Atlanta West End Rotary Club

KeyWay

APRIL 8, 2026

This Week's Program: Al Pearson

Friday, April 10, 2026

This Friday, April 10, the Rotary Club of Atlanta West End will welcome Al Pearson as our featured speaker. Pearson brings a practitioner's understanding of Georgia election law, along with a focus on how election systems function in practice.

His presentation, *"Election Integrity – The Journey of Your Vote,"* will trace how ballots move through Georgia's election process, from casting to certification, and explain the safeguards in place at each stage. Drawing on his ongoing analysis and public commentary, Pearson will address common questions about election security, transparency, and public trust, grounding the discussion in current law and observed practice.

This program aligns with Rotary's role in fostering informed civic understanding and thoughtful dialogue on issues of public interest. Members are encouraged to attend and engage in what promises to be a timely and substantive discussion.



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

KeyWay Report

Brandon Butler, owner of Trust

MEETINGS

April is Environment Month

4/10	Program Speaker: Al Pearson
4/17	Program Speaker: Bill Marianes
4/24	Club Assembly
5/1	Program Speaker: Leo Chancey
5/8	Program Speaker: Berny De La Garza
5/15	Program Speaker: Sonia Hantman
5/22	Memorial Day Holiday No Meeting
5/29	Program Speaker: LaShay Wilson

BIRTHDAYS

4/10	CJ Stewart
4/22	Christopher Hempfling

WEDDING ANNIVERSARIES

4/15	Mark Newman (47)

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

Business Performance Training

March 27, 2026

President Victoria Seals convened the Rotary Club of Atlanta West End and introduced March Program Chair **C.J. Stewart**, who then presented featured speaker **Brandon Butler**, owner of Trust Business Performance Training.

Butler shared his journey as a fitness trainer and his work with C.J. Stewart, who recently completed his first marathon despite facing the prospect of knee replacement surgery. The presentation focused on the intersection of physical fitness, mental resilience, and professional development, emphasizing how discipline in training translates into navigating life's challenges. Butler reflected on his 25 years of experience, including 14 years at a previous facility, his transition to entrepreneurship, and his work with populations ranging from elite athletes to individuals seeking improved quality of life.

He emphasized a core mission of helping people reach the point where they wake up wanting to engage physically with life. His approach begins with understanding how to create a better life for each client and what it takes to reach that outcome. Butler framed fitness in broader terms: movement as medicine through bodyweight and functional activity; response rather than reaction as a trained discipline of mind and body; purpose-driven work beyond immediate financial return; and indirect motivation, particularly effective when working with young people.

To serve diverse populations effectively, Butler stressed the importance of meeting people where they are and sustaining engagement by connecting physical health to broader dimensions of life. He described how physical well-being strengthens relationships, enhances professional performance, and contributes to spiritual grounding, reinforcing the interconnected nature of health. In this framing, being "healthy" extends beyond traditional weightlifting into a more holistic model of living.

Butler also discussed how his philosophy allows performance to be defined individually, ranging from athletic achievement to simply performing daily activities without discomfort. As a business leader, he noted his own growth in moving beyond a self-reliant model to one that values delegation and collaboration, enabling large-scale initiatives such as a 5,000-

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

person fitness program at **Elizabeth Baptist Church**.

The impact of Butler's approach was illustrated through C.J. Stewart's experience. After facing a potential knee replacement and a period of limited mobility, Stewart encountered Butler at a Georgia State event. Encouraged to seek a second medical opinion and pursue rehabilitation, Stewart began a structured training program, documenting more than 270 workouts. This process provided both physical recovery and mental reinforcement, particularly in managing high-functioning ADHD through visual progress tracking. His completion of a marathon on March 1 represented not only physical achievement but a broader transformation in confidence, discipline, and resilience.

Butler concluded with practical principles connecting physical training to life application, including the role of discipline in building resilience, the importance of leaving comfort zones for growth, the long-term value of relationships built with integrity, and the need for structure combined with empathy when developing others. He also highlighted practical health considerations such as movement throughout the day, hydration, and recovery practices, alongside the importance of purpose and faith in sustaining effort through uncertainty.

