Atlanta West End Rotary Club

KeyWay

JANUARY 29, 2026

Jan. 30, 2026

This Week's Program

Quasandria Curry, Executive Director of Westside Works



This week, the Rotary Club of Atlanta West End welcomes Quasandria Curry, Executive Director of Westside Works and a longtime practitioner in community-centered workforce development. An Atlanta native, Q brings more than two decades of experience supporting individuals and communities through education, counseling, and employment pathways designed to meet people where they are.

Q holds degrees in psychology and community counseling and is a Certified Anger Management Specialist. Her career has spanned substance use treatment, court-mandated counseling, adolescent residential care, trauma recovery, and vocational services for individuals facing significant barriers to employment. This breadth of experience informs her practical, human-centered approach to workforce systems.

Since assuming leadership of Westside Works in 2021, Q has led a significant expansion of place-based workforce initiatives on Atlanta's Westside. Under her direction, the organization has built high-demand career pipelines, launched regional digital navigation and upskilling services, and strengthened collaboration among residents, employers, and community partners. Her work demonstrates how disciplined collaboration and equity-focused design can translate opportunity into durable outcomes for individuals and neighborhoods alike.

JOIN ONLINE: Zoom Link - Click hereMeeting ID: 874 0116 4307 Passcode: Service | One tap mobile: +13052241968

MEETINGS

January is Vocational Service Month

1/30	Program Speaker
2/6	Program Speaker
2/13	Program Speaker
2/20	Program Speaker
2/27	Program Speaker
3/6	Program Speaker
3/13	Program Speaker
3/20	Program Speaker

BIRTHDAYS

2/16	Carolina Ramos

WEDDING ANNIVERSARIES

2/14	Bridgette Long (21)

ROTARY ONLINE

https://atlantawestendrotary.org
https://rotary6900.org/
https://rotary.org/

ROTARY CLUB OF ATLANTA WEST END

Fridays, 12:15 pm
Georgia Tech Hotel & Conference Center*
800 Spring St NW
Atlanta, GA 30308

SOCIAL MEDIA

KeyWay Report

Ms. Novella Tascoe, a healthcare executive, attorney, and entrepreneur

January 23, 2026



President Victoria Seals arranged for our program through an introduction of AWER president-elect **Christopher Hempfling**. Chris presented **Ms. Novella Tascoe**, a healthcare executive, attorney, and entrepreneur, who discussed her organization, NovellaCare, and the concept of hospital-at-home care. Novella Tascoe, JD, MHA, PMP is the Co-Founder and CEO of Hospital in Your Home USA, an innovative healthcare company focused on delivering high-quality care where patients live. Through Hospital in Your Home and its chronic disease management arm, NovellaCare, she leads programs that combine in-home clinical services, remote patient monitoring, and care, plus community coordination to improve outcomes and reduce avoidable hospitalizations.

With more than a decade of experience in healthcare leadership and consulting, Ms. Novella's work sits at the intersection of care delivery, business strategy, and community impact. Her entrepreneurial journey is rooted in identifying gaps in traditional healthcare and building practical, scalable solutions that prioritize both people and sustainability. Through her background in healthcare policy, reimbursement, and community based care, Ms. Novella developed a way to bring the hospital to the home, to the joy and relief on many people who needed an "in-between" strategy linking the resources of the hospital to the convenience and safety of "my home", which is what NovellaCare does.

When patients are discharged to their homes, too many do not know what to do next. And lengthy gaps between visits of six months or more can occur. Ms. Novella says the patents are not

LEADERSHIP

President	Victoria Seals, PhD
President-Elect	Christopher Hempfling
Immediate PP	Jared Evans
Vice President	Christopher Hempfling
Treasurer	Rose Caplan
Secretary	Neil Shorthouse
Public Image	Jared Evans

failing the healthcare system; rather there's a gap of care that requires a new system to make sure patients are re-connected with the hospital's resourses to enable on-going monitoring and support between doctor visits. Part of Ms. Novella's magic lies in connecting reimbursement of services tied to patient verified proof of service where the patient exercises the control needed.

