



# THE LISTENER



Publication of the Rotary Club of Lakewood & Rocky River

NOVEMBER 2014

## Annual holiday social is Dec. 8

Giving, fellowship and music will mark our annual holiday social on Monday, December 9 from 6 to 8 p.m. at the Don Umerley Civic Center. There will be no noon meeting

Last year, over 60 children were the recipients of gifts purchased by our members.

Select a child's "wish tag" from the tree during our meetings between now and December 1. Purchase a gift for the child you've selected. (\$25.00 minimum value suggested.)

Bring your gift wrapped with the gift tag securely attached and place it under our Christmas Tree during our holiday social on December 8. (If you can't attend the social, bring your gift to our December 1 meeting, or we will make arrangements to pick it up at your home.)

The gifts will be distributed to the families chosen by the Rocky River Assistance Program. This is another way that we can generously give to others in our community, and continue this new tradition for our club.

Invite your spouse or significant other. Bring a hearty appetizer to share, and your preferred beverage. Coffee, tea and set-ups will be provided. There is no charge to participate in this event; just your appetizer to share and your gift.

We'll enjoy Christmas music, and perhaps sing a carol or two. Again this year, students from the West Shore Career-Technical District's culinary arts program will assist with set-up, serving and clean-up.

## Club delivers dictionaries to 774 third grade students

Once again this year, the Rotary Club of Lakewood and Rocky River purchased dictionaries for all 774 third grade students in Lakewood and Rocky River.

Club members take the dictionaries into the classrooms and deliver them personally to each student. They then spend time talking to the students about how Rotary is active in their communities and internationally.

Members distributing the dictionaries to the students were: Mark Bacon, Lynn Donaldson, Jon Fancher, Vicki Foster, George Frank, Dick Garrett, Thom Geist, Jim Harris, Todd Lessig, Harlan Radford, Jean Rounds, and Michael Shoaf.

*Continued on page four*

## Rotary introduces Brand Center

It's now easier than ever to strengthen Rotary's image in your community with the materials and resources available in the Rotary Brand Center.

Launched earlier this month, the Brand Center offers a simple and intuitive way to customize your club logo, create a marketing brochure, or give your newsletter a fresh look. You'll also find guidelines and answers to frequently asked questions as well as information about why telling our story is important.



Cheryl Warren, District 6330 Governor Elect 2014-2015, urges clubs to begin using the new Rotary logos and colors on their websites, communications, events and marketing material.

All information can be downloaded at [www.rotary.org](http://www.rotary.org). There is a complete brand guideline you can also download with instructions for use of the new logo. In addition to the Rotary logo and wheel, new logos are also available for Interact, Rotaract and The Rotary Foundation.

"The Brand Center enables everybody to play an active role in promoting Rotary to the world," says Alan Buddendeck, general manager and chief communication officer for Rotary International.

"What's exciting is that the site has been designed in

*Continued on page three*

### Where to find Brand Center

Log in at [www.Rotary.org](http://www.Rotary.org), and then go to My Rotary at the top. Select Manage and a drop down will appear. Go to Brand Center. Note: If it asks you to login again at the Brand Center, it will be the same login you used to login initially. RI is working on eliminating this second login.

If you do not know your login for [rotary.org](http://rotary.org), click on Forgot Email or Forgot Password. If it's your first time to log into the [rotary.org](http://rotary.org) site, click on Create An Account.

If you run into problems with logging in, call Rotary International toll free at 866-976-8279.

## The Rotary Club of Lakewood & Rocky River

P.O. Box 770916, Lakewood, OH 44107  
<http://www.lakewoodrockyriverrotary.org>

### OFFICERS & DIRECTORS 2014-2015

President..... Todd Lessig  
President Elect..... Lynn Donaldson  
Secretary..... Chuck Gustafson  
Treasurer..... Kanchan Adhikary  
Directors:  
2012-2015 – Phil Ardussi, Charles Eversole, Lynn Donaldson  
2013-2016 – Jon Clark, Vicki Foster, Tom Turner  
2014-2017 – Mark Bacon, John Clapper, (vacancy)  
Past President..... Phil Ardussi

