



# District 7090 Newsletter

January 2012

## DG John's January Message

Fellow Rotarians,

January is the time of renewal and the month in which many of us make resolutions and promises to ourselves. January is also Rotary Awareness Month. As we reflect on our Rotary selves, can we resolve to learn more about Rotary and to share it with others?

As we go through our daily lives, interacting with others, such as family, friends, business or professional contacts, and customers, let us remember Rotary. Share the joys of being a Rotarian. Wear your Rotary pin



District Governor John Heise and his partner, Sandy Heise

or cap or shirt; display the four-way test in your office or place of business; invite a friend or co-worker to a Rotary meeting. There are many ways to share the joys of Rotary and service.

Promise yourself to learn more about Rotary and The Rotary Foundation. Visit the District and Rotary International websites. Plan on attending a Rotary Learning Institute session and/or the District Assembly. Learn more about the service projects in which your club is involved. Visit a neighboring club for a make-up. Attend a function of a neighboring club.

At the District level, join and participate in the District 7090 Linked-in group. Attend a District Council meeting. All of these will add to your understanding of Rotary and/or the District. Choose one and add to your knowledge of Rotary.

Yours in Rotary Service,

*John Heise*  
Governor 2011—2012  
Best of Friends District 7090

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## District News

### I truly became a Rotarian

Submitted by Art Wing, PDG & TRF Director

The story below was a message to the Rotary Club of St. Catharines about the impact of the Rotary Foundation by Past President Betty Lou Souter. It is always touching to hear personal messages about the value of being a Rotarian. Betty Lou —among other things is the CEO of the St. Catharines/Thorold Community Care Food Bank.

Over the years I have heard many of my fellow Rotarians articulate the time when they truly became a Rotarian as opposed to merely attending meetings each week and for me that moment occurred in Japan in 2004 when I had the opportunity to attend the International Convention in Osaka. I found myself listening to Usha Saboo, the wife of Past RI President Raja Saboo. Her message was how the work of Rotary had fulfilled her desire to “be needed” and how she joined her husband with his Rotary Foundation work across India, Africa and Ethiopia. Usha and Raja began serving as Rotary volunteers in Africa, despite the fact they had enough poverty in their own country they felt it important to look beyond their national borders. Usha noted that serving as a Rotary volunteer in Uganda, Ethiopia, Nigeria, Malawi, Zambia, Swaziland and Cambodia, she truly saw the human face of Rotary.

Usha said ...and I quote... I have seen a continuous flow of images of ailing, blind, crawling, homeless and illiterate people being served by Rotarians with utmost love and sincerity. Putting 2 drops of polio vaccine in a child’s mouth seems like a small act but not when it comes to making sure that no mother anywhere has to see her child crawling any more — no precious life being wasted. The intercontinental Medicare teams with Rotary Foundation’s matching grants have been performing intra—ocular lens implants, polio corrective surgeries, dental and plastic surgeries. Facilities as in any developing country are limited but the work never stops. I do not have any medical expertise but I do whatever I can. I wash and prepare children for surgery and hold their hand as drift off to sleep, I take care of arranging coffee and meals for doctors and volunteers, give medicine to the patients and feed sick children. I feel blessed that I can play so many diverse roles — a nurse, a counselor, even a waiter...but the most important role I have to play is that of a mother.

In Ethiopia, I was playing with Marlin, a young patient always happy despite his pain and when his doctor asked him how he communicated with me particularly when he could not speak English, he quickly replied...“It is no problem. Madam always smiles in my language.” Marlin taught me an important lesson how without words we can reach out to another human being...all it requires is a hug, a gentle touch, a listening ear, a loving heart and sometimes a shoulder to cry on.

There was Mary in Nigeria who had a huge lump Mary and said that I was sorry that we could not do anything for her .... She looked at me and said...“But at least you tried.”...a lesson for me in tolerance and gratitude.

Beautiful Abida no longer hides her face with shame...Rotarians fixed her cleft palate and she now dares to smile.

