provide their fellow students in their host schools with excellent opportunities to learn about customs, languages, traditions and family life in another country. Youth Exchange offers young people interesting opportunities and rich experiences to see another part of the world. Students usually spend a full academic year abroad, although some clubs and districts sponsor short-term exchanges of several weeks or months. Approximately 36 percent of Rotary Youth Exchange students are hosted or sent by the clubs in the United States and Canada. European countries account for about 40 percent, and 12 percent come from Australia and New Zealand. Asian clubs sponsor 5 percent, and 7 percent come from Latin American countries. Over 70 percent of all Rotary districts participate in Youth Exchange activities.





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Object of Rotary

The object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- 1 The development of acquaintance as an opportunity for service;
- 2 High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying by each Rotarian of his occupation as an opportunity to serve society;
- 3 The application of the ideal of service by every Rotarian to his personal, business and community life;
- 4 The advancement of international understanding, good will, and peace through a world fellowship of business and professional men united in the ideal of service.



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1st Impressions Salon is a FULL SERVICE salon that has been in operation over 30 years. Although it began as a hair salon only, we evolved into a salon that boasts 7 highly talented hair stylists and 4 nail tech/artists. Within the salon, we have Enhanced Massage Therapy specializing in therapeutic massage, as well as traditional massage and recently added to the portfolio is body sculpting. The Brow Bar is located inside specializing in eyebrow microblading and coloring. Lashes by Zephora also inside the salon specializing in lash extensions. Our goal is to make YOU, the client feel beautiful inside and out whether it be a new hair style or color, nail art, a relaxing pedicure or facial, or just unwinding with a calming massage, we are your one stop shop for beauty and body rejuvenation.



About our club

What is Rotary?

Founded in 1905 by Paul Harris, a Chicago attorney, and three other businessmen, Rotary has become the largest service organization of business and professional leaders in the world. Rotarians work together to provide humanitarian service, promote ethical standard in all vocations and build goodwill and peace in the world community. Approximately 1.2 million Rotarians belonging to over 33,000 Rotary Clubs today serve their communities in over 200 countries. At the same time, these business and professional leaders actively improve their communities and the world. They enrich their personal and professional lives through fellowship and the rewards of service to others.



Rotary is divided into different avenues of services that enable the members of our club to have a variety of ways to contribute to the club and community so as to find something compatible with their interests. These avenues of service are as follows:

- Club Services
- Community Services
- Vocational Services
- International Services
- New Generations Services

We also have numerous projects and special events throughout the year in which members can participate and have fun. They include:

- Independence Day (July 4th) Parade
- Golf & Bowling Tournaments
- Social Events, Parties & Dinners
- International Youth Exchanges
- Group Study Exchanges
- Rotary Friendship Exchanges
- RYLA Youth Leadership Camp
- Interact & Rotaract Clubs
- Rotary Fellowships & Action Groups

Best of all - we serve the needs of the community & the world in numerous ways:

- Holiday Food Baskets for Families
- Literacy Projects for various schools in El Paso & New Mexico
- 4-Way Test Essay Writing Contests
- Grants to various local & international non-profit organizations & charities
- Scholarships for juniors in high school to a world class leadership camp (RYLA)
- Volunteer opportunities
- Leadership training seminars, as well as, numerous opportunities to network with local business leaders & civic organizations



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PATRIOTIC QUOTES

How little do my countrymen know what precious blessings they are in possession of, and which no other people on earth enjoy!

- Thomas Jefferson

Freedom is the sure possession of those alone who have the courage to defend it.

Pericles, Athenian statesman

The hour is fast approaching on which the honor and success of this army and the safety of our bleeding country depend. Remember, officers and soldiers, that you are freemen, fighting for the blessings of liberty.

George Washington, General Orders, August 23, 1776

*The rising world shall sing of us a thousand years to come
And tell our children's children the wonders we have done*

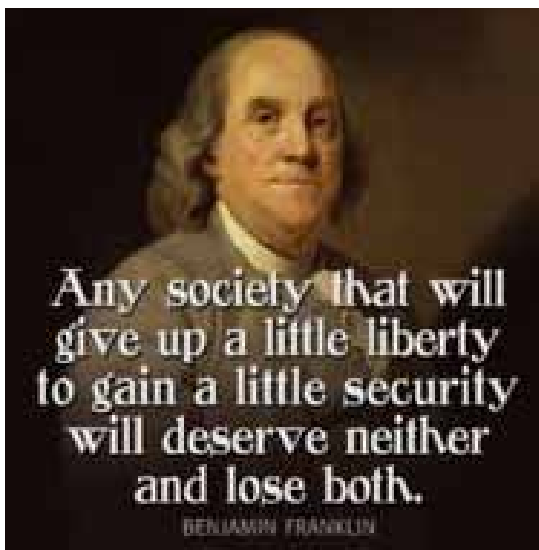
**From the diary of a
Continental Soldier**

If there must be trouble, let it be in my day, that my child may have peace.