### COMMITTEES 2014-2015

**Club Service** ..... Larry Yunaska  
**Administration**  
Archives ..... Thom Geist  
Attendance ..... John Latham  
Cashiers..... Larry Yunaska (chair), Julius Skerlan, Dave Zupan  
Fund Raising . Matt Daugherty (chair), Todd Lessig, Dave Zupan  
Membership/Education..... Jon Clark  
Nominations ..... Phil Ardussi, Curt Brosky, Lynn Donaldson  
Sunshine ..... John Latham  
Listener, Public Relations, Website ..... Lynn Donaldson  
District Activities ..... Jim Lechko  
Grants ..... Todd Lessig  
Speech, Music and Art Contest ..... Phil Ardussi  
Scholarship ..... Jon Fancher  
Club Foundation..... Jim Harris  
Rotary International Foundation ..... Smitty Haller  
**Meetings & Fellowship**  
Devotional ..... Jon Fancher  
Greeters ..... David Shaw  
Music..... Charles Eversole, Jon Fancher  
Program ..... Matt Daugherty (chair), Tom Turner, Pete Shimrak  
Sergeant-At-Arms ..... John Mielke (chair), Chuck Gustafson  
Clambake ..... Vicky Foster  
Past Presidents Picnic..... Chuck Gustafson  
Wassail Bowl..... Curt Brosky  
**Community Service** ..... Todd Lessig  
**International Service** ..... Kanchan Adhikary  
**New Generations Service** ..... Jean Rounds  
Dictionary Project ..... Jay Rounds  
Rachel's Challenge ..... Jean Rounds  
Youth Exchange ..... Chris Arnold  
**Vocational Service** ..... Nancy Ralls

### LEADERSHIP 2014-2015

**Mike Davanzo**, Governor, District 6630 (Medina Sunrise)  
**Kathy Berkshire**, Assistant District Governor, Cuyahoga County  
Northwest - Lorain County (Lakewood-Rocky River Sunrise)  
**Gary C.K. Huang**, President, Rotary International (Rotary Club of  
Taipei, Taiwan)

### NEARBY MAKE UP OPPORTUNITIES

Avon/Avon Lake, Tuesday, 7:30 a.m. Towne Center Community  
Campus, 200 Community Drive, Avon Lake.  
Cleveland, Downtown, Thursday, Noon. Windows on the River in  
the Powerhouse, West Bank of Flats.  
Lakewood/Rocky River Sunrise, Wednesday, 7:15 a.m. Umerley  
Hall, Rocky River.  
Middleburg Heights/Brookpark, Thursday, 7:30 a.m. Front Row Grill,  
15119 Snow Road, Middleburg Heights.  
North Ridgeville, Friday, Noon, North Ridgeville Senior Center, 7327  
Avon Belden Road, behind City Hall.  
Westlake/Bay, Wednesday, 7:30 a.m. Westwood Country Club,  
22625 Detroit Road, Rocky River.  
West Shore (formerly Fairview/West Park/North Olmsted), Tuesday,  
Noon. Amp 150, 4277 W 150th Street, Cleveland, in the  
Marriott.  
On-line at [www.rotaryclubone.org](http://www.rotaryclubone.org)

## District speech contest is April 11; changes, goals announced by chair

The District 6630 Four-Way Test speech competition will be held on Saturday, April 11, at Aurora High School.

Scott Pease is once again chairing the contest. He has set two goals: (1) to increase the number of clubs participating from 27 to 37; and (2) to secure corporate or institutional sponsors to permit them to participate in our efforts to offer a program that has helped high school age youth become better speakers while enhancing their knowledge of Rotary.

He has announced that this year the event will be different. First, the judging will be done exclusively by an all Rotarian judging panel, rather than by members of Toastmasters. This is to ensure that speeches are judged not just on whether they were technically perfect but whether they captured the true meaning of the Four-Way Test.

Also new next year will be the introduction of home-schooled students to the event. This will open the doors to a new set of students that have not previously had the opportunity to compete. The hope is that all the clubs in the district will reach out to their high school contacts and inform them of the district's desire to engage home-schooled students and encourage them to participate.

## Shoebboxes benefit 'Children of the Dump'

The members of the Sunrise Rotary club have completed another successful Shoe Box project for the "Children of the Dump" in Chinandega, Nicaragua.

The goal of the project is to help make Christmas happy for 70 children in Chinandega. Bill Gaydos coordinated the project. Bill and his wife, Jayne, shopped for 30 of club's boxes. Other club members shopped for and packed boxes for individual children.

All the boxes were delivered to PDG Jack Young who delivered them to Michigan over Labor Day weekend. The club's shoe boxes and those from other clubs in our district were combined with boxes from districts in Michigan, loaded on a Wal-Mart truck, and sent to Iowa.

Districts in Iowa combine them with their collections and send them to Texas. A Rotarian will have them loaded on a freighter in Texas, and ship them in a container to Honduras. When they arrive in Honduras, local Rotarians and others will take them to Chinandega. PDG Young is planning on going to Chinandega the Tuesday after Thanksgiving to help deliver the boxes directly to the children.