Rotary bridges the gap between despair and hope, pain and relief. The joy and rewards of Rotarians cannot be measured in words. These programs do not merely mean going to another country and performing surgeries or taking free medicine and gifts...it also means saying a prayer before a child’s surgery and holding his crying mother’s hands, it teaches us that under the skin the colour of blood is the same in all of us. The pangs of hunger and pain of a sick child and tears of a mother have the same sorrow the world over. We learn to see the whole humanity as our family — one human family. The guiding light behind all these activities is our Rotary Foundation...we add value, we donate money, our talent our time...we lend our hands and we get the supreme feeling that we are needed. We truly celebrate Rotary when we move from mine to ours, from self to the world around us.

In conclusion Usha said...I am a small dot on this canvas, but I am not insignificant. I will always be needed as long as I have something to give...to share...to care...as long as Rotary will be in my life.

It was at that moment that I became a Rotarian and I made a commitment that although I might never have the same tangible experiences that Usha had, I could support her work and that of others through the Rotary Foundation and that is why every November I make my pledge to the foundation firm in the knowledge that it will support the work of Rotary across the world and will make a difference in the lives of those who need us most.

Send News  
to  
Pene Hutton  
phutton@netsync.net

## District News

### Rotarians Roy and Norma Sheldrick Meet the Right Honourable Michaele Jean, UN Ambassador to Haiti

Submitted by Norma Sheldrick

On Monday November 28, 2011 Roy Sheldrick and his wife Norma travelled to Ottawa for "An Intimate Evening with the Right Honourable Michaele Jean". The Rotary Club of Ottawa was bestowing Michaele Jean, former Governor General of Canada 2005 to 2010, a Paul Harris Fellowship. It was a fundraising event for "Ryan's Well Foundation" and Michaele Jean's charity the "Michaele Jean Foundation". There were 150 invited guests and Roy and I were pleased to be asked to attend. There were 12 Exchange Students and 10 Rotaract young people present.

Ryan's Well Foundation is a major donor to the Haiti "Water for Life" Programmes. The headquarters for Ryan's Well is located in Kemptonville, Ontario. Ryan Hreljac, as a young boy in Grade One, heard there were people in other countries who were dying because they didn't have clean water. He decided to do something about it and after many months earned enough money to put in a well in Uganda. From there his project blossomed till today it is a Foundation putting wells in Haiti, through the Haiti Fund of the Rotary Club of Ancaster, and other places around the world. Today Ryan is 20 and attends the University of King's College in Halifax. He spoke at the dinner telling us about his first fundraisings endeavours and about the Ryan's Well Foundation.



Michaele Jean was the guest speaker and spoke about the Michaele Jean Foundation. This Foundation originated in the five year mandate of the Governor General whose greatest priorities included youth and the arts as tools of civic engagement. "Create, Empower, Transform" are the principals behind the Foundation. She is a very gracious lady and her speech was exceptional. Michaele Jean was born in Port-au-Prince, Haiti and has a special spot in her heart for that country.

Roy had an opportunity to speak with Michaele Jean and was pleasantly surprised when she asked Roy to take her to Haiti on one of his trips. She said in closing she would be in touch. If that happens it would be a pleasure, but it was an honour to meet her regardless of the outcome.

### Attracting Members to Rotary

Reprinted from and courtesy of the Jan 2012 Newsletter of ClubRunner

Let's face it - attracting members to join a service organization is not an easy task. In fact, oftentimes, we see that even though the majority of people are aware of Rotary, only a few know what Rotarians actually do. The prospective members that we try and recruit are often our friends, colleagues or family members. These are people that are easy to recruit because you share a personal relationship with them and can easily explain the work of Rotarians to them.

The question then arises, how do we attract those outside of our personal radar to Rotary? How do we attract the younger generation to become Rotarians? Essentially, it is about publicity.

**Take Advantage of Social Media** - Your social media channels (i.e.: Facebook, Twitter, etc) can help you reach a wider audience. Promote your events, accomplishments and club or District pictures on social media channels and drive traffic back to your website, where visitors can read more

about the wonderful things your club does. This idea is - you always want to be where your audience is, so that you can easily communicate with them.

