

Rotary  
Club of  
Charlotte



# THIS WEEK'S PROGRAM

April 23, 2024

## 2023-2024 Board Members

President Edwin Peacock

Pres Elect Kim Brattain

Past Pres William Bradley

Secretary John Cantrell

Treasurer Craig Field

Exec Sec Christine Cipriano

### Directors 2022-2024

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Glenn Bouley

Margaret Donovan

Laura Little

Mark Norman

Diego Ramon

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### Directors 2023-2025

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Linwood Bolles

Terri DeBoo

Andy Dinkin

Donna Dunlap

David Head

Joel Ford

Membership Terri DeBoo

Foundation Joe Morris

Programs Andy Dinkin



## *Tiffany Ervin speaks about Coins for Alzheimer's Research Trust*

by **Rick Handford**

**Mike Wollinger** introduced Tiffany Ervin, an award-winning keynote speaker, commercial spokesperson, sideline reporter, and television personality who resides in Spartanburg, SC. She is a “solopreneur” who works as an estate liquidator for designer fashions, unique collectibles, and luxury decorations through her eBay store. She accepted the position of Executive Director for The CART Fund in May 2022, after serving on the board as VP of Public Image for 4 years.

In addition to the very impressive bio published in the Rotary Meeting Announcement, Mike revealed that they had both been members of Rotary Clubs in Hendersonville and had worked together on several projects; that she was featured in one of the “Not so top 10” spots on ESPN after being run over by a football player while she was doing a sideline interview (no lasting injuries); that she has an extensive shoe collection, including, but not limited to “Rotary-geek” rhinestone and other Rotary themed shoes; and that she suffers from OCD, defined as “Obsessive Christmas Disorder” and manifesting itself through sixteen or more uniquely-themed and decorated Christmas trees in her home each year.

Tiffany began by crediting Mike for her extended time in Rotary because he got her involved in special needs sports, and she loved it so much that she got her club involved in supporting that effort, which they have now done for each of the last 15 years. She then showed us her favorite inspirational poster, with this quote from Mahatma Ghandi, "The best way to find yourself is to lose yourself in the service of others". Not Rotary precisely, but so very much Rotary in that it emphasizes "Service Above Self".

After warning us that the words, "I have an idea" strike fear in those hearing it from her lips, she proceeded to show us a unique idea to focus her talk about the "Coins for Alzheimer's Research Trust (CART)". She asked us to pick up one of the colored dice that had been placed on each table, and to turn the dice as she went through her six-point presentation about the organization:

**1** represented the power of one person, using as her first example Paul Harris, the founder of Rotary, who brought businessmen together on a weekly basis, rotating their meetings from one business to another and helping them to become better businessmen, promote fellowship and fair dealings, and support their communities. That one man and his new idea led to the largest international service club in the world, with over 1.4 million members. Her second example was Roger Ackerman, a Rotarian in Sumter, SC, whose mother-in-law was diagnosed with Alzheimer's. Roger's crazy idea was that Rotary might be able to change the world by funding research into treatments for Alzheimer's and dementia, and that this effort could be funded by simply asking Rotarians to contribute their small change.

Roger started in 1995 by getting small blue buckets and placing them on the tables of his Rotary Club each week, asking those present to simply toss their pocket change into the buckets. The effort expanded to other clubs in the district, and then to other districts. His efforts started CART, which this year will issue \$1.4 million in grants to fund cutting edge research on these diseases. Since 1995, CART has collected \$13 million.

While CART is not a Rotary International Partner, it is closely affiliated with Rotary. Cart founded the Alzheimer's and Dementia Rotary Action Group, and is a 501(c)(3) organization founded and run by Rotarians.

**2** is about ways to give. The blue buckets will never go away, but of course CART accepts all customary methods of donating, from small change to large bills, credit, debit, or online at <https://www.cartfund.org/donations/> . Rotarians can enter their username and password for Rotary's DACdb and have the donation credited to your Club and yourself. But in addition to that, they have started a unique fund-raising event called "The Zero K". It is all the fun without the run. The starting line is the finish line, and when the starting horn is blown everyone races to the bar. Have some fun, raise some money, do some good. What Rotary is all about.

**3** is for three researchers that CART is currently funding. CART provides what are called Seed Grants, in amounts generally between \$250,000 and \$300,000. They provide the funds that allow the researchers to define and document their proposals to larger fund providers such as NIH and pharmaceutical companies. The three grantees she mentioned are experimenting with existing drugs to see if they can be used to fight dementia; a study on drug migration through the blood/brain barrier to find ways to get the drugs across that barrier more effectively; and research to determine the root cause of Alzheimer's and whether or not it is caused by remnants of old virus infections that remain hidden in the body.

CART has a Scientific Review Panel that reviews all applications for grants and determines which ones have the most promise. These scientists volunteer their services to CART.

**4** represents the Four Way Test and is to remind us that CART is not in competition with Rotary International for funds. Rotary has a focus on eliminating Polio from the world, and CART does not in any way want to stand in the way of that goal being accomplished. Tiffany also recommended that you wear your Rotary Pin every day, as it is a sign that you are devoted to service, are a leader in your community, and that you are committed to creating lasting positive change.

**5** stands for "Gimme five!" There are many ways to give five to the cause, whether it's five dollars a month by joining the Roger Ackerman Circle, or putting five dollars into the blue bucket, or increasing your giving by 5%, or getting five people together to plan an event. Money need not be involved – exercise for 30 minutes five days a week or spend five minutes a day doing the Wordle puzzle to help keep your mind sharp and delay or possibly avoid Alzheimer's.

**6** is for her six closing words. As Dr. Seuss wrote, "Unless someone like you cares a whole awful lot, nothing is gonna get better—it's not". Tiffany's closing message to us is to "**Be a voice, not an echo**". Rotary allows us to do and create new things, to be creative in identifying and solving problems and helping others. Try new things and don't be afraid of the crazy idea that pops up in your mind one day. Go for it!

She then thanked us for allowing her to come and speak to the Club and said that she would be happy to do it again. And our thanks to Tiffany for her most informative, enthusiastic, and inspiring talk.

A recording of the meeting can be found here: <https://vimeo.com/938326616>  
The program introduction begins at approximately 36 minutes 40 seconds.