NovellaCare ensures early warning signs are not missed, medications needed are delivered in a timely fashion, communication is on-going … one huge benefit: unnecessary readmissions to the hospital.

How does all of this happen? Mainly through a system of communications among key participants: better partnering with doctors and clinics which extends care between visits to assure continuity. NovellaCare provides monitoring chronic conditions at home, including clinical oversight and coordination among resources that lead to patients not being forgotten but helping patients access the care that's needed when it's needed.

NovellaCare goes beyond the medical system … actually it includes working relationships with important non-medial players in city government, colleges and educational institutions, community-based organizations … all of which interact with senior centers. Ms. Novella sums up both the necessity and success of NovellaCare… 'When healthcare, education, and when community partners are meeting people where they are, we prevent crises, preserve dignity, and build stronger communities together."

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Neil Shorthouse, Keyway Speaker Reporter

AWER Annual Business Meeting

February 27, 2026

At the **annual business meeting** of the Rotary Club of Atlanta West End, which must be held **on or before the last Friday of February**, the following key activities should occur:

1. **Election of Officers and Directors**:
    - Members elect the club's President, President-Elect, Secretary, Treasurer, and any open Director positions.
    - Candidates may be nominated by the President-Elect, a nominating committee, or from the

floor.

- If only one person is nominated for a position, they may be elected by acclamation.
- The elected officers and directors will serve from **July 1 to June 30** of the upcoming Rotary year.

2. **Financial Report**:
    - The club's financial condition must be presented and reviewed, providing transparency on the club's finances over the past year.

These components ensure accountability, transparency, and continuity in leadership as required by the club's bylaws. View at these links the club's bylaws and constitution.

Stocking Booker T. Washington High's Food Pantry

The Rotary Club of Atlanta West End is going to support Booker T. Washington High School's food pantry. Specifically, we are contributing to the school's weekend and school-break food assistance initiative by:

- Providing weekend food bags in partnership with the social worker department for students in need during the upcoming winter break (February 16–20, 2026).
- The food bags will include easy-to-prepare, non-perishable items such as macaroni cups or noodles, applesauce or fruit cups, granola bars, and other simple, shelf-stable snacks, as well as gallon-sized Ziploc bags for packing. The drop-off for the donations is scheduled for February 9th at 10:30 a.m.
- Relevant items can be purchased directly at this Amazon link. Items will be shipped to Service Projects member Bridgette Long. https://www.amazon.com/hz/wishlist/ls/1H2602S48PBWS?ref=cm_sw_em_r_un_un_5gXTOBCWbD8cV

Calander, Agenda, Connections, & Four-Way Test

MARK YOUR CALENDAR Works
• 2/6: Mr. Tharon Johnson, political strategist and CEO Paramount Consulting
• 2/13: FBI Special Agent in Charge Paul Brown
• 2/20: Mr. Blake Elsberry, former sole commissioner of Chattooga County
• 2/27: Club Assembly/Annual Business Meeting/Club Officer & Director Elections
• Feb. Program Dir. CJ
• May Program Dir. Carolina
Sign up to be a program chair here today!
Mar. Apr. & June are vacant and need YOU!

Meeting Agenda
1. Call to Order
2. Invocation & Pledge
3. Introduction of Guests
4. Tasse Trivia
5. DEI Moment
6. Announcements
7. Program/Speaker
8. The Four-Way Test
9. Adjournment

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facebook.com/RotaryAWE
@rotaryatlantawestend
LinkedIn.com/company/rotary-club-of-atlanta-west-end

Never a Bad Time to Catch Up!

Your Rotary dues invoice has been sent to your email. Your membership dues help to keep our service strong. Click here to pay on the District 6900 website. Log in, click on your name, and navigate to the invoices tab. Your club, your club treasurer, and your community will thank you!

THE FOUR-WAY TEST of the things we think, say or do

first Is it the TRUTH?
second Is it FAIR to all concerned?
third Will it build GOOD WILL and BETTER FRIENDSHIPS?
fourth Will it be BENEFICIAL to all concerned?