**Make it a Media Event** - Invite your local newspaper journalist to cover your next Rotary event or simply inquire about having an article published about your current project. By promoting your club through a local media outlet, you can share more information about your Rotary club to members of your own community. By doing so, you generate interest about Rotary among those who you may have never reached otherwise.

**Host an Open House** - Invite members of your local community to a lively membership night! Play some ice-breaker games so prospective members and members of your club can socialize. Invite a prominent community member to give a short talk on a hot topic. Have some marketing collaterals ready to give out at this event that consist of information about your club, activities and Rotary.

(continued on page 4)

## District News

### Attracting Members to Rotary (continued)

This way, prospective members have something conclusive to take away and read. Invite all prospective members at the membership night to attend your next regular club meeting so they can get a feel of what the dynamic of the club is like. Those who are really interested will attend and you'll have an opportunity to formally invite them to join the club.

**Get Involved in Local Events** - By being where your audience is, you have the potential to reach an array of potential members. Consider participating in local events such as the local community picnic. Your club can set up a booth and either sell items (e.g. lemonade) or can simply open a stand to collect donations for a specific charity. Not only is this a great way to fundraise but it will also give you the opportunity to meet and greet with potential members who if interested can sign up for your newsletter and take some collateral with them to learn more about your club.

**Create Partnerships** - Think of your club as a brand. When businesses want to reach a wider audience, they often form partnerships with other companies, also known as co-branding. Similarly, you can form an alliance with another club or an organization that you regularly deal with, whereby you can consider 'joint venture co-branding'. You can then work with the organization to come up with a way to market your club effectively. For example, if you partner with a local school, sports team or even charity,

you can consider donating a percentage of membership dues you receive from new members back to the organization. Find a specific project or cause that fits the goals of both organizations for maximum success, and use each organization's strengths to pull it through. For instance, you may have the man power to source volunteers but the partner organization may have the broad reach of a wide audience. This concept would not only give your club that added publicity of a larger event, but would essentially be your marketing strategy to entice prospective members to join.

There are many ways we can attract new members or at least generate interest about Rotary. To generate interest, we have to spread awareness amongst our audience by utilizing the channels they use. Essentially, we always want to be where our audience is. By targeting people outside of our personal radar, we have the opportunity to reach a wider audience, which if done effectively, can help clubs reach their membership goals sooner.



<http://www.facebook.com/>

**Take Advantage of Social Media**—as per the article above (page 3), the following list of District 7090 committees and clubs, are reportedly taking advantage of social media—specifically Facebook, and include, the following. To check them out, go to facebook and do a name search. They would probably love it if you would “like” them.

Rotary District 7090  
 Area 13—the Southtowns  
 Rotary District 7090 Slapshot  
 Rotary District 7090 Youth Exchange  
 Rotary Club of Ancaster  
 Rotary Club of Amherst East  
 Rotary Club of Buffalo  
 Rotary Club of Brantford Sunrise  
 Rotary eClub of SOWNY  
 Rotary Club of LeRoy  
 Rotary Club of Lockport  
 Rotary Club of St. Catharines  
 Rotary Club of St. Catharines South  
 Rotary Club of St. Catharines Sunrise  
 Rotary Club of Williamsville

## District News

### Rotary E-Club of SOWNY—Upcoming Webinar & Events Schedule



Welcome all Rotarians in District 7090  
Join us online for our Educational Webinar Programs  
You'll find the Registration Links on our website  
[www.rotaryclub7090.org](http://www.rotaryclub7090.org)

