Atlanta West End Rotary Club

KeyWay
JANUARY 8, 2026

Jan. 9, 2026

This Week's Program

Crystal Y. Davis, CEO of The Lean Coach





This week, the Rotary Club of Atlanta West End welcomes **Crystal Y. Davis** , CEO of The Lean Coach, Incorporated, a certified minority- and women-owned consulting and coaching firm focused on operational excellence, business resilience, and culture transformation. Through her work, Crystal partners with mid- to large-cap organizations to strengthen operations, modernize supply chains, improve customer service, and deliver sustainable performance improvements.

Crystal is an ICF-certified leadership coach and trusted advisor to executives and emerging leaders, often described as a "corporate confidante" for those navigating complex organizational environments. She is particularly committed to advancing women in male-dominated industries and STEM fields, a focus she operationalized through the founding of **DisruptHER™**, a leadership development and coaching program designed to help women thrive with confidence and clarity.

A sought-after international speaker and thought leader, Crystal hosts *The Lead Lean Show*, airing in 183 countries on IBGR.Network, and is also a host on *Supply Chain Now*. She holds a Bachelor of Science in Industrial Engineering from Mississippi State University and an MBA from Samford University. Her guiding motto, "to be free to be me," reflects a leadership philosophy grounded in authenticity, discipline, and

MEETINGS

January is Vocational Service Month

1/9	Program Speaker
1/16	Program Speaker
1/23	Program Speaker
1/30	Program Speaker
2/6	Program Speaker
2/13	Program Speaker
2/20	Program Speaker
2/27	Program Speaker

BIRTHDAYS

1/19	Rose Caplan
1/21	Marilyn Jackson

WEDDING ANNIVERSARIES

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

purpose.

JOIN ONLINE: Zoom Link - Click hereMeeting ID: 874 0116 4307
Passcode: Service

Vice President	Christopher Hempfling
Treasurer	Rose Caplan
Secretary	Neil Shorthouse
Public Image	Jared Evans

KeyWay Report

Club Assembly – January 2, 2026

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The January 2 Club Assembly helped focus the Rotary Club of Atlanta West End on three strategic priorities for 2026: strengthening active membership, concentrating on high-impact service projects, and increasing visibility in the West End.

Membership Engagement and Club Culture : The club currently includes about 22 active members and 10 honorary members. Members discussed what it means to be an “active” Rotarian. Emphasis was placed on participation in meetings and service, not just dues, as what defines true engagement. Several noted that Rotary is not just a lunch club but a service organization, and our value depends on member involvement. The group discussed the importance of meeting people where they are.

Service Projects and Strategic Focus : The club discussed focusing on one or two signature projects to improve community impact and visibility. One promising idea is strengthening the link between Washington High School and Atlanta Technical College to support students and promote workforce development. **Bridgette Long** was recognized for connecting her existing community work to Rotary, serving as a model for engaging others through shared interests. The conversation emphasized tapping into members’ networks rather than launching projects from scratch. She gave an update on the holiday snack bag project for Washington High School students, with the next service opportunity set for their February break. Members suggested using an Amazon wish list to streamline donations and to also include Rotary-branded ribbons/bookmarks featuring the Four-Way Test.

Other service ideas included:

- Adjusting the annual donation to Our Lady of Perpetual Help to better align with their needs, possibly targeting a date in March to deliver a check with the funds raised through Tasse

Trivia.
- Exploring collaboration with Good Samaritan Health Center.
- Organizing a fellowship and learning trip to the Equal Justice Initiative museum in Montgomery.

Club Administration and Planning: Chris Hempfling announced that **Deborah Stokes** has taken a leave of absence and will not serve as co-president in the next Rotary Year. Members were encouraged to step into leadership for the 2026–2027 year or suggest candidates. Recognizing that many members present at the meeting have already served, the club acknowledged that direct outreach absent members may be more effective than waiting for volunteers.

Meeting logistics were reviewed, including a search for venues closer to or within the West End to support visibility and local businesses. Members reaffirmed that Atlanta West End Rotary is primarily an in-person club. While hybrid participation via Zoom is convenient on occasions when members are not able to come to the meeting location, active membership requires physical participation in meetings, service projects, club socials, or all three.

KeyWay Reporter – Jared Evans

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

January Theme

Vocational Service Month

Vocational Service Month reinforces one of Rotary's core avenues of service by affirming that work, when governed by integrity and competence, is a public good. Rotary emphasizes that every useful occupation has dignity and that professional skills carry both opportunity and responsibility. The theme calls on Rotarians to apply high ethical standards in business and public life, respect all vocations, and intentionally use their expertise to advance the common good.

Within Rotary International , this month serves as a strategic reminder that service is not limited to projects or philanthropy alone. It is also expressed through daily professional conduct, mentorship, and the responsible exercise of authority. Vocational Service Month encourages clubs and members to align professional practice with values, strengthening trust, leadership capacity, and sustainable community outcomes throughout the year.

Calander, Agenda, Connections, & Four-Way Test

MARK YOUR CALENDAR

- 1/9: Ms. Crystal Davis, President of the Atlanta Alumnae Chapter of Delta Sigma Theta Sorority, Inc.
- 1/16: Ms. Vicki Crawford
- 1/23: Ms. Novella Tascoe, Owner and CEO of Novacare
- 1/30: Ms. Quasandria Curry, Executive Director of Westside Works
- 2/6: Mr. Tharon Johnson, political strategist and CEO Paramount Consulting
- 2/13: Mr. Blake Elsberry, former sole commissioner of Chattooga County
- 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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@rotaryatlantawestend
LinkedIn.com/company/rotary-club-of-atlanta-west-end

Never a Bad Time to Catch Up!

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?