Thomas Paine

Is life so dear, or peace so sweet, as to be purchased at the price of chains and slavery? Forbid it, Almighty God! I know not what course others may take; but as for me, give me liberty or give me death!

Patrick Henry



Freedom is a fragile thing and it's never more than one generation away from extinction. It is not ours by way of inheritance; it must be fought for and defended constantly by each generation, for it comes only once to a people

Ronald Reagan

Make Your Statement

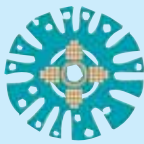
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2. Is it **FAIR** to All Concerned?
3. Will it Build **GOODWILL** and Better Friendships?
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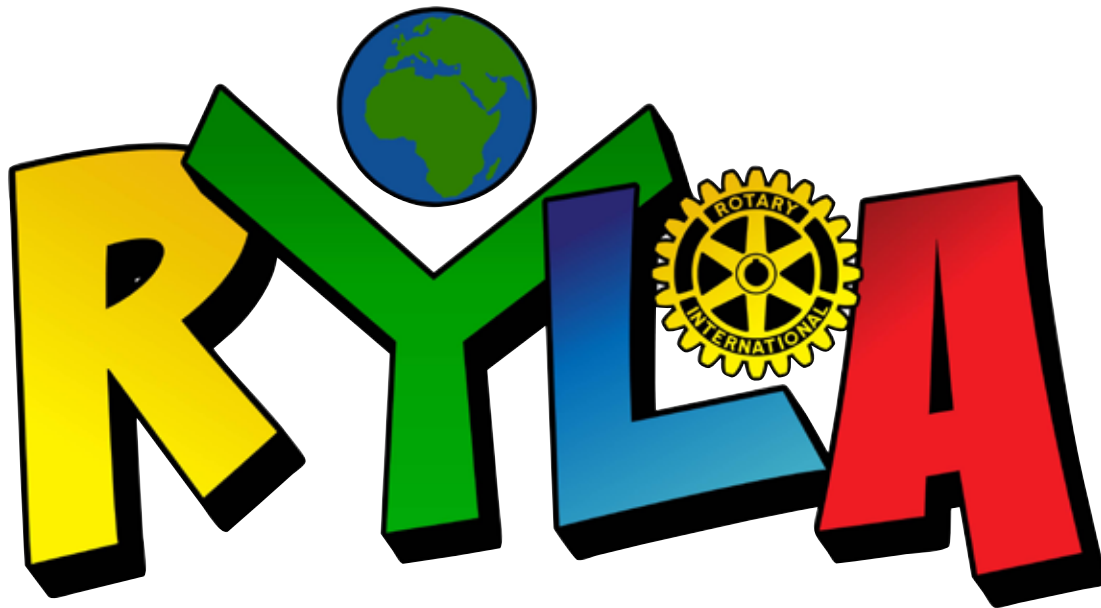


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A Leadership Camp for Students Sponsored by Rotary District 5520

WHAT IS RYLA?

RYLA is an acronym for Rotary Youth Leadership Award. It is an intensive week long training camp that brings together youth and adults to develop character and leadership skills, promote friendship and fellowship, and learn more about Rotary.

WHY RYLA CAMP?

Rotary clubs throughout the world are committed to helping shape the leadership skills of today's youth. RYLA Camp is one way Rotarians achieve that goal.

HOW DOES RYLA WORK?

Up to 200 students who are currently juniors in high school could be selected for this scholarship award. These students are talented, enthusiastic leaders from schools within New Mexico and far West Texas. The main goal of the camp is to develop lifelong leadership skills through teamwork, motivation, and communication while focusing on each student's individual strengths and abilities.

WHAT ARE THE OBJECTIVES?

- ◆ To provide an atmosphere where the student will experience new activities and develop sound values while having fun.
- ◆ To promote an environment that will give the student better insight and understanding of intelligent leadership.
- ◆ To promote involvement that encourages the student to think through appropriate actions and later apply them to real life situations.
- ◆ To encourage the student, through cooperative activities and group dynamics, to develop leadership skills that can be taken back the high school for modeling by other students.



Go to rotary5520.org for more information

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Would you have signed the Declaration of Independence?