Wednesday, Jan. 18	Special Event Westwood Country Club Windows on the Green Williamsville, NY	6PM-8PM	Dinner with Guest Speaker: Dr. Scott Martzloff, PhD. Superintendent, Williamsville Central School District <i>Hosted by Rotary E-Club of SOWNY</i>
Thursday, Jan. 19	GoToWebinar OnLine Special Program	7 PM – 8:15PM	WEBINAR: Kathleen Gust – Program Director, National Center for Missing & Exploited Children (NCMEC); The Internet & Online Safety – A Presentation for Parents
Thursday, Feb. 9	GoToWebinar OnLine Special Program	7 PM – 8:15PM	WEBINAR: Jos Nolle, International Development Projects – Case Studies in Ecuador, Argentina , Uganda and South Africa
Thursday, Feb. 16	GoToWebinar OnLine Special Program	7 PM – 8:15PM	WEBINAR: Dr. Mara Huber , Buffalo Sunrise Rotary Club , NEW DISTRICT PILOT PROGRAM Released in Spring 2012 – RELEASING YOUR INNER ROTARIAN
Thursday, Mar. 8	GoToWebinar OnLine Special Program	7 PM – 8:15PM	WEBINAR: Laurie Menzies, Esq. , The Basics of Elder Law in NYS
Thursday, Mar. 15	GoToWebinar OnLine Special Program	7 PM – 8:15PM	WEBINAR: Lisa Mueller, Strategic Manager, Rotary Project District 7250 "Global Alternative Energy Alliance"
Thursday, Mar. 22	GoToWebinar OnLine Special Program	7 PM – 8:15PM	WEBINAR: Aad Vermeyden, Youth Exchange Program – Learn all about it!
Thursday, Apr. 12	GoToWebinar OnLine Special Program	7 PM – 8:15PM	WEBINAR: Jose Nolle, WHAT IS MICRO CREDIT? AN EXPLANATION THROUGH CASE STUDIES
Thursday, Apr. 19	GoToWebinar OnLine Special Program	7 PM – 8:15PM	WEBINAR: Dr. David Johnson, District Council Co-Chair, WORLD COMMUNITY SERVICE "Providing Medical Services in Nepal – Case Study"



## Club Events Calendar

ROTARY CLUB OF LEROY'S HOLDS ITS ANNUAL SUPER BOWL TV RAFFLE—Grand Prize is 43 inch Samsung HDTV. Second Prize is a BluRay DVD Player. Proceeds benefit youth projects in LeRoy.

**DATE:** Drawing—Saturday, February 4th at 2 pm.  
The TV will be delivered the same day within a 30 mile radius of LeRoy

**COST:** \$5 each or 3 for \$10

**Contact:** Tracy Ford 585.297.8937 or tdowns336@aol.com

ROTARY CLUB OF LOCKPORT PRESENTS VALENTINE RAFFLE—includes excellent buffet meal by Divine Catering, chances on many great cash prizes, a basket and silent auction offer great items also.

**DATE:** WEDNESDAY, February 15th, 6:30—9:30 pm

**LOCATION:** CCE, 4487 Lake Avenue, Lockport, NY (Route 78, just north of Lockport)

**COST:** \$100 per twosome (\$70 is tax deductible)

**Contact:** Paul Lehman at paullehman@aol.com

ROTARY CLUB OF ANCASTER PRESENTS FAMILY FUN FAIR—come and enjoy varied child friendly activities, clowns, reading circle, crafts, chocolate making, a stock car racing simulator and much more.

**DATE:** MONDAY, February 20th, 11 am—4 pm

**Location:** Merritt Hall, Ancaster Fairgrounds, Trinity Road, Ancaster

**COST:** FREE admission

**For more information:** Visit [www.ancasterrotary.com](http://www.ancasterrotary.com)

ROTARY CLUB OF LEWISTON—NIAGARA ON THE LAKE—WILL PRESENT ITS 30th ANNUAL ROTARY GARDEN PARTY and THEATER EVENT at the Shaw Festival Theatre, NOTL, ON

**DATE:** Friday, May 25, 2011, party begins at 6:45 pm followed by the theater at 8 pm

**COST:** \$80 (US OR CA) Includes both the garden party with light refreshment, including wine, beer, food and live entertainment and the theater which is the musical RAGTIME.

**Contact:** Ontario—John Shaver 905.468.7452 or jshaver3@cogeco.ca  
US—Ron Danielewicz, 716.870.1307 or nwebiz@aol.com.

