Membership and Extension Month

The “extension” we need is of ourselves to others. Most of us were invited to join Rotary, while others of us asked, “How can I join Rotary?” and were helped through the process by others. Either way, if you are reading this, it was beneficial to all concerned. If it (Rotary) has been good for you, it will be good for others - so why not share Rotary?

Tell someone you think would enjoy and benefit from joining Rotary what it has done for you. Tell your Rotary story. Then, bring that person to a Rotary meeting, or, better yet, a Rotary project. You notice I said “bring” not “ask”. How many people enjoy walking into a room of strangers, or of those who may be very different from you in age, gender, or color? Be friendly and hospitable.

If you are tempted to ask “Would you like to join Rotary?” expect a “No”. Why? You have not explained why and the benefits of Rotary! Like many, I said “No” when first approached.

Prime membership candidates are people we know, or would like to know - the business and professionals who have something to offer us and would benefit from Rotary. We return to our roots as THE primary networking organization. Those who present programs to us are demonstrating their being to us, and us to them. We are checking each other out. Ask them back again and deliver a bit more Rotary information and introduce them around. Have them meet long time members who joined in their 20s, 30s, and 40s. It then begs the question of “Why have you stayed in Rotary so long?” And seek diversity of everything, to include gender, age, and color.

In the course of all this, you may find some things about yourself, club members, and the club itself. Why are you as members and a club attractive or not? Be honest. If you are not open and friendly - to both strangers and among fellow members - there may be no next step with a prospective member. If you do not believe me, just visit several Rotary clubs, be they near or far, and notice the differences in the reception. And, this is among fellow Rotarians.

Becoming a member of Rotary can change a person’s life for the better. So, think about enabling someone to that better life. Act, and share Rotary. Your and our benefit is a good feeling, more members for fellowship and projects, and, yes, a better world! Every day you can make a difference. Why delay?

Enjoy the rest of the summer. Please.

Gaven

“Peace Through Service”

Burma-Shave Signs Reborn - kinda

Early Tuesday morning, some members of Waterloo Rotary Club erected these Burma-Shave like signs across from Wal-Mart in the yard of Generations Bank on North Road in Waterloo. Motorists on the highly trafficked street may read the Rotary Four Way test: "Is it the TRUTH?" "Is it FAIR to all Concerned?" "Will it Build GOOD WILL and BETTER FRIENDSHIPS?" "Will it be BENEFICIAL to All Concerned?" "Rotary District 7120."

Congratulations to Waterloo Rotarians for helping tell the public what Rotary stands for.
The Rotary Foundation
Annual Funds Programs
District 7120 Per Capita Giving
2011-2012

For the Rotary year 2011-2012 just completed, these were the TOP 10 CLUBS in per capita giving to the Annual Funds Programs of The Rotary Foundation (TRF):

- Waterloo $255.45
- Seneca Falls 194.36
- Nunda 171.21
- Spencerport 169.09
- East Rochester 164.74
- Victor-Farmington 160.63
- Rush-Henrietta 158.45
- Red Jacket 148.27
- Chemung Sunrise 147.78
- Lima 145.91

The average of all clubs in the District was $71.98.

Thank you to all clubs, the above and others, for your generosity.

J. Gaven Hurley, DG

District 7120 Future Vision
Foundation Training
Club Foundation Chairs
Plan to attend

Introducing Future Vision at Mount Morris Pre-PETS
Sat. October 13, 2012

Grant Management Seminars
One of the following dates:
Tues. 2/12/13; Wed. 2/27/13
Sat. 3/2/13; Sat. 3/9/13

Rotary Oratorical Contest on Ethics for 2012-13
NEWS AND MEETINGS NOTICE

Clubs are invited to send a representative to attend one of two meetings to see what is new with the contest and share information about successful strategies for finding good contestants. We have several new items; particularly important for these meetings will be a discussion of the judges scoring sheet and an alternative to it and locations for the semi-final contests in February/March.

Please email Jeff Krans at jkrans@rochester.rr.com to let him know who might be coming.

**Wednesday, August 29th**, 6:00 PM at the Rotary Room in Clifton Springs Hospital. The Rotary Room is just upstairs from the front desk. There is a good deli across the main street from the hospital if you wish to bring in your dinner.

