

**Mike Johns, Jr**  
Editor

# ROTARY DISTRICT 6630 NEWS

**Julie West**  
District Governor

*September 2012*

## Governor's Letter

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*The future of Rotary is in our hands...for now.*

As I make my Official Visits to the Clubs in our District, I am continually impressed by the many ways you, the Rotarians in our District, are making a difference on a daily basis, both locally and internationally. As we celebrate New Generations month in September, I am reminded that we also have a responsibility to make sure that we are preparing the next generation of Rotarians who will make a difference in the years to come.

Fortunately, Rotary has a number of programs that help us do this. For high school students, we have Interact, Youth Exchange, and Rotary Youth Leadership Awards (RYLA). Beyond high school, Rotary programs include Rotaract, Ambassadorial Scholarships, Peace Fellows, and Group Study Exchange.

These programs provide life-changing experiences for participants and also give them an introduction to Rotary.

As you have the opportunity to work with or get to know young people, encourage them to participate in one or more of these programs. Once they have participated in one program, help them stay connected to Rotary by inviting them

to your Club meetings and activities and by suggesting other Rotary programs they might enjoy. Keep in touch with them, even when they go away to college, return to their home country, or move out of town, so when they are ready to join a service organization they think of Rotary.

For those of you who are already involved with one or more of these programs, thank you for your service to youth and for helping to insure the future of Rotary. For those of you not familiar with one or more of these programs or who would like to get involved, I've included brief descriptions of Interact, Youth Exchange, RYLA, and Rotaract below. If you have an opportunity to interact with any of these young people, take advantage of it. I guarantee you will be glad you did.

Interact is a Rotary club sponsored service club for 14-18 year olds. Most Interact clubs are high school based but they can be community based. Interact provides opportunities for students to make new friends, develop leadership skills, and work together on community and international service projects. Interact students often help out with Rotary club projects in addition to having their own projects.

There are a number of Interact clubs in our District. To find out more about Interact, including how to start a club, go to <http://www.rotary.org/en/studentsandyouth/youthprograms/interact> or contact our District Interact Chair, Arne van der Hyde from the Rotary Club of Fairlawn, [ar@vanderheyde.com](mailto:ar@vanderheyde.com).

Rotary Youth Exchange is comprised of Inbound Youth Exchange, Outbound Youth Exchange, and Short Term Youth Exchange. All involve an opportunity to live in a foreign country in the homes of Rotarians or their friends. The Inbound and Outbound exchanges are for about ten months and include going to school in the foreign country. This school year we have Youth Exchange students in our District from Brazil, Ecuador, France, Germany, Japan, Mexico, Russia, and Slovakia. Our Outbound Youth Exchange students are in Brazil, Germany, Japan, Norway, Slovakia, Spain, and Thailand. The Short Term exchanges are during the summer months and are truly an exchange. A young person from here lives abroad with a family for a month and then that family's young person comes back here with our exchange student to live for a month with his/her family. You can find out more about

## Governor's Letter cont'd

Outbound Youth Exchange on our District website [www.rotarydistrict6630.com](http://www.rotarydistrict6630.com) or by contacting Pat Kelley, Rotary Club of Hudson Clock Tower, [ryepatricketley@yahoo.com](mailto:ryepatricketley@yahoo.com). More information about Inbound and Short Term Youth Exchange, including being a host family, can be found on the Ohio Erie Youth Exchange website <http://www.ohioerie.org/content/> or by contacting Tim Snell, Rotary Club of Lodi, [jtimothysnell@yahoo.com](mailto:jtimothysnell@yahoo.com).

Rotary Youth Leadership Awards (RYLA) is a week long program for students who have just finished their Junior year in High School and who have demonstrated leadership potential. This program brings together students from across our District and focuses on developing their leadership skills. More information may be found on our District website [www.rotarydistrict6630.com](http://www.rotarydistrict6630.com) or by contacting Marc West, Rotary Club of Berea, [mwest@bw.edu](mailto:mwest@bw.edu).

Rotaract is a Rotary club sponsored service club for 18-30 year olds. Like Interact, they can be college or university based or community based. Rotaract provides opportunities for members to volunteer locally and internationally, build career contacts, develop leadership skills, network with service-minded people worldwide and make new friends. We have several Rotaract clubs in our District with room for more. To find out more about Rotaract, go to <http://www.rotary.org/en/studentsandyouth/youthprograms/rotaract/Pages/ridefault.aspx>; contact Alex Hoffmann, our inbound Ambassadorial Scholar from Germany and a very active Rotaractor, [Alexander.Hoffmann@rotaract.de](mailto:Alexander.Hoffmann@rotaract.de); or contact one of our District Rotaract co-Chairs Ann Socha from the Rotary Club of Brunswick, [anns780@aol.com](mailto:anns780@aol.com), or George Rogers, from the Rotary Club of Chagrin Highlands, [gerogers@bw.edu](mailto:gerogers@bw.edu).

## Planning to Recruit New Members?

By Tony Corrao

Here's how to personalize your approach and get to know your prospect.