## Club News

### West Seneca—hears Personal Story about Carbon Monoxide Poisoning

Submitted by John Nash

November 30, 2011, Ken Hansen, father of Amanda Hansen, described his tragic loss to the Rotary Club of West Seneca. Amanda was a teenager who died of carbon monoxide poisoning while sleeping overnight at a friend's house.

Ken and his wife, Kim, have traveled all over the world since their tragedy to push for enactment of laws requiring carbon monoxide detectors in homes. They started the Amanda Hansen Foundation to continue their crusade. Amanda's Law has been passed in New York State due to their efforts, and a scholarship is given to a member of the West Seneca High School swim team in Amanda's name to maintain increased awareness of the potential problems.

Ken explained that carbon monoxide is a heavy gas that fills a room from the bottom up, and that people are made to feel flu-like symptoms when they are exposed to it in small doses, but when they leave the house to see a doctor, the symptoms disappear in fresh air, so they will return home, think they are still ill, and just rest to get better. Unfortunately, the gas creeps into their system and can be fatal, as it was to Ken's daughter.

More information about this initiative can be read at <http://www.amandahansenfoundation.org/>



Adam McGinnis delivers classification talk

### Brantford Sunrise holds Classification/Vocational Talks

Submitted by Barbara Wright

The first Brantford Sunrise Rotary Club meeting of 2012 featured Adam McInnis' classification speech. Adam's intriguing military background included serving on the Honour Guard for US President Bill Clinton, flying all over the world during his nine years in Search & Rescue, being responsible for multi-million dollar aircraft and being on the alert for al-Qaeda.

Now a Manager for RBC, Adam credits much of his success in the financial industry to his military experience and encourages employers to consider people with a military background when hiring as they bring with them a host of valuable skills and qualities.

### Governor John Welcomes Orchard Park's New Member

The Rotary Club of Orchard Park inducted its newest member at the end of 2011. At left is District Governor John welcoming new Rotarian, Chuck Mosey, into Rotary.



## Club News

### Lincoln hears from Finnish Exchange Student in Holiday Style

Submitted by Mike Jenken

Karin Karlsson, a Swedish speaking Rotary Club of Lincoln exchange student from Finland, attended the club's Dec. 13<sup>th</sup> meeting to share information about life and culture in her native land. Since the meeting was held on the day of the traditional Finnish holiday of Santa Lucia, Karin arrived in character as the young saint. She was dressed in a long traditional white dress, a red sash and a wreathed crown of candles. Ms. Karlsson sang Santa Lucia as well as other traditional songs linked to the event.



young person portraying the saint. Wearing the white gown with a red sash and a crown of candles on her head, the young "Saint Lucy" walks at the head of a procession of women, each holding a candle. The candles symbolize the fire that refused to take St. Lucia's life when she was sentenced to be burned. The procession sings a Lucia song while entering the main room, to the melody of the traditional Neapolitan song "Santa Lucia". The Swedish/Finnish lyrics are fashioned for the occasion and describe the light with which Lucia overcomes the darkness.

Saint Lucia's Day is celebrated every year on the 13th of December in Sweden, Norway and in Finland (by Swedish speaking Finns) as a Festival of Light. An annual Lucia Parade is held on Lucia's Day in most cities with an elected

The Rotary Club of Lincoln has been involved in sponsoring international student exchanges over the course of its history as a way of promoting international understanding and youth leadership.

### Clubs successfully cooperate to hold Mega TV Auction



submitted by Rick Evans

This year The St. Catharines Rotary Club held a successful Mega TV Auction in cooperation with The Niagara Falls, Port Colborne, Fort Erie Clubs in the Region. The St. Catharines Club's net proceeds from the three day event is \$93,000.

This event provides significant exposure regarding Rotary while involving many corporate and small businesses in advertising to the community. The event relies on positive cooperation from all involved. The COGECO Cable network is an integral part of this event and deserves our heartfelt thanks.