## Keep our Club Foundation growing!

In his report to our club on September 29, Matt Daugherty, Club Foundation president, reported that for the fiscal year ending June 20, 2014 the total assets of our club's Foundation were at \$1,167,909.00. To keep the Lakewood-Rocky River Rotary Club Foundation growing, consider bequests, scholarship support, memorials, any-occasion gifts, and District Matching Grants in your year-end planning for contributions.

# Club calendar

## Meetings

Remember to invite a guest to an upcoming meeting!

### November 3, Noon

**My Career As a Reporter** – Evelyn Theiss, senior communications strategist at University Hospitals of Cleveland, was print and online journalist for The Plain Dealer for 23 years until May 2013. While a student at Lakewood High School, she was selected to participate in the National Leadership Conference at Camp Miniwanca in Shelby, MI, an experience that changed her life.

### November 10, Noon

**Father Joe and Jim Lechko** – Jim Lechko will share his experiences resulting from his decision to donate one of his kidneys to his parish priest.

### November 17, Noon

**Girls With Sole** – Liz Ferro wanted at-risk girls, and those who have experienced abuse of any kind to be given a sporting chance in their lives, and to experience the “finish line feeling.” Founded in August 2009, Girls With Sole offers pre-teen and teen-aged girls the opportunity to learn and to enjoy fitness as they develop the physical and emotional strength needed to meet personal goals.

### November 25, Noon

**Rotary International Foundation** – Jim Lechko.

### December 1, Noon

**Cleveland Cavaliers Update** – Fred McLeod, a Strongsville native, began his broadcasting career in 1974 as a sportscaster for KQTV in St. Joseph, MO. Since the 2006-2007 season, he has served as the television play-by-play announcer for the Cavaliers.

### December 8, Noon

**No Meeting** due to Holiday Party and Wassail Bowl.

### December 15, Noon

**LakewoodAlive** – Ian Andrews, executive director, will tell about this nonpartisan economic development corporation whose mission is to improve the quality of life of residents by creating alliances with community leaders, leveraging community assets and expanding the pool of available resources in order to facilitate economic stability and growth in Lakewood. A 501(c)(3) nonprofit organization, LakewoodAlive is a member of the National Trust for Historic Preservation Trust and Heritage Ohio.

### December 22, Noon

**No meeting** – Christmas observance.

### December 29, Noon

**No meeting** – New Year’s observance.

## Events

### Monday, November 10, 11:00 a.m.

**Grants Committee**, Umerley Center board room.

### Monday, November 17, 10:45 a.m.

**Club Board of Directors**, Umerley Center board room.

### Monday, December 8, 6:00 p.m.

**Holiday Party and Wassail Bowl**, Umerley Center

### Lakewood Charitable Assistance Corporation Food

**Drive.** Lakewood Masonic Temple on the corner of Detroit and Andrews in Lakewood. Join club members and other community organizations by volunteering your time at one or both of these delivery events.

LCAC also provides cleaning supplies for its spring cleaning bucket program. With the continued help of its supporters, LCAC assists over 750 families and seniors a year.

### Thanksgiving Food Drive

#### Friday, November 21, 2014

9:00 a.m.-2:00 p.m. Sort and count food items.

6:00 p.m.-8:00 p.m. Bag food items.

#### Saturday, November 22, 2014

9:00 a.m.-Noon. Bag then deliver food in the community.

### Christmas Food Drive

#### Friday, December 19, 2014

9:00 a.m.-2:00 p.m. Sort and count food items.

6:00 p.m.-8:00 p.m. Bag food items.

#### Saturday, December 20, 2014

9:00 a.m.-Noon. Bag then deliver food in the community.

## Rotary introduces Brand Center

### *Continued from page one*

cooperation with Rotarians worldwide, which is critically important to the user experience,” Buddendeck says.

Here are five reasons you should use the Brand Center:

1. You can create your own club and district logos featuring Rotary’s masterbrand signature and see your edits in real time.
2. You can develop professional-looking PowerPoint presentations, press releases, and newsletters that incorporate Rotary’s visual identity. Templates can be customized as much – or as little – as you want.
3. You can find guidelines for using Rotary’s logos and answers to frequently asked questions about our new visual identity. For instance, did you know that your member pin remains unchanged? Or that free fonts are available along with the commercially licensed options?
4. You can upload and store the materials and logos you create for future use by creating a basket. Use the Quick Share function to email your basket and share your new materials with members.
5. You can download broadcast-quality public service announcements, videos, and images to help tell Rotary’s story. Choose from a variety of topics to illustrate including Join Leaders, Exchange Ideas, and Take Action – our three organizing principles.