- ★ Five signers were captured by the British as traitors, and tortured before they died.
- ★ Twelve had their homes ransacked and burned.
- ★ Two lost their sons serving in the Revolutionary Army; another had two sons captured.
- ★ Nine of the 56 fought and died from wounds or hardships of the Revolutionary War.

They signed and they pledged their lives, their fortunes, and their sacred honor.

What kind of men were they?

- ★ Twenty-four were lawyers and jurists.
- ★ Eleven were merchants, nine were farmers and large plantation owners; men of means, well educated, but they signed the Declaration of Independence knowing full well that the penalty would be death if they were captured.
- ★ Carter Braxton of Virginia, a wealthy planter and trader, saw his ships swept from the seas by the British Navy. He sold his home and properties to pay his debts, and died in rags.
- ★ Thomas McKean was so hounded by the British that he was forced to move his family almost constantly. He served in the Congress without pay, and his family was kept in hiding. His possessions were taken from him, and poverty was his reward.
- ★ Vandals or soldiers looted the properties of Dillery, Hall, Clymer, Walton, Gwinnett, Heyward, Rutledge, and Middleton.
- ★ At the battle of Yorktown, Thomas Nelson, Jr., noted that the British General Cornwallis had taken over the Nelson home for his headquarters. He quietly urged General George Washington to open fire. The home was destroyed, and Nelson died bankrupt.
- ★ Francis Lewis had his home and properties destroyed. The enemy jailed his wife, and she died within a few months.
- ★ John Hart was driven from his wife's bedside as she was dying. Their 13 children fled for their lives. His fields and his gristmill were laid to waste. For more than a year he lived in forests and caves, returning home to find his wife dead and his children vanished.

So, take a few minutes while enjoying your 4th of July holiday and silently thank these patriots.

It's not much to ask for the price they paid.

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The Rotary Club of West El Paso is proud to be a partner with First Tee of El Paso whose vision is to teach The First Tee Nine Core Values, Life skills, Healthy Habits and to give the children of El Paso the opportunity to learn to play the game of golf.

The First Tee of Greater El Paso is a national non-profit youth organization where life skills and core values are taught through the game of golf. The first Tee of Greater El Paso was established by the World Golf Foundation in 1997 and the First Tee of Greater El Paso became the 207th official chapter when it was formed in April of 2008.

The West El Paso Rotary Club has worked with the First Tee of Greater El Paso as a fundraiser for 8 years. We get 50%, which goes into our Club Foundation, and First Tee gets 50% for their youth projects. Our club's liaison for First Tee is Kristi Albers, who is the Executive Director of First Tee chapter in El Paso.



Judgment



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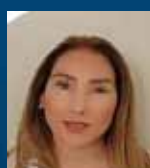
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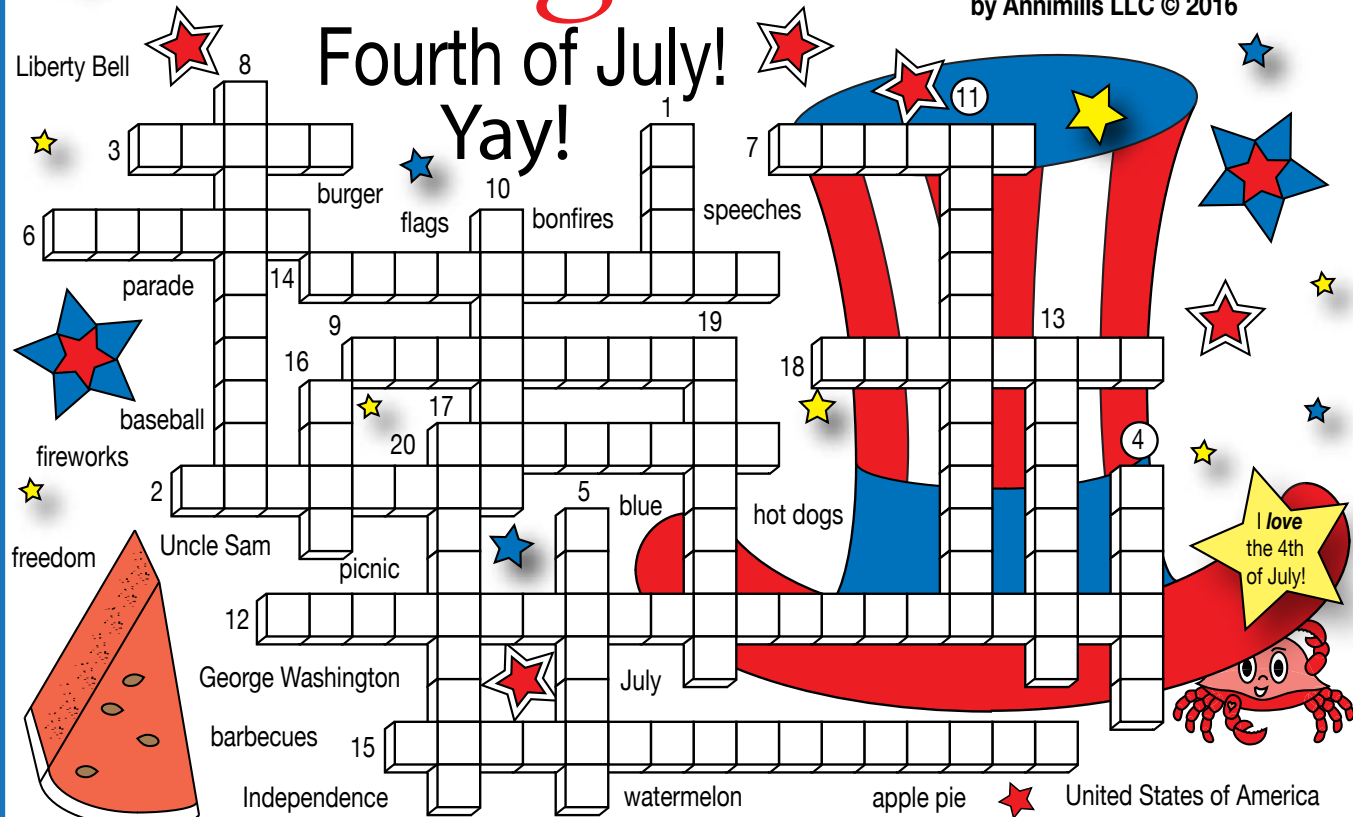
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★ Reading Club Fun! ★