**Thursday, September 6th**, 6:00 PM at the Dorman Library in Bath, 101 W. Morris. Again, bring your own dinner, several places in Bath to find something hopefully to your liking.

PDG Mike Leone has agreed to take over as Chair of the contest this year. Jeff and Mike will be working together this transition year.
Belmont Rotary Presents
Paul Harris Recognitions

This year’s Changeover Dinner was especially unique as it presented the opportunity for Rotarian Jim Arthur, Jr. to present his ninety year old father, Jim Arthur Sr., with an honorary Paul Harris Fellow Award.

Receiving the prestigious Paul Harris Fellow Award from his son, Jim Arthur, Jr., (left) was an honor and surprise for Jim Arthur, Sr. (right) of North Syracuse. Governor Norma Maydag-Reilly was pleased to be a part of this very special ceremony during the Belmont Rotary Changeover Dinner.

Along with a long list of church, community, and country service accomplishments to his credit, Mr. Arthur, Sr. was a charter member of the North Syracuse Rotary Club.

Foundation Chair, John Maynard, took great pride in recognizing eight other Paul Harris Fellow Award recipients in the Belmont Club. Daryl Fuller, Mary Fuller, Jim Arthur Jr., and John Maynard are third time recipients, while Dana Ross, Donna DiGirolamo, Don Skinner and Noreen Pace are second time recipients.

Hornell’s Shirley Ferris receives PHF+1

DG J. Gaven Hurley and Hornell Pres. Mark Davidson award Shirley Ferris with a Paul Harris + 1 recognition (pin level - one sapphire).

Bloomfield Rotary presents
Paul Harris Awards

At their changeover and 40th Anniversary dinner Bloomfield presented two Paul Harris awards.

Above - outgoing President Lydia Archer, at right, is presenting a Paul Harris award to Meg Huff along with a Benefactor Award for including the Rotary Foundation in her will.

At right - Pat Overmoyer is receiving a Paul Harris Fellow for her work on the weekly newsletter and for coordinating the local American Heritage Girls troop.

Bloomfield Rotary also gave recognition to two Non-Rotarians as “Citizens of the Year”.

Non-Rotarians Sandy Knopf & Ron Williams were honored for their dedicated work with the Blessing Room, Bloomfield’s local food cupboard. They are flanked by Secretary Laurie Newell on the left and President Dan Kwarta on the right.
Two Receive Paul Harris Fellowship Awards at Canandaigua Rotary

At a recent Canandaigua Rotary meeting the Paul Harris Fellowship Award was presented to Marty Potter from Potter Heating and Cooling, and Rhoda Childs from Ontario County United Way. The Paul Harris Fellowship Award is given to a member who has shown service above self consistently.

Pictured below are Mary Potter, Jeff Anthony the Club’s president, and Rhoda Childs.

Canandaigua Rotary Club also presented its outgoing President Jeff Anthony with a Paul Harris Fellowship plus 1 Award for his meritorious service.

Avon Rotary presents PHFs

On June 26, 2012 at the Change of Officers Celebration, Paul Harris Fellows were presented to Rotarians Karl Sawicki and Dan Jones. Avon Rotary is very proud to have these outstanding citizens as members.

Karl (above - left) is a very active Rotarian and works on the Corn Festival Steering Committee – our annual summer festival. Dan (above - right) serves on the Board of Directors and leads their Literacy projects. Both of these men are great examples of “Service Above Self”, dedicated family men and community leaders. We congratulate them for this well deserved honor.

Corning Rotary Installs New President

The Corning Rotary Club installed Barry Nicholson (above - right) as president at their annual changeover dinner. The dinner is a celebration of the accomplishments of the previous administration and also the announcement of the new president, president-elect and supporting officers. Past president, Dick Puccio passed the gavel to Barry Nicholson, owner of Pure Design, the UPS Store and Connors Mercantile of Corning, NY. Barry will be assisted by Michele Donegan (above - left), Director of the Radisson Hotel Corning who will serve as president-elect of the Corning Rotary Club.

Pictured above is Past President Jeff Anthony accepting his Paul Harris award and the new President Greg Gullo looking on.

Photos by Jack Kellogg
Bath Rotary Club Awards
$12,500 in Scholarships

Nine graduating seniors from two area schools were recognized at the Bath Rotary Club’s weekly luncheon on July 12th for the $12,500 collectively awarded in scholarships by the local club as part of its continuing commitment to help students further their education.

