What’s the plan for the Rotary Club of DeLand this year? Where are we going? The RI theme for this year focuses on Rotary’s future, which conjures up all ideas for how we can internally and externally plan and prepare for Rotary’s continued success. I’m a firm believer that actions speak louder than words and the future of Rotary and our club will be determined in great part by what we do and how well we do it.

I recently presented our Board of Directors with a strategic plan for this Rotary year that focuses on local and international service while taking into consideration our club’s traditions and the RI President’s focus on water, health, hunger, and literacy. Here’s an overview of the plan:

**Rotary Club of DeLand Strategic Plan 2009-2010**

**Vision**

Local and international communities will recognize the Rotary Club of DeLand and its members as the best service organization fulfilling all of their commitments and missions with the highest standards of excellence and integrity.

**Mission Statement**

The Mission of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- The development of acquaintance as an opportunity for service;
- High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- The application of the ideal of service in each Rotarian's personal, business, and community life; and,
- The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

**Goals & Objectives**

**Goal:** Successfully address each emphases established by Rotary International President John Kenny to improve the conditions of water, health, hunger, and literacy.

**Objective – Water:** Partner with another Rotary Club in an established water project to improve healthy drinking water conditions for communities lacking this basic human necessity for healthy and disease-free living.

**Objective – Health:** Continue our relationship with Healthy Start in the Sweet Dreams project to provide cribs to low-income families in an on-going effort to reduce, if not eliminate, child mortality in this community.

*Continued on page 5…*
We all need a little ray of sunshine in our lives and what better way to brighten up our Rotary Club than by celebrating those members who joined our club this month, their years of service to our club, and thanking their sponsor. Happy Anniversary and Thank You!

<table>
<thead>
<tr>
<th>Member</th>
<th>Joined</th>
<th>Sponsor</th>
<th>Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jim Willits</td>
<td>1989</td>
<td>Ed Carroll</td>
<td>20</td>
</tr>
<tr>
<td>Ben Johnson</td>
<td>1994</td>
<td>Rocky Kaiser</td>
<td>15</td>
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<tr>
<td>Elyse Phillips</td>
<td>2006</td>
<td>Gery Walker</td>
<td>3</td>
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<tr>
<td>Harlow Hyde</td>
<td>2008</td>
<td>Mark Van Fleet</td>
<td>1</td>
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<tr>
<td>Tison King</td>
<td>2008</td>
<td>Harper Hill</td>
<td>1</td>
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</tbody>
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Happy Birthday

Jeff Altier  September 3
Gus Gibbs    September 5
Bill Anderson September 6
Charlie Granger September 12
Brian Hill   September 12
Suzanne Freeman September 15
Robert Doyle September 25
Al Wehrle    September 26
Jenny George September 26
Lamar Peterson September 26

DeLand Breakfast Rotarians Bill Mancinik (left) and Bernadette Britz-Parker (center) present Volusia County Sheriff Ben Johnson (right), member of the Rotary Club of DeLand, with an appreciation plaque at the August 27th meeting.

Foundation Seminar Update: Things You Should Know

On Saturday, August 22nd, nine members of the club attended the District 6970 Foundation Seminar. Some interesting points learned at the seminar included:

- Since 1917, District 6970 contributed $13,710,580 to Our Rotary Foundation
- 98% of the Clubs in District 6970 collectively pledged $750,000 over three years to End Polio Now
- So far, $438,355 has been given by clubs towards that pledge
- The average per capita giving by clubs in District 6970 to the Annual Programs Fund is $134.50
- The per capita giving of our club to the Annual Programs Fund is $75

Your contribution to Our Rotary Foundation provides for Peace & Conflict Resolution, Disease Prevention & Treatment, Maternal & Child Health, Basic Education & Literacy, Economic & Community Development, and Water & Sanitation. For $25 per quarter, you can become a sustaining member...see Gery Walker.

Volusia Honor Air Recognizes Sheriff Ben Johnson

During our last meeting in August, Bernadette Britz-Parker, chairwoman of Volusia Honor Air Flight #4, was joined by Bill Mancinik, chairman of the inaugural flight, to make a special presentation to Volusia County Sheriff Ben Johnson. Affectionately known by all as “Ben,” he and members of his office played and continue to play an integral part in honoring our World War II veterans.

For each flight, the Volusia County Sheriff’s Office Honor Guard is present with a rifle salute both at the 4 a.m. departure and the 9 p.m. return home. In addition, Ben is instrumental in coordinating police escorts of the Honor Air buses with local police agencies in Virginia and Washington, D.C. Thrilled by the first-class treatment, many of the veterans comment that the Honor Guard salute and police escort is a first and the experience makes the day incredibly more special.