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Read the clues below to fill in this fun, festive Fourth of July crossword puzzle!

- Red, white and _____, the colors of the American flag.
- A symbol of the American Government. He is often seen on posters trying to get people to join the military... "He wants you"!
- These fly on poles. Our national anthem used the words "Star-Spangled Banner" to describe the one at Fort McHenry.
- Floats and bands pass by while people line the streets to watch, cheer and wave flags.
- Sometimes called frankfurters, these are grilled at lots of cookouts.
- Round meat patty in a bun, with or without cheese, lettuce and tomato!
- A meal eaten outdoors, on a blanket or table.
- Juicy, sweet fruit that is about 90% water. Watch out for the seeds!
- Invented by the Chinese – Americans enjoy using these to light up the night sky.
- America was settled by Pilgrims seeking religious _____.
- The official document stating that America was its own country, separate from England: the Declaration of _____.
- Made up of 50 areas plus Washington, D.C., the capitol!
- Tasty, baked good: sometimes something is **so** American, it's as American as _____.
- Found in Philadelphia, this is a symbol of American Independence. Let freedom ring!
- The first American President – found on the one-dollar bill.
- _____ 4, 1776, the day the Declaration of Independence was officially adopted; it declared the Thirteen Colonies independent from Great Britain.
- People love to use their _____ or grills to cook food for the family picnic!
- The national pastime – after a nice picnic or cookout nothing brings friends together like a game of _____.
- People give _____ to remind us of the history of the Fourth of July holiday.
- When the daytime festivities are done at the beach, we gather around _____ to enjoy the flickering light and warmth.



Answers later on in the program

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Jim Easley, born in El Paso and a graduate of UTEP, is Market President and Commercial Lender. In the banking business for over 40 years, Jim continues to have a strong passion for being a banker. His philosophy is that no matter the size of the business, each will receive the same level of enthusiasm and assistance.



Mary Jaime, Branch Manager and Bank Officer, is a native of El Paso and has over 40 years of banking experience in El Paso, TX. Mary excels in providing El Paso with a full line of commercial and retail banking products and services.



Gabe Garcia, Residential Mortgage Loan Originator, is an El Paso native and brings over 32 years of serving the El Paso community and over 12 years of mortgage experience. Gabe's personal philosophy is, "Customer service is my priority!"



Hernan Conde, Vice President and Commercial Lender, has over 14 years of banking experience and has a Bachelor of Business Administration from the University of Texas at El Paso. Hernan strives to provide the best service to all of his customers.