Frank E. Nicklaus Memorial Scholarship Recipients - ($1500 to each recipient):

(Left to right): Deanna Lang, mother of Trevor Lang; Trevor Lang; Jeffrey McKinley; Kerry and Dean McKinley, parents of Jeffrey McKinley; Rachel Nicklaus; Susan Sincerbox; Michelle Sincerbox, mother of Susan Sincerbox; Elizabeth Kolodziejczak; Christine Kolodziejczak, mother of Elizabeth Kolodziejczak; (Absent from photo, Jacob Albright).

Wes Payne Memorial Scholarship Recipients ($1000 to each recipient):

(Left to right): Austin Colomaio; Terance Payne and Pam Boileau, son and daughter of the late Wes Payne; Andrew Clark; David Clark, father of Andrew Clark.

Bath Scholarships (continued):

Bath Rotary Club Scholarship: ($1000 to each recipient):

(Left to right): Kelly Bussmann, mother of Matthew Bussmann (absent from photo); Tina Broderick, Guidance Counselor at Haverling Central School, accepting the award for Rebecca Weaver (absent from photo); Richard McCandless, Bath Rotary Club Scholarship Chair.

Bath Rotary Interact Scholarship Recipients ($500.00 each)

(Left to right): Deanna Lang, mother of Trevor Lang; Trevor Lang; Jeffrey McKinley; Kerry and Dean McKinley, parents of Jeffrey McKinley.

The members of the Scholarship Committee included Rotarians June Bates, Al Johnson, Robin Lattimer, Richard McCandless, Ernie Peltz, and Elaine Tears. Also serving on the committee was Patrick Kelley, Superintendent of Haverling Central School.
Rotary Clubs Purchases Pumps for Malawi

Twenty-five treadle pumps arrived in the African nation of Malawi recently, courtesy of the Seneca Falls and Clifton Springs Rotary Clubs and Clifton Charities. The pumps were picked up in the country’s capital Lilongwe, home of 780,000 people, and taken to the Malawi Children’s Village on the shores of Lake Malawi. These pumps will be used to help with irrigation projects. The local Rotary-sponsored program is spearheaded by David Markel, and he will be going to Malawi later this year to check on the project.

The Seneca Falls Rotary Club employs a Malawi resident to help supervise and coordinate the various projects. Bill Cram, a Rotary member and owner of Bill Cram Chevrolet in Seneca Falls supplied metal seals for attaching hoses to the pumps. While those seals can be found in Malawi, they are very expensive there.

Currently, the projects are active in 10 villages surrounding Lake Malawi, and the additional pumps will help in the effort to expand the water projects to 37 villages. The projects are intended to be self-sufficient. The produce and grains raised through the irrigation project, the clean drinking water and the educational programs available through the schools at the Malawi Children’s Village have allowed residents to improve the quality of life in the villages and maintain the water projects.

Bath Rotary Club Sponsors Fundraiser

On July 7th and 8th the Bath Rotary Club sponsored a coffee break fundraiser at the Campbell rest area on I-86 East. Since the event was held on state property, the club could not charge for any of the food or drink available. Donation jugs were placed throughout the four tented areas, and as a result, the club profited $1746.87 for the two day fundraiser.

Elaine Tears and Bill White, co-chairs of the fundraiser for the last three years, remarked that the event was a success due to the almost 100% participation by Bath Rotarians. Local businesses also donated food, drink, gift cards and cash to purchase items not donated. The tables were full of donuts, brownies, other pastries, packages of crackers and cheese, potato chips, apples, oranges, bananas, soda, bottled water, coffee, tea, and hot chocolate; grilled hotdogs with all the condiments were also available.

Pictured above, left to right: (left to right): John Stranges, Vice-President; Becky Stranges, President; Elaine Tears, fundraiser co-chair; Bill White, fundraiser co-chair.

The travelers who stopped at the tents were thankful for all of the refreshments available and were amazed at the donations from Rotarians and local businesses. Several people left generous donations because they noted that they were aware of the good things that Rotary does. Some remarked that they were Rotarians in their own towns.

In addition to the local Rotarians who worked a three hour shift, set up the tents, and/or tore down the tents, etc., five Interact members from Haverling Central School helped with set-up, teardown, and loading all supplies to be taken to the rest area.

