

KEYWAY WEEKLY NEWSLETTER

April 7, 2026



Meetings

April is Environment Month

Our Rotary Family BIRTHDAYS

- 4/3 Leo Chancey
- 4/4 Richard Gerakitis
- 4/10 C. 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



LEADERSHIP

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

This Week's Program: Club Assembly on April 10, 2026

Join us this Friday for a Club Assembly, a working meeting designed to align priorities, review progress, and strengthen execution across all areas of Rotary and club operations. Consistent with Rotary guidance, the assembly brings together members, officers, and committee leaders to confer on programs, initiatives, and strategic direction.

Members will receive updates on current projects, discuss upcoming initiatives, and contribute input to ensure the club remains responsive, effective, and aligned with its mission. Your participation is essential, as the strength of our club depends on informed engagement and shared ownership of our work.

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

KeyWay Report

Brandon Butler, owner of Trust Business Performance Training

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-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](#).

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: ?
- 4/24: ?
- May Program Dir. Carolina
- 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 facebook.com/RotaryAWE

inforotaryawe@gmail.com [@rotaryatlantawestend](https://twitter.com/rotaryatlantawestend)

atlantawestendrotary.org 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?