Know someone who would make a great Rotarian? Invite them to our next meeting.
Another Success for Literacy

For the fourth consecutive year, children across West Volusia will benefit from the efforts of local Rotary Clubs and sponsors of the Bowling for Literacy “fun raiser,” which enables the five West Volusia Rotary Clubs to provide a dictionary to every 3rd grader in public and private schools in West Volusia.

According to co-chair Karen Weiss, the event grossed nearly $10,735, and co-chair Gery Walker said about 3,000 students will receive a dictionary in the coming weeks. Also, teachers will benefit from this year’s event. Enough funds were raised to provide each public school with a sizeable quantity of copy paper, an important element in today’s learning though cut from school budgets.

Raising the money was the fun part. Now the real work begins. Once the dictionaries arrive from the publisher, Rotarians and friends will gather to apply a Rotary logo sticker to the cover of each dictionary, a Four-Way Test decal to the inside cover of each dictionary, and insert a letter to parents, in both English and Spanish, explaining the importance of the dictionary and what Rotary does in the community.

This year’s dictionary assembly party is planned for Thursday, September 10th at 5:30 PM at the Trophy Factory Plus, 815 W. New York Ave, DeLand (next to Express Printing). Pizza and beverages to be provided. Contact Karen Weiss if you can attend—it’s a good time!

Rotary Club of DeLand Average Attendance August 2009 – 64%

Important Meeting Reminders
Rotary 101 - Open to all members and mandatory for all new members
When: Second Monday of each month at 6 p.m.
Where: Proctor Place, 713 W. New York Ave., DeLand

Board Meeting - Open to all members
When: Third Tuesday of each month at 12 p.m.
Where: Bank of America (Meeting Room ), 230 N. Woodland Blvd., DeLand

Upcoming Club Activities

Dictionary Project Assembly
Thursday, September 10th
Trophy Factory Plus, DeLand
Contact: Karen Weiss

Volusia Honor Air Flight #4
Saturday, October 3rd
Washington, D.C.
Contact: Brad Strickland

Downtown Flags Project
Monday, September 8th & 11th
Wednesday, November 11th
Meet at Mel Ott’s at 8am & 4pm
Contact: Morgan Gilreath

Great Bowls of Fire Chili Cook-Off
Rotary Challenge for Charity
Saturday, October 17th
Downtown DeLand on Indiana Ave
Contact: Tison King or Howard Fisher

DeLand Christmas Parade
Saturday, December 5th
Assembly location TBA
Contact: Bob Espy

DeLand Rotary Holiday Auction
Sunday, December 6th
Live on TV from Stetson University
Start Collecting Your Auction Items
Contact: Ed Denston

Gus Gibbs’ Rotary Holiday Basketball Tournament
Sunday, December 20th
Monday, December 21st
DeLand High School Gymnasium
Contact: Gus Gibbs or Tom Robertson

The Jacksonville Jaguars teamed up with Rotary to End Polio Now!

For every Jaguars group ticket District 6970 Rotarians sell this year, $10 will be donated to your club’s End Polio Now efforts.

Available to anyone, tickets are priced $10 below the regular single-game price and are available in the upper and mid-level decks. Tickets are priced at $40 in the yellow highlighted upper deck sections and $50 in the green highlighted mid-level sections.

Tell your friends and co-workers about this great opportunity
Contact Gloria Denston for details

Cog Wheel September 2009 3
Genealogy Brings Rotary District 6970 Cousins Together

Born in 1817, Ira Fisher was a veteran of the Civil War and lived his life as a farmer in Sullivan County, New York. He and his wife had nine children and two of his great-great-grandsons are Rotary District 6970 Rotarians.

Richard Fisher (Rotary Club of Port Orange) and Howard Fisher (Rotary Club of DeLand) were both born and raised in New Jersey but never met until they both moved to Florida. Richard is descended from Ira’s second son, Ira, Jr., and Howard is descended from Ira’s ninth son, William, which makes them third cousins.

It was Howard’s genealogy hobby that brought these cousins together. Just after moving to Florida from San Francisco, Howard located a Fisher relative in Pennsylvania who mentioned that her brother lived in Port Orange. Howard contacted Richard and the rest is history.

Rotary Spotlight: Youth Exchange

DeLand Rotarians: Please welcome this year’s latest addition to Rotary District 6970’s Youth Exchange program:

**Krestian Robertson**, Age 17, Vejle, Denmark

Krestian likes to play drums in a band, usually jazz and rock, and has played since he was 8 years of age. He loves to play American football, and he enjoys time with family and friends.