The money earned from this fundraiser will be used for the local club’s international project in Ko Village, Ghana. The project has three phases: (1) mosquito nets to help reduce the incidents of malaria; (2) medical supplies for the local medical clinic; (3) treadle sewing machines and training for young women on these machines.
Elmira Heights Rotary Dedicates New Playground

During the past two decades, the Elmira Heights Rotary Club has been the driving force behind the development of Oakridge Park in the Village of Elmira Heights. The newest addition to the park was dedicated on July 4th at the annual Elmira Heights Rotary Community picnic and concert. This annual picnic and concert is sponsored by the Elmira Heights Rotary Club to thank the community for its support of Rotary projects throughout the year.

Village officials and Rotary representatives gathered to celebrate the opening of the new playground in Oakridge Park. The celebration was well attended by many village residents, young and old. The dedication appeared on evening news programs on several local channels. This coverage enhanced Rotary’s visibility across the Southern Tier.

Club president Jim Dix commented, “For the past twenty years, our club has completely renovated the park. First project was a bandstand, then a pavilion, permanent park benches, and a large clock. The clock was installed in 2005 to commemorate the 100th Anniversary of Rotary.

The playground is latest in a string of amenities Rotary has donated to the park over the years. This new playground provides a fun safe place for kids to play and is a welcome addition to the park.”

Heritage Christian Services & Rotarians Break Ground for Building Project

On July 16th Heritage Christian Services (HCS) broke ground on a six-bedroom home for people with developmental disabilities - thanks in a large part to volunteers and community supporters.

Schools, churches, businesses, Rotary and government agencies are pulling together to build the new home near Twelve Corners in Brighton. It will be adjacent to a two-story apartment building that’s operated by HCS and is currently home to 10 individuals with developmental disabilities. Five of those individuals will move to the new home, and they will be joined by one person from the community who has been waiting for residential services.

Breaking ground for the new home are, left to right: Chuck Turner, Chuck Krusenstjerna, Ron Little, Larry Wetzel, Bipin Shah, Deanna Krusenstjerna

Due to changing medical needs requiring new types of support, the new home will be a one-story design. The five units on the second floor in the current apartment building will be converted into apartments for people who are ready for more independence.

This model will help pave the way for HCS and other agencies to serve more people across New York State, chipping away at the waiting list of more than 11,700.

The project also represents a collaboration among HCS and community partners such as Twelve Corners Presbyterian Church, Brighton Rotary, Monroe County HOME funds program and several local foundations including the Davenport-Hatch Foundation and the Charles J. and Burton S. August Foundation. Irondequoit Rotary and Pen-Web Rotary have also supported this project.
District Governor visits Geneseo Rotary

On July 23rd DG J. Gaven Hurley visited the Geneseo Rotary Club. Gaven is pictured with club president Tim Brinduse, AG & PP Chris Rider and Perla Manapol who was visiting family in the area. Perla is from the Rotary Club in Kalibo, Philippines.

Gananda Rotary Club

At their changeover dinner, Gananda Rotary recognized Jordan Nichols (L) and Zach Meredith (R) both Sophomores at Gananda High School, for their continued support with Rotary Projects. They have assisted in helping at the Gananda Garage Sale and for the past several years at the October Haunted Hayride. Jordan and Zach were recognized for spending hours cleaning and small repairs to the Historic Macedon Academy in Macedon Center where Rotary meets every Monday night. Gananda Rotary President Jess Nichols (above-center) presented the awards.

Rotary Inducts Malcolm O’Malley

At a recent Canandaigua Rotary Club meeting Malcolm O’Malley from Newark was inducted into the Club. Mr. O’Malley is retired, with a background in public relations, fundraising, and marketing. Tom Mees was his sponsor. Pictured above are Tom Mees and Malcolm O’Malley. Photo by Jack Kellogg

2012-2013 President of Pittsford Rotary, Bruce Spector, displays the unique banner that Pittsford Rotary is the "home club" of the 2012-2013 Rotary District 7120 Governor, J. Gaven Hurley (Submitted photo: Dave Boyer).

Gananda Rotary was pleased to send Lauren Freidl to RYLA this year. She commented on the team work and appreciation for the differences in each that brought them closer together. Each member helped each other overcome adverse challenges. Lauren said “At times we weren’t sure how the task related to leadership, but by the time the task was completed we had a profound understanding of the tasks relationship to Leadership”. Lauren said it was well worth the experience and she will help the Gananda Rotary in choosing a future candidate for the RYLA program in 2013. Lauren is a Senior at Gananda High School and has been a member of the Interact Club.