### West Seneca holds Fruit Sale

Submitted by John Nash

Beth Downing (pictured at right) carries an order December 8, 2011, delivery date for the annual West Seneca Rotary Club Fruit Sale. Spearheaded by Tom Wright and Mike Fabian, this year's effort raised about \$4000. The Fruit Sale money is dedicated to literacy building, and many books are purchased and given to students in the West Seneca School District. Students get to keep the books. Other literacy initiatives for the district benefit as well.



**Club News**

**Akron—Newstead Rotary raises \$15,000 for Less Fortunate**

Submitted by Michael Bakos/Photo by Ken Kasperak

On Thursday, December 1<sup>st</sup>, residents and members of the Akron-Newstead business community gathered with Rotarians and their guests at the Timberlodge Restaurant in Akron, New York for a festive morning featuring food, friends, fellowship and community outreach.

This year's Holiday Auction Fundraiser featured a breakfast buffet, Angel Tree, Theme Basket Raffle, Silent Auction, and the ever-popular Mystery Gift Auction — where wrapped gifts of unknown content are auctioned off to the highest bidder. Once again, Santa (Dick "Santa Coach" Beyer) took time out of his busy holiday schedule to attend the fundraising event and join Tom Brady as one of this year's Celebrity Auctioneers.

Event coordinator Sarah Kempisty reported that the \$15,000.00 raised at the auction will be used to buy groceries and other sundries for families less fortunate within the Akron-Newstead community. The \$8,000.00 in groceries along with the \$7,000.00 in gifts donated by Angel Tree Sponsors will be distributed throughout the community by local community-service organizations. It is



Left to Right: Akron-Newstead Rotary Exchange Student Isabella Morgan (Brazil), Dick "Santa Coach" Beyer, and Santa's helper Rotarian Kris Beyer-Jones

expected that 139 children and 43 families will benefit from the fundraiser. "We have seen a significant increase in the number of families that need assistance this year. All of the funds generated from this event stay within our community," Ms. Kempisty emphasized.

Special thanks to Anne Paquin at the Herm Clouse Agency for all of her help organizing the gifts and to Herm Clouse for the use of his facility as a gift collection station. Thanks to Debbie Hehnan at the Bank of Akron for taking reservations for the Auction Breakfast, and to the Timber Lodge for hosting our Auction Fundraiser.

Ms. Kempisty also commented, "We are pleased that our Annual Holiday Auction fundraiser has garnered the support of the Akron-Newstead community. This is truly a special event and we would like to thank everyone that partnered with us and helped make this event a huge

success - especially those individuals and businesses that donated/purchased auction items. On behalf of the Akron-Newstead Rotarians, I wish you all a happy and safe holiday season."

**Greater Jamestown AM has News**

Submitted by Pene Hutton

The Rotary Club of Greater Jamestown AM welcomed new member, Kate Crespo, into membership on December 7, 2011. Kate works for Eagle Systems of Jamestown and has the classification of Office Systems. She said in her acceptance talk that she is most excited about the youth aspects of Rotary and is looking forward to serving with its youth programs.

Louise Bakewell is the Rotary Club of Jamestown AM's newest Paul Harris Fellow. It was a surprise presentation at the club's annual Christmas party held at the home of Bill and Judy Briggs. Louise was thrilled as

was her hubby who was there to see her receive it. Bill Briggs, The Rotary Foundation Chair, noted how Louise has been an active participant in all the club's efforts, and has supported The Rotary Foundation as a Sustaining Member since becoming a Rotarian just a few years ago. Louise is also the club's New Generations Chair.

The club did its annual day of bell ringing for the Salvation Army. At right is President Dan with his two teenage daughters, Ellie and Abby, who also participated—truly a family effort—and the making of future Rotarians! Abby also participated in SlapShot last year and reported a great experience.



Louise Bakewell, new Paul Harris Fellow with Bill Briggs. TRF Chair



From left to right: President Dan Blixt, New Member Kate Crespo, Sponsor Pene Hutton and Membership Chair, Don Ray.