Upcoming District 6900 Events: Learning Assembly and District Conference

Rotarians are encouraged to engage in two upcoming district events designed to strengthen club operations and leadership capacity. Importantly, our club will reimburse members for registration costs, removing financial barriers to participation and reinforcing the expectation of leadership engagement at the district level. Every officer and director of the club should try to attend both events.

The District Learning Assembly on April 11, 2026, will be held from 8:00 AM to 12:30 PM at the Columbus Convention & Trade Center (Historic Ironworks) in Columbus, Georgia. This session provides structured training aligned with Rotary's core operational areas, including membership, public image, service projects, club administration, and the Rotary Foundation. It is a focused opportunity for incoming and current leaders to align on strategy, tools, and execution practices. Registration is $50. **Register here**.

The District Conference will follow on April 16–19, 2026, offering a broader blend of fellowship, networking, and Rotary programming. Attendees can participate in optional activities such as a Lake Lanier boat cruise, pickleball, a nature walk, golf, and spa services, alongside conference sessions and district engagement. Registration is $400, with hotel accommodations available through the designated room block. **Register here**.

AWER Prayer Breakfast – Call for Volunteers

Thursday, May 7, from 7:30 AM to 8:30 AM.

The National Day of Prayer in the United States is scheduled for Thursday, May 7. That is when the Rotary West End Atlanta Prayer Breakfast is scheduled for Thursday, May 7, from 7:30 AM to 8:30 AM. This event builds on last year's inaugural breakfast, which was a success led by AWE Rotarian Rose Caplan, and helped catalyze community action in the formation of the West End/Westview Interfaith Council, now operating under the West End Merchants Coalition and led by honorary member Myrna Fuller.

We desperately need the operational components of this year's event and need member support to move forward. Priorities include securing a location that can accommodate approximately 30–35 attendees, confirming a simple breakfast menu (donuts, bagels, coffee, fruit, water, juice, and other hand-held items), and identifying faith leaders to participate in the program.

Additional setup requirements include arranging seating, music, and ensuring other essentials are available for serving breakfast. We also need to prepare and distribute an announcement so members and guests can mark their calendars and RSVP.

And we need all that ASAP.

If the club intends for this to become a recurring tradition, it will require members to step forward and organize it; if not, we can treat it as a one-time or occasional effort rather than a standing obligation. Execution depends on members taking ownership of these components.

RI Theme

April is Environment Month in Rotary

April is recognized by Rotary International as Environment Month, highlighting Rotary's commitment to protecting natural resources and advancing long-term ecological health. This observance aligns local club activity with global efforts such as Earth Day , reinforcing the shared responsibility of environmental stewardship. For Rotary clubs, this theme is both philosophical and operational. It supports the development of programs, speakers, and service projects focused on conservation, sustainability, and community impact. Consistent with Rotary's framework of service, environmental initiatives fall within Community Service and reflect the broader Object of Rotary to improve quality of life through responsible action.

Calander, Agenda, Connections, & Four-Way Test

MARK YOUR CALENDAR

- 4/11: District Learning Assembly, Columbus, GA
- 4/16-4/19: District Conference, Lake Lanier, GA
- 4/17: Rotarian Bill Marianes
- 4/24: ?
- May Program Dir. Carolina
- 5/7: Rotary West End Atlanta Prayer Breakfast
- 5/31: Streets Alive - West End to Grant Park
- **June Program Director Needed!**

Sign up to be a program chair here today! June needs 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

westend@rotary6900.org
inforotaryawe@gmail.com
atlantawestendrotary.org

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

Never a Bad Time to Catch Up (ON DUES)!

District 6900 has updated to a new Stripe ACH payment process. The new method is more convenient and more secure. If you pay your dues via ACH (**and you should!**), go to YOUR PAGE on our club website (Click here) and use the Setup ACH button to relink your account. Should you encounter any problems, click the Contact Webmaster link in the page footer.

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?