Pictured Elisa Freidl (Mom), Lauren, and Gananda President Jess Nichols.
Charles H. "Coach" Meisenzahl
Honeoye Falls-Mendon Rotary Club

Charles H. Meisenzahl "Coach" of Honeoye Falls, died suddenly, Sunday, August 5, 2012. He was 86. He was born May 25, 1926 in Rochester, NY the son of Casimir and Bertha Murray Meisenzahl. Chuck was predeceased by his parents, his brother, John F. Meisenzahl, his sister, Helene Plant and son in law Ben Rowlinson, Jr. .

He is survived by his wife of 62 years, Sally Shipton Meisenzahl; daughter, Muffy Meisenzahl; nephews, Cass (Judy) Choppy, John Meisenzahl, Thomas (Elaine) Meisenzahl, Richard (JoAnn) Meisenzahl, David (Sharon) Meisenzahl and Glenn (Karen) Greibus; several grand nieces and nephews, great grand nephews and many cousins. Sisters in law, Mary Lou Greibus and Jody Shipton.

Chuck was a graduate of Cortland where he received his BS; he received his Masters from Brockport University and his Administration Certificate from the University of Rochester.

Chuck began his teaching career in the fall of 1949 at Honeoye Falls Central School. His career spanned 32 years and found him in the K-12 gymnasium as "Physical Educator," in the classroom as "Health Educator," on the field and the court as "Coach," on other secondary school and college fields as "Official," in the District Office of Athletic Director, and in the high school office as an Administrator. He retired in 1981 from the now Honeoye Falls-Lima Central School District. He was "Coach" to thousands of students and athletes, many second-generation and some third generation.

Coach was a member of the Honeoye Falls-Mendon Rotary Club for over 53 years. He was recipient of the Paul Harris Fellow of Rotary International; whose motto is "Service Above Self," something Chuck practiced everyday. He served as Club President in 1977, was past Secretary and was a committee member for Citizen of the Year. Coach led the leadership team for many Rotary-sponsored local community projects, including tree planting, Senior Citizen housing projects vegetable garden, the Antique Car Show to name a few. 25 years ago he organized what is now known as the "Honeoye Falls-Mendon & Lima Community Golf Tournament."

Sherry Ruliffson
Geneseo Rotary Club

Charlene M."Sherry" Ruliffson, 64, of Groveland Rd. in Geneseo, died suddenly Thursday, August 2, 2012. She was preceded in death by her father Cornelius Devine, and her brother Scott Devine.

She is survived by her daughter, Tricia (Mike Walker) Ruliffson of Geneseo, her son, Rick (Sandra) Ruliffson of Chandler, AZ, her grandchildren, Paul and Sarah Ruliffson of Chandler, AZ, her mother, Betty Devine of Geneseo, her sister, Paula (Jim) Jones of Conesus, her brother, Bill (Anne) Devine of Groveland, several nieces, nephews and cousins.

Sherry was born June 18, 1948 in Rochester, NY the daughter of Cornelius and Betty Gotham Devine. She was a graduate of Geneseo High School Class of 1965. She was a member of the Geneseo Rotary Club since 1996 and Chairperson for the Crafters for the Geneseo Rotary Summer Festival since 2010. She was also a member of the Wadsworth Library Knitting Club. Sherry was in the real estate industry for 25 years, starting with Youngs & Linfoot in Geneseo, and then moving to Nothnagle Realtors in 2008. During that time, she obtained her appraiser license and provided appraisal services to banks and attorneys. She belonged to the National Association of Realtors, the New York State Association of Realtors, the Genesee Valley Board of Realtors, and the Greater Rochester Association of Realtors. She was recognized for outstanding production by Nothnagle Realtors as a Silver Club member in 2011.
New Members Inducted at Hornell Rotary

At DG J. Gaven Hurley’s visit to Hornell Rotary 2 new members were inducted. Pictured above, left to right is: President Mark Davidson, Past President and sponsoring member Patti Soper Oakes, new member Linda Donaldson and DG Gaven.