# Club News

## Lockport stays busy over the Holidays

Submitted by Paul Lehman



A group of Rotary Club of Lockport members take a break during the Salvation Army Turkey Dinner, December 12th where members cooked turkeys and volunteered for the food service tasks. Later, in December, club members raised over \$13,000 for the Salvation Army with bell ringing in 4 locations around the City of Lockport.



Molly Apolito (left) is inducted as a full member of Rotary Club of Lockport by her sponsor, Heather Peck (center) and welcomed by President, David Kinyon (right).



In early December, Lockport High School's growing Interact Club was assisted by Rotary Club of Lockport in offering a pancake breakfast to the community as a fund raiser at Applebee's restaurant.



Louisianne Egarnes, Rotary exchange student to Rotary Club of Lockport (center) poses with Rotarians Susan Denny (left) and Janet Walker (right) during a club visit break from her demanding schedule at Lockport High School.

## Club News

### Norfolk Sunrise honors 4 Paul Harris Fellows

Submitted by Ross Gowan

At a celebration of the spirit of "Service Above Self" at the Norfolk Golf and Country club on Tuesday November 15, the Rotary Club honoured 4 area residents with the prestigious Paul Harris Fellowship Award recognizing their outstanding services to the Norfolk community and their on-going demonstration of the Rotary motto of "Service Above Self". Recipients included Kit Julien of Simcoe, Abe Wall of Eden, Gloria Thomas of Langdon and Gloria Collier of Caledonia.

In presenting the award, Rotarian Keith Flexman described Kit Julien as a "crusader" well known throughout Norfolk and Haldimand for her many good works, particularly working with the Alzheimer's Society. Abe Wall, Gloria Thomas, and Gloria Collier (all teachers at Valley Heights) were recognized for their outstanding work in developing and delivering the very successful "Turning Point" programme. Presenter Rotarian Rudi Atkinson (Vice Principal at Valley Heights) said the team of Wall, Thomas and Collier were the "perfect storm" for the programme

developed in Valley Heights and now being copied in other school districts.

The new Paul Harris Fellows were welcomed into the Fellowship by members of the Rotary Club of Norfolk Sunrise as well as many other Paul Harris Fellows who had received the award in the past. Over the past 14 years, the Rotary Club of Norfolk Sunrise has recognized the spirit of "Service Above Self" in more than 60 area residents and honoured them with Paul Harris Fellowship. For each of the Fellowships awarded, the Club has donated \$1,000 to The Rotary Foundation which supports projects in our community and around the world. Following the Paul Harris presentations Norfolk Sunrise

President Cathy Harrop presented a cheque for \$1,000 to Vice Principal Rudi Atkinson towards a lending library for the Turning Point Programme.



Kit Julien receives Paul Harris Fellowship presented by Keith Flexman as Bill Clevette looks on.



Valley Heights Teachers Gloria Collier, Abe Wall and Gloria Thomas receive Paul Harris fellowships recognizing their efforts in the Turning Point programme



### Jamestown says goodbye to Exchange Student

Submitted by Pene Hutton

President Sue Jones of Jamestown Rotary and Australian Exchange Student, Judith, exchange a tearful goodbye at Judith's last visit to the club before returning home to Australia in January.

## Club Membership Numbers

CLUB PRESIDENTS AND SECRETARIES, PLEASE VERIFY THESE MEMBERSHIP NUMBERS AND LET PENE KNOW IF THERE IS ANY DISCREPANCY. THANK YOU.

