



Volume 50, Issue 29 – January 18, 2023

TODAY'S PRESENTATION:

**CVB Rebranding
Amy Albright**

Today's Presentation



Today we welcome Amy Albright, Executive Director of the Oshkosh Convention & Visitors Bureau and Southwest Rotarian.

Move over, "Event City." It's time to "Discover Oshkosh."

The Oshkosh Convention & Visitors Bureau announced a new brand identity of "Discover Oshkosh," which moves the focus away from just big events to illustrate a new tourism strategy and campaign to bring more visitors to the city.

Changing from "Visit Oshkosh" to "Discover Oshkosh" also changes the idea of Oshkosh as a transitory destination to a place that has "ongoing" appeal and thinks this strategy will help the city long-term in bringing more people to the city — beyond just visitors.

"If we build a place people want to visit, you also build a place people want to live and work"

<https://www.visitoshkosh.com/>

Thank you, Amy!

Trivia Night

Friday, Feb 3, 2023



For more information, contact Patti Langkau.

Trivia Night

Friday, Feb 24, 2023



**9th Annual ~
"Building
Community
Through
Education"
Trivia Extravaganza Fundraiser**

Friday, Feb 24, 2023

Hilton Garden Inn, 1355 W 20th Ave
Oshkosh Southwest and
Fortifi Bank (Mike V) will be sponsoring
teams.
Sign-up sheets out.

January 25 meeting at Convention Center



Next week's
Jan 25
meeting, will
be held at
the

Oshkosh Convention Ctr,
2 N Main St, Oshkosh
~ **South Breakout Rooms**

YAD SDRAWKCAB

"Celebrating" February 1

**LET'S HAVE SOME FUN WITH THIS ON
FEBRUARY 1.**



U.S. National
Backward Day is
celebrated on
January 31,
encouraging us
to do things
oppositely. It's a
time to take a

look at our actions to see how reversing
them can be effective and fun at the same
time.

Backwards Day was created by two
women, Sarah Nicole Miller and Megan
Emily Scott, who came up with the idea
while on a farm. They were milking cows,
thinking about arts and crafts when the
initial idea came to them. The two women
came up with the rules of and created it
on January 29, 1961.



Words of Inspiration
January 18
 Ethan Hollenberger

Greeters
January 18
 Karen Boehm
 Olson Legal Group
January 25
 Ethan Hollenberger
 Barb Herzog

Today's Meeting Location
 Best Western Premier
 Athearn Ballroom
 1 N Main St, Oshkosh

SW Rotary Website
oshkoshrotarysouthwest.org

District 6270 Website
rotary6270.org

Rotary International Website
rotary.org

[Oshkosh Rotary Southwest](#)

[Rotary Club of Oshkosh Southwest](#)



Battle on Bago
Feb 17 & 18



Mark your calendars for Battle on Bago 2023, Feb 17-18

If you are purchasing or selling raffle tickets, please contact Scott Waterworth

Return unsold tickets or (preferably) money & ticket stubs by **Feb 8** to Scott.



Make checks payable to **Battle on Bago**. (You may **not** bill your Rotary account for the tickets)

Remember: 100% of the proceeds from the sale of these tickets comes right back to our club.

Winnebago County Board Scholarship Program



The Winnebago County Board Scholarship Program is offered to all

high school seniors who reside in Winnebago County and plan to attend a post-secondary educational institution. The Scholarship Program was developed to promote awareness and an understanding of county government. Up to nine, \$1,000 scholarships will be awarded in 2023. Scholarship recipients will be selected based on meeting eligibility requirements and the quality of the essay as outlined on the critique sheet.

For more information: <http://www.co.winnebago.wi.us/> or contact Jacob Floam.



Calendar of Events

Upcoming Programs

Jan 25	Human Trafficking /Nomi Network Sean Tieman
Feb 1	Battle on Bago Glenn Curran
Feb 8	Beautification Awards Tom Weber
Feb 15	Oshkosh Police Department Officer Scott Sopata & Magic
Feb 22	On The Wing Jane Kelly
Mar 1	PARM Andy Saray
Mar 8	6270 District Governor Mike Phillips
Mar 15	Sunken Paddle Ciderworks Doug Post
Mar 22	Taking Root II Campaign Travis Derks

Recurring Events

2nd Monday	Club Board Meeting Revs Bowl Bar & Grill
Feb 13 4pm	275 N Washburn St Oshkosh All are welcome to attend!

Back to School Fair Meeting



Year after year, we get children

ready to succeed in school. Time to roll up our sleeves for another year!!

Our first meeting to kick off the 2023-2024 Back 2 School Fair meeting will be on **February 15 at 8:30 am, Salvation Army, 417 Algoma Blvd** (there will be a zoom option as well)

Tracy Gehrke RN BSN
 Public Health Nurse
 Winnebago County Public Health

For more information, contact Jessica Benesh