Below, left to right is: Mark Davidson, Hornell sponsoring member Brice Pearce, Yvonne Stauring, new member Joel Stauring and DG Gaven.

Happy Moments at Pittsford Rotary

2011-2012 Past President Malcolm Bugler (left) accepts a Multiple Paul Harris Fellow PLUS pin from 2012-2013 Pittsford Rotary President Bruce Spector.

At right: Kevin O’Grady, Financial Advisor of O’Grady & Associates, Inc. and long time member of Pittsford Rotary, received a Paul Harris Fellow award from Rotary International at the June 27, 2012 meeting of Pittsford Rotary (Submitted photo: Dave Boyer).

Above - left to right: Samuel Noel of Xceed Financial Credit Union (XFCU) and member of the Pittsford Rotary Club, presents the 2012 Edward Francis Community Service Award to Barbara Tuke who advocates for improving health care conditions for all senior citizens (Submitted photo: Dave Boyer).

“However we define peace, whatever peace means to us, we can bring it closer through service.”
### Upcoming DISTRICT Events

- **September 18, 2012** - District 7120 Golf Tournament - 1:00 PM - Lima Country Club.
- **October 13th** - District 7120 Pre-PETS - 09:00 AM at the Mount Morris High School.
- **November 4th** - Eastern Cities Fellowship Dinner, Rochester Riverside Convention Center.
- **November 11th** - Foundation Brunch - Noon at Belhurst Castle, Geneva, NY

### Upcoming CLUB Events

- **August 16th** - Jack Mann Memorial Golf Tournament - 10:30 AM, Triple Creek Golf Course, Nunda, NY.
- **August 18th** - Scottsville Rotary Summerfest - 10:00 AM to 10:00 PM
- **August 26th** - Newark Rotary Chicken Barbecue - 10:00 AM to 3:00 PM.

### August 2012

- **August 8th** - Newark Rotary Canalside Fun Event - T. Spencer Knight Park - 8:00 AM.
- **September 9th** - Waterloo Rotary - Fly-In, Drive-In, Bike-In Pancake Breakfast - 8:00 Am to Noon; Finger Lakes Regional Airport
- **September 10th** - Wayland Rotary Club’s Golf Tournament - 12:00 PM; Woodlynn Hill Golf Course.

### September 2012

- **September 8th** - Newark Rotary Canalside Fun Event - T. Spencer Knight Park - 8:00 AM.
- **September 9th** - Waterloo Rotary - Fly-In, Drive-In, Bike-In Pancake Breakfast - 8:00 Am to Noon; Finger Lakes Regional Airport
- **September 10th** - Wayland Rotary Club’s Golf Tournament - 12:00 PM; Woodlynn Hill Golf Course.

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**Red Wing Rotary Night**

**Saturday, August 18, 2012 @ 7:05 PM**

**Rochester Red Wings vs. Scranton Wilkes/Barre Yankees**

**Post Game Fireworks**

This should be an outstanding opportunity for all District 7120 Rotarians to come out and see some great baseball at a very reasonable price. $1.00 from each ticket will go to the District Literacy Committee's mission to be a source of ideas and inspiration, as well as a resource for materials designed to help clubs address literacy needs in their communities. You are also encouraged to bring a new or gently used children's book which will be distributed to a local school in need within Rotary District 7120.

Come early and share in the District 7120 Picnic before the game. If you don't want to do that just come to the game and help support the Red Wings and help our cause.

Gates and picnic begins at 6:00pm. (Picnic will go on rain or shine)

To order your tickets please click on (or paste) the following link: [http://www.clubrunner.ca/Data/7120/HTML/166265/order_form_12.pdf](http://www.clubrunner.ca/Data/7120/HTML/166265/order_form_12.pdf)

This year we are also offering Clubs or Individual Rotarians the opportunity to help our some less fortunate children and families from all over the region the chance to attend a Rochester Red Wings game. For $115 you or your club can provide a block of twenty (20) tickets to a Rochester Red Wings game through the 2012 Big Hitters Club Program. This is a great way to help Rotary reach out to the less fortunate in the community and spread the great name of Rotary.

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To become a member of the Big Hitters Club please follow the following link: [http://www.clubrunner.ca/Data/7120/HTML/166264/big_hitter_ef.pdf](http://www.clubrunner.ca/Data/7120/HTML/166264/big_hitter_ef.pdf)
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