“With the new Brand Center, anyone can use the tools and templates to create logos and documents that reflect a unified look, yet are personalized to the club or district,” says Elizabeth Smith Yeats, incoming 6400 district governor, “and they can achieve first-class results without hiring a designer or purchasing expensive software.”

## Rotary Foundation earns coveted four-star rating

The Rotary Foundation earned a four-star rating from Charity Navigator, the largest and most prestigious independent evaluator of nonprofits in the United States.

“Our foundation continues to operate at the highest ethical standard,” said Rotary Foundation Trustee Chair John Kenny. “We are proud that Charity Navigator has recognized our commitment to accountability and transparency for the seventh straight year.”

The four-star rating, the highest that Charity Navigator awards, recognizes sound fiscal management, accountability, and transparency. Charity Navigator evaluates thousands of nonprofits each year, and only one of four earns four stars.

This year’s top distinction marks the Foundation’s seventh in a row, placing it in the top three percent of U.S.-based charities. In a letter to the Foundation, Charity Navigator President Ken Berger wrote, “This ‘exceptional’ designation differentiates The Rotary Foundation from its peers and demonstrates to the public it is worthy of their trust.”

### Important differences

Clubs having their own foundations can present challenges.

Club foundations support club community projects/ programs

The Rotary Foundation supports club community projects **and** global projects

Club foundation donations support club activities

Club member support for The Rotary Foundation supports Rotary activities

**The Rotary Foundation is the way we, as Rotarians, fund our Rotary mission.**

Without Rotary and its mission, there would be no Rotary clubs.

### A final note

Contributions to Polio Plus are separate from the Annual Fund. Donations to Polio Plus are very important, but do not count as donations to the Annual Fund.

### Member birthdays

5 – Todd Lessig, 7 – George Hwang, 10 – Mike Busta, 11 – Jeff Grusenmeyer and Jay Rounds, 12 – Thom Geist, 14 – Chris Arnold and John Mielke.

### Membership anniversaries

Ed Saxton (60 years), Martin Dodenhoff (32 years), Lynn Donaldson (26 years), William C. Huffman (32 years), Jerry Martau (29 years), Nancy Ralls (12 years), Jon Clark (two years), and John Clapper (two years).

**Our club’s mailing address is:**

P.O. Box 770916, Lakewood, OH 44107

**Our web site is:**

<http://www.lakewoodrockyriverrotary.org>

## Foundation announces changes to Carl Dryer Award procedure

Because of the increasing cost of framed certificates to recognize new Carl Dryer Award recipients, the trustees of the Lakewood-Rocky River Rotary Foundation have voted to eliminate framed certificates earned after June 30, 2016.

In recent years, many recipients have stated that they would have preferred to not receive a framed certificate, and instead have the money the spent on the certificate remain in the Foundation’s treasury.

Anyone completing his/her first Carl Dryer Award by June 30, 2016 will have the option of receiving a framed certificate. After June 30, 2016, anyone completing his/her first Carl Dryer Award will receive an unframed paper certificate. In all cases, Carl Dryer recipients will be recognized with a name plate on the wall plaque outside the club meeting room at the Umerley Civic Center.

The trustees’ next meeting is December 9 at 5:00 p.m. at Pearl of the Orient, 19300 Detroit Rd, Rocky River.

## Club delivers 774 dictionaries

*Continued from page one*

Jay Rounds was the project chairperson.

Schools receiving dictionaries were: Rocky River – Kensington Intermediate, Ruffing Montessori, and St. Christopher; Lakewood – Emerson, Grant, Harrison, Hayes, Horace Mann, Lakewood Catholic Academy, Lincoln, and Roosevelt.

The first page of each dictionary is stamped with the club’s name and a copy of the Four-Way Test of Rotary.

Since 2005, the club has given dictionaries nearly 9,000 students. The dictionaries are published by The Dictionary Project. A nonprofit organization, its goal is to assist all students to become good writers, active readers and creative thinkers by providing them with a gift of their own personal dictionary.

Students and teachers alike are very appreciative of the gift, and each year the club receives hundreds of letters and thank-you cards written by the students. The letters mention the students’ favorite section of the dictionary and how they have begun to use the dictionary in their classrooms.

The dictionary features over 32,000 words with simple, child-friendly definitions, plus pronunciation and parts of speech, and includes additional information about punctuation, the nine parts of speech, weights and measures, Roman numerals, and a map of the United States.

Over 150 pages of supplemental information in the back feature the U.S. Constitution, the Declaration of Independence, brief biographies of all U.S. presidents, world maps, information about all 50 states, countries of the world, and the planets in our solar system. It ends with the longest word in the English language.