Krestian’s father, Urban, is a Sales Consultant and his mother, Mette, is a Chef. He has one brother, Marcus, age 10. Krestian attends a high school focused on business and given a choice of emphases, he is studying international business. Taking three to four 80-minute classes each day which focus upon Math, Danish, German, English, French, Spanish, History, Sales, Business Economy, and Social Studies, Krestian says he enjoys the subjects of chemistry, math, geography, and social studies.

Last summer, Krestian attended Oxford and took a month-long course in English while living with a host family and another teen from the Czech Republic. In 2007, Krestian and his family embarked on a month-long driving adventure from San Diego to San Francisco to Las Vegas.

Self-described as tenacious, dutiful, positive, and helpful, Krestian plans to be an exchange broker one day. After graduating from business school, he wants to move to New York City and train in the New York Stock Exchange. His dream job is to be a diplomat, travel the world, and experience a variety of cultures.

Since arriving in DeLand on August 11th, Krestian visited our club, participated in the Bowling for Literacy fund raiser, and started at DeLand High School. He’s already demonstrated a charming, positive personality and he would enjoy any opportunity to attend an American football game. Although Krestian is sponsored by the DeLand Breakfast Rotary Club, he is currently being hosted by our member Sandy Williams. Please consider including Krestian in your activities, events and travels - even if it’s just going out for dinner.
Planning for Rotary Success (continued from page 1)

Objective – Hunger: Partner with local food banks and lead the community in at least one (1) food drive to replenish stock to meet the needs of the community.

Objective – Literacy #1: Support the Bowling for Literacy event, which funds enough dictionaries to equip the 3,000+ 3rd graders in West Volusia with a dictionary all in an effort to improve literacy.

Objective – Literacy #2: The club will support a designated school supply drive to provide underprivileged children with the necessary school supplies to enhance learning.

Objective – Literacy #3: In support of school teachers, the club will raise support and supplies necessary to provide each elementary school with a sufficient amount of copy paper to reproduce printed teaching materials in an effort to improve learning and literacy.

Objective – Literacy #4: Join the Rotary Clubs of Daytona Beach – Oceanside, Port Orange – South Daytona, and New Smyrna Beach in obtaining a matching grant from The Rotary Foundation to build a library in Mexico.

Goal: Increase club membership by a minimum of five (5) new quality members

Objective: Current members are encouraged to invite at least one (1) potential quality member from the community to experience Rotary at a regular club meeting.

Objective: The Membership Committee will host at least one (1) social event every two (2) months outside the regular club meeting to introduce them to Rotarians, exchange information about membership, and invite potential members to attend a meeting.

Goal: Retain the current level of club membership.

Objective: Actively encourage all members of the club to participate in regular meetings, club events, and social gatherings.

Objective: Continue support for the Rotary 101 program and encourage new and senior members to attend. Encourage Rotary 101 presentations at regular club meetings or at social gatherings.

Objective: Work with the Programs Director to identify interesting topics and speakers in an effort to interest prospective, new, and current members.

Goal: Actively market our club’s contributions to the community through a continuous public relations campaign.

Objective: Recruit a PR chairperson.

Objective: In advance of and following Rotary hosted or sponsored events, issue a media release describing the event, beneficiaries of the event, what Rotary is about, and how interested persons can obtain more information about Rotary.

Objective: Coordinate with the DeLand-Deltona Beacon and Rotary members who advertise in that publication a Rotary page or section that allows weekly advertising of Rotary-related events with the cost of the section or page supported by the ads Rotarians already purchase from the publication.

In closing, the future of Rotary and of our club depends on each and every member taking part in this plan. I’m asking you to get involved, share the load, and most importantly, have fun in the process!

Respectfully,

David Brannon, President
Rotary Club of DeLand
2009-2010
And Coming All the Way From Finland...

Please welcome Sampsan “Sam” Pöhönen, a Rotary Youth Exchange student sponsored by the Rotary Club of DeLand. With an estimated 5,000 residents in his hometown of Vääksy, located in Southern Finland, and a school that averages 600 students, Sam sees DeLand unlike many. “The town of Deland could be one of the biggest cities in Finland,” he said. “We have few cities over 100,000 residents, so a town with 20,000 residents is big for me.”

Sam recognized his dad, Ilmari, was the key to getting him into Rotary Youth Exchange. Ilmari is a member of the Rotary Club of Asikkala and he informed the club of his son’s interest in participating in Youth Exchange. Sam said, “Lucky for me, my hometown club is full of nice people. Also, I was the only applicant.”

Other members of his family are mom Heli, little sister Aino, and half-sisters Taija and Niina. Currently, Sam’s family is hosting a Rotary Youth Exchange student of their own, Simon, from Canada.

Excited about his year as an exchange student, Sam is quickly getting to know his host family—the Curcios. Already feeling at home with host dad Dennis, host mom Laura, host sister Kendra, and host brother Zac, Sam is also getting acquainted with DeLand High School where he’s made several friends. As an exchange student, Sam wants to learn English fluently along with American history and the local culture. Also, he wanted to thank all of the members in the Rotary Club of DeLand for making his dream come true. He said, “This year will be one of best years in my life, full of new experiences and people, learning the new and having fun. I will never forget your hospitality.”
A member of the Rotary Club of DeLand since 1995, Dr. H. Douglas Lee recently retired after 22 years of service as president of Stetson University. A native of Danville, Virginia, Dr. Lee served as president of Stetson from June 1987 to May 31, 2009. He became chancellor — a position equivalent to president emeritus — upon his retirement. Before serving as president of Stetson, he served as the university’s executive vice president from 1983 to 1987, as vice president for planning and development from 1980 to 1983, and as vice president for development from 1978 to 1980.

His visionary leadership strengthened academic quality and transformed Stetson into a more diverse and socially responsible institution. He led Stetson through her separation from the Southern Baptist Convention in the 1990s, moving Stetson forward into the 21st century as an internationally respected university. Dr. Lee’s presidency focused on a commitment to academic excellence, the integration of values into the teaching-learning process, and active forms of social responsibility. Under his exceptional leadership, Stetson remained true to her 125-year heritage.

During his 22 years at the helm, Stetson hired more faculty and lowered the student-faculty ratio to 11 to 1, significantly increased the university’s overall endowment, completed numerous major capital projects, added satellite centers in Tampa Bay and Celebration, and boosted enrollment. The university underwent a cultural renewal built on an institutionwide commitment to seven core values: religious and spiritual life, ethical decision-making, diversity, gender equity, environmental responsibility, community engagement, and health and wellness.

Memorial donations may be made to the Margaret and Doug Lee Endowed Scholarship Fund at Stetson University Office of Development, 421 N. Woodland Blvd., Unit 8286, DeLand, FL 32723; or Stetson University College of Law, Office of College Relations, 1401 61st St. South, Gulfport, FL 33707. A memorial site for Dr. Lee has been created at www.stetson.edu/doug for those who would like to share a memory, wishes for the family, or a photograph. Cards to the Lee family should be addressed to Stetson University President’s Office, 421 N. Woodland Blvd., Unit 8258, DeLand, FL 32723.
The Cog Wheel is produced each month for the Rotary Club of DeLand by David Brannon.

Please send notices, story ideas and corrections to dfbrannon2@cfl.rr.com or call (386) 747-9001.

Make Up Locations

Monday

12:00pm  **Daytona Beach:**
Palmetto Club  
(1000 South Beach St.)

12:00pm  **Sanford:**
Sanford Chamber  
(400 E. First St.)

Tuesday

7:30am  **Crescent City**
Women’s Club of Crescent City

7:45am  **DeBary/Deltona**
Sterling Court  
(1001 Alabaster Way, Deltona)

12:00pm  **New Smyrna Beach**
Smyrna Yacht Club

12:15pm  **Port Orange/S. Daytona**
Tavern Inn—The Garden  
(5123 S. Ridgewood Ave.,)

12:15pm  **Sanford**
The Flame Steak House

6:00pm  **DeLand Rotary Club of Downtown:**
Dublin Station  
(105 West Indiana Ave.)

Wednesday

7:30am  **Daytona Beach Oceanside**
Shores Resort & Spa

12:00pm  **Orange City/Four Townes**
Sterling Court  
(1001 Alabaster Way, Deltona)

6:30pm  **Ormond Beach West**
Mario’s Restaurant  
(521 S. Yonge St.)

Thursday

7:30am  **DeLand Breakfast**
Holiday Inn

7:30am  **Daytona Beach West**
DBIA (2nd floor restaurant)

6:30pm  **Edgewater**
Sea Treasurers Restaurant

6:30pm  **Ormond Beach**
Billy’s Tap Room

Anytime Online

[www.rotaryclubone.org](http://www.rotaryclubone.org)

Email online forms to Harper Hill at chill bfyy5@gmail.com

You can make up a missed meeting at another club up to two weeks before or two weeks after the missed meeting. Give the make-up card to the Membership Chair.

Register Early in 2010 to Get Your Team in Bowling for Literacy