Club	Members	Members	YTD Gain/Loss	Club	Members	Members	YTD Gain/Loss
	at 1-Jul	at 30-Nov			at 1-Jul	at 30-Nov	
Akron-Newstead	42	42	0	Hamilton Sunset	15	16	1
Albion	33	35	2	Hamilton-East Wentworth	23	23	0
Amherst East	22	22	0	Holley	16	16	0
Amherst North	13	9	-4	Jamestown	109	107	-2
Amherst South	25	25	0	Kenmore	53	53	0
Ancaster	14	14	0	Lakewood-Chautauqua So.	12	12	0
Ancaster AM	37	40	3	Lancaster-Depew	36	23	-13
Batavia	86	85	-1	Le Roy	36	36	0
Brantford	80	78	-2	Lewiston-NOTL	13	13	0
Brantford Sunrise	63	61	-2	Lincoln	31	28	-3
Buffalo	148	150	2	Lockport	64	57	-7
Buffalo Sunrise	19	22	3	Medina	8	8	0
Caledonia	15	15	0	Middleport	14	14	0
Cheektowaga	10	11	1	Niagara County-Central	26	28	2
Clarence	64	64	0	Niagara Falls NY	16	16	0
Delhi	11	9	-2	Niagara Falls ON	57	58	1
Dundas	39	42	3	Niagara Falls Sunrise	47	42	-5
Dundas Valley Sunrise	46	46	0	Niagara on the Lake	47	49	2
Dunkirk	28	26	-2	Norfolk Sunrise	53	54	1
Dunnville	26	22	-4	Olean	35	31	-4
East Aurora	30	31	1	Orchard Park	17	15	-2
Eastern Hills Sunrise	30	30	0	Port Colborne Centennial	18	15	-3
Ellicottville	9	9	0	Salamanca	10	9	-1
Falconer	23	23	0	Simcoe	52	55	3
Flamborough AM	18	18	0	South Shore Rotary	26	26	0
Fonthill	20	20	0	St Catharines Sunrise	16	16	0
Fort Erie	9	8	-1	St. Catharines	135	127	-8
Fredonia	45	45	0	St. Catharines Lakeshore	36	38	2
Grand Island	28	28	0	St. Catharines South	42	39	-3
Greater Jamestown AM	20	21	1	Stoney Creek	18	18	0
Grimsby	30	23	-7	Tonawandas	23	24	1
Grimsby@Noon	19	19	0	Waterdown	34	37	3
Hamburg	26	27	1	Welland	40	38	-2
Hamburg Sunrise	21	18	-3	West Seneca	45	46	1
Hamilton	110	110	0	Westfield-Mayville	38	37	-1
Hamilton A.M.	46	47	1	Williamsville	34	37	3
Hamilton Mountain	28	23	-5	<b>TOTAL</b>	<b>2628</b>	<b>2579</b>	<b>-49</b>

Legend:  
 Clubs Not Reporting to District   
 68 of 73 clubs current

## Rotary's Guiding Principles

**District 7090 Office**  
 800 Lakeview Avenue, Jamestown, NY 14701  
 716.484.8814

### The Object of Rotary

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

- **FIRST.** The development of acquaintance as an opportunity for service;
- **SECOND.** 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;
- **THIRD.** The application of the ideal of service in each Rotarian's personal, business, and community life;
- **FOURTH.** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

### Avenues of Service

The 5 Avenues of Service are Rotary's philosophical cornerstone and the foundation on which club activity is based:

- **Club Service** focuses on strengthening fellowship and ensuring the effective functioning of the club.
- **Vocational Service** encourages Rotarians to serve others through their vocations and to practice high ethical standards.
- **Community Service** covers the projects and activities the club undertakes to improve life in its community.
- **International Service** encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace.
- **New Generations** recognizes the positive change implemented by youth and young adults involved in leadership development activities, community and international service projects, and exchange programs that enrich and foster world peace and cultural understanding.

### The Four-Way Test

The test, which has been translated into more than 100 languages, asks the following questions:

Of the things we think, say or do

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

### Moving Toward the Future

The revised strategic plan, effective 1 July 2010, identifies three strategic priorities supported by 16 goals:

#### Support and Strengthen Clubs

- Foster club innovation and flexibility
- Balance activities in all Avenues of Service
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Extend Rotary
- Encourage strategic planning at club and district levels

#### Focus and Increase Humanitarian Service

- Eradicate polio
- Increase sustainable service focused on:
  - New Generations Service programs
  - Our six areas of focus
- Expand strategic partnerships and cooperative relationships
- Create significant projects both locally and internationally

#### Enhance Public Image and Awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities