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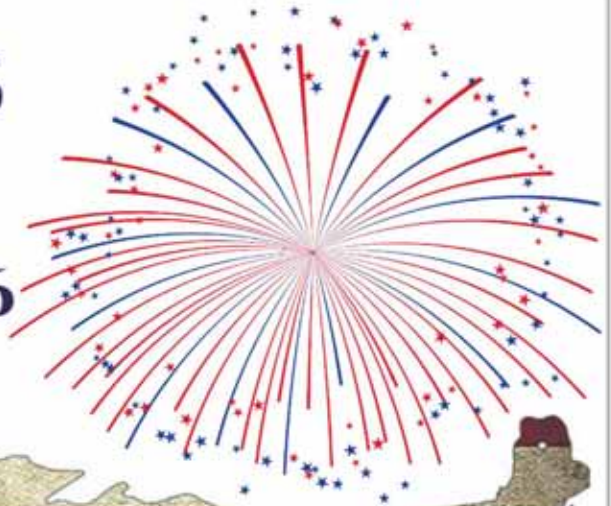
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Answers to Patriotic Crossword Puzzle

Across

- 2 - Uncle Sam
- 3 - Flags
- 6 - Burger
- 7 - Picnic
- 9 - Fireworks
- 12 - United States of America
- 14 - Liberty Bell
- 15 - George Washington
- 18 - Baseball
- 20 - Bon Fires

Down

- 1 - Blue
- 4 - Parade
- 5 - Hot Dogs
- 8 - Watermelon
- 10 - Freedom
- 11 - Independence
- 13 - Apple Pie
- 16 - July
- 17 - Barbecues
- 19 - Speeches



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What is a Rotarian!



A Rotarian is an ethical business person that follows the “Declaration of Rotarians in Businesses and Professions, “who answers the questions of the Rotary “4-Way Test” before making an important decision, who believes in serving the community through the Rotary “Avenues of Service” and, lastly, always keeps the “Object of Rotary” in mind during the course of their daily interactions.

Rotary unites people from all continents and cultures who take action to deliver real, long-term solutions to our world’s most persistent issues. In communities across the globe, our **1.4 million members** come together to strengthen their connection to friends and neighbors and their commitment to improving lives.

While our **46,000 clubs** all share a commitment to community service, the experience, focus and dynamics of each club is unique. Becoming a Rotary member connects you with a diverse group of professionals who share your drive to give back.

Solving real problems takes real commitment and vision. Each year, Rotary members invest hundreds of millions of dollars and countless volunteer hours in sustainable, community-based solutions to promote health, peace, and prosperity in communi-

ties across the globe. Rotary combines global reach, local resources, and highly skilled volunteers with a funding structure that distributes US \$200 million annually to provide **clean water and sanitation, support education, prevent and treat disease, save mothers and children, grow local economies, promote peace, and protect the environment.**





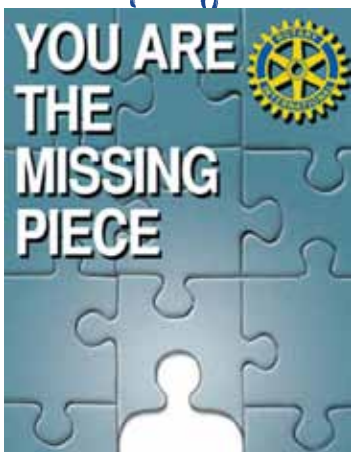
For more than **30 years**, Rotary has been the driving force in the effort to end polio worldwide. Alongside our partners in the **Global Polio Eradication Initiative**, we have achieved a 99.9 percent reduction in polio cases, with less than 150 cases of wild polio reported in 2020 compared with 350,000 a year in the late 1980's. **Our members have contributed \$2.4 billion and countless volunteer hours to protect more than 3 billion children in 122 countries from this paralyzing disease.** Today, two countries report cases of wild poliovirus, Afghanistan and Pakistan.

A Little of Our History



For 118 years, Rotary members have been addressing challenges around the world. It started with the vision of one man - Paul Harris. The Chicago attorney formed the **Rotary Club of Chicago on Feb. 23, 1905**, so professionals with diverse backgrounds could exchange ideas, form meaningful, lifelong friendships, and give back to their communities. Rotary's name came from the group's early practice of rotating meetings among the offices of its members.

Ready to go to work as a Rotarian?



There are 7 Rotary clubs in El Paso - the Rotary Club of El Paso, West Rotary, East Rotary, Sunrise Rotary, Northeast Rotary, Camino Real Rotary, and Chamizal Rotary. There is a club that meets at a time and place that would be convenient for you.

If you want more information, call the Administrative Assistant for the Rotary Club of El Paso, **Arlene at 915-833-6616**. She can ask a few questions and direct you to the club that best fills your needs.

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