Ask yourself: who is the more interesting person; the one who asks you questions and actively listens to what you have to say... or the person who constantly talks while you patiently listen. The answer is obvious!

One of the most essential requirements in successfully recruiting new members is to get to know your prospect. I have always utilized an "ask and listen" approach versus notifying the prospect about the numerous benefits of Rotary, club members, activities and what it has meant to me.

When meeting a potential new member, be prepared to ask questions with regards to:

Occupation/business profile  
Hobbies, interests  
Travel/vacations  
Family

This accomplishes several

things:

1. Shows the prospect that you are focusing attention in what they have to say
2. Demonstrates sincerity and interest
3. Gets people to open up
4. First step in building trust ...the foundation required to move forward
5. Provides insight in determining if Rotary is a good fit for the prospect.

Once you determine that there is potential for a good fit (for both Rotary and the prospect), then and only then, It's appropriate to share with the prospect:

What Rotary is.

What the club does. (Service projects/fun events etc.)

What new members can expect.

What Rotary has meant to you.

If you want results, try this approach! Your club will grow and you will lead by example!

## Foundation Training Seminar

*The District Foundation Training Seminar will be offered on three different dates. The purpose of the seminar is to update the clubs on the Foundation and to share some materials including a PowerPoint presentation that each club could use at its Foundation meeting in November. Each club should have received two emails already about the event. Please RSVP to Mike Davanzo at [mdavanzo@zoominternet.net](mailto:mdavanzo@zoominternet.net).*

*September 24 at Brunswick Public Library at 6 PM*

*September 25 at Chagrin Falls Public Library at 6:30 PM*

*October 11 at Chagrin Falls Public Library at 6:00 PM*



## Vocational Directory

By John Wilson

For several years it has been the desire of our district leadership to produce a vocational directory of our membership. The main idea behind this directory would be for our district Rotarians to have at their disposal the names, companies and potential services offered by their fellow Rotarians.

While our current Clubrunner Website services includes a fairly complete opportunity for members to list their personal data including business details, many clubs are not utilizing that format or many members have not listed their indi-

vidual information.

In addition, the Clubrunner format would make it quite difficult to locate a particular occupation, service or need for which someone may be searching.

In the next few months, we would like to send out a questionnaire to all district members asking their opinion regarding this idea of a separate web based vocational directory and we would be very appreciative if you would respond to this survey so we may first of all, decide if such a directory would be useful for a majority of the membership and, if so, what might be the best format.

## Is the Backdoor Closed?

By Al Conners

Statistics compiled by Rotary International indicate that many Rotarians drop out of their clubs in less than 3 years. Obviously, quick departures of newly recruited members is no way to build the membership of your club.

In a previous article, I described newly recruited members as the “crown jewels” of your club. Your club’s future is not assured because you’ve recruited new members. To be part of your future, they need to be indoctrinated with Rotary essentials, assimilated into the operations of your club, and urged to contribute their ideas and leadership skills to the programs of your club.

Just as your recruiting efforts need to be planned and well executed, retention needs to be thought through and faithfully executed. For most new members, the following steps should be considered:

New member prospects should know what is expected of them. This includes cost, attendance expectations, the 4 Way Test philosophy, and Club/Rotary Foundation expectations.

New member inductions should be carefully conducted. Inviting the new member’s spouse/partner to attend adds to the occasion and builds “the couple’s” appreciation of the organization. Existing members should help new members by introducing themselves and offering to be helpful in acclimating the new member to the club. The new member should be welcomed by existing members to club meetings and invited to sit down with them. Don’t let seating cliques exclude new members!!

It’s helpful appoint a mentor for new members. The mentor will explain club policies, make

introductions, and sit with the new member during the acclimation period. Mentors should be a “go to” person for new inductees.

Determine the interests of new members and appoint them to the appropriate committee(s). Schedule new members for a biographical presentation at an early date. This is to be done in an informal manner, allowing existing members to ask a few questions.

The new member should start receiving “The Rotarian” immediately. It’s a good idea to provide them with a copy of “The ABC’S of Rotary”, too.

Some clubs provide a special new member badge to recruits. The Newcomer is expected to complete a series of chores before receiving the “regular” badge. These chores may include attending the meeting of a near-by Rotary Club, serving as a “host” to welcome attendees to a regular meeting, participating in a “fireside chat” organized for new members to explain the history and traditions of Rotary and Rotary International. Another possible addition to the steps for achieving a “regular” member’s badge might be attendance at the District Conference or an Assistant Governor’s cluster meeting.

A reminder-new members are the “crown jewels” of your club. Make certain they experience the friendship and fellowship that Rotary offers. Remember that retention takes planning and execution, it DOES NOT JUST HAPPEN!

## News From TRC Bedford

By Michael Guyer

At the Tuesday lunch meeting of the Rotary Club of Bedford last fall, the program included a presentation about the Southeast Clergy Hunger Center. The Hunger Center, housed in the Southeast Haven Church on Northfield Road had seen a tremendous

increase in those requesting assistance. They talked about how they do the best they can with what little resources they have. Currently, one of their freezers was being held together by a moving strap in order to keep the door closed and sealed. Their refrigerator was over-worked and tired. Soon, it would not be functioning. But Chuck Dickey had his usual positive outlook and smiled through his story of the needs within our community.

Shortly after that meeting, President Mike Guyer and the members of the Rotary Club wanted to find a way to help. A grant application was written by member Marj Ginther

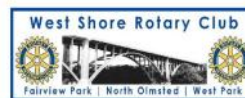
and presented to the Grants Committee. The application was voted on in January and approved. Those funds, along with the funds raised at the annual Day of the Rib held the first weekend in June on Bedford Square, were going to be used to purchase the much needed equipment for the Hunger Center.

By May, a new 44 cubic foot commercial refrigerator and 23 cubic foot freezer were installed and being put to use. With the new equipment, the Hunger Center is now able to accept frozen meats and fresh produce for distribution. At a Rotary Club meeting in August, the members of the club were able to tour the Hunger Center and see the new refrigerator and freezer. While at South Haven Church, they also toured the Meals on Wheels facility, also housed at South Haven Church.

On October 13 and 14, the Rotary Club will be hosting a Fall Festival and 10K Run on Sunday. Proceeds from this event will be used to fund future projects such as the Freezer and Refrigerator. So don’t be shy about enjoying the festival and a beer or two. After all, it’s for a good cause.

**\*\*EDITOR’S NOTE\*\***

**BE SURE TO MOVE YOUR CURSOR OVER THE GRAPHICS OR PICTURES FOUND IN THIS DOCUMENT... MANY OF THEM ARE LINKS TO VIDEOS, WEBSITES, PICTURES OR OTHER GOODIES**



### West Shore Rotary Reverse Raffle Dinner

When: **Saturday November 3, 2012**  
From 6:00 to 11:00 PM

Where: **The West Side Irish American Club**  
8559 Jennings Rd. - Olmsted Township, Ohio 44138 Ph: 440-734-8559  
(Lathrop Rd. South of I-90, just West of Center Rd.)

For: You and all your friends  
\$100 for Dinner Main Board Ticket and Open Bar  
\$150 per Couple includes 2 Dinners & 1 main board Ticket  
\$200 per Couple includes 2 Dinners & 2 Main Board Tickets

Name(s) \_\_\_\_\_  
Phone# \_\_\_\_\_ Email \_\_\_\_\_

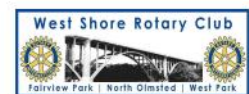
Mail To: WestShore Rotary Raffle  
1954 Crague Rd.  
Westlake, OH 44145

6:00 Arrive Full Open Bar Included  
6:15 Cocktails Side Board Cheese Appetizer Dessert to End of Day  
7:00 Dinner Full Buffet 3 Entree 3 Side Dishes 2 Desserts 1 Vegetable  
9:00 Raffle Begins with every 25<sup>th</sup> Ticket a Winner  
\$3,000.00 Last Number Top Prize

R.S.V.P. - Mike Acerni 216-889-8800 or 440-315-5200 (radio@westshore-ohio.com)

Tom Eble 216-398-0254 - George Newman 440-734-4660  
(Leave a Message with Name & Number if people attending by CreditCard)

Please call one of these Phone's. We need a count for food and beverage.



### West Shore Rotary Sponsors

When: **Saturday November 3, 2012**

From 6:00 to 11:00 PM

Where: **The West Side Irish American Club**

8559 Jennings Rd. - Olmsted Township, Ohio 44138 Ph: 440-734-8559

(Lathrop Rd. South of I-90, just West of Center Rd.)

**Main Board Sponsor** - Includes 4 Main Board Tickets and 8 Dinners along with Full Page Program and Year Newsletter and Online Internet Ad

with Large Banner above Main Board \$3,000.00

**Side Board Sponsor** - Includes 2 Main Board Tickets with 4 Dinners with Half Page Program Ad and Multi-Banner Display \$1,000.00

**Beverage Sponsor** - Includes 2 Main Board Tickets with 4 Dinners with Half Page Program Ad and Banner Display above Bar \$1,500.00

**Scholarship Sponsor** - Includes 2 Main Board Tickets and 4 Dinners with Full Page Program Ad and event banner display \$1,500.00

**Foundation Sponsor** - Includes 1 Main Board 2 Dinners Half Page Ad \$500.00

**Program Sponsors** - Full Page Advertisement \$125 - Half Page Ad \$75

Quarter Page Ad \$50 - Business Card Size \$35

Sponsor Main Board Tickets Dinners

Large Banner Small Banner Table Banner

Name(s) \_\_\_\_\_

Phone# \_\_\_\_\_ Email \_\_\_\_\_

Mail To: West Shore Rotary Raffle  
1954 Crague Rd.  
Westlake, OH 44145

R.S.V.P. - Mike Acerni 216-889-8800 or 440-315-5200 (radio@westshore-ohio.com)

Tom Eble 216-398-0254 - George Newman 440-734-4660

(Leave a Message with Name & Number if people attending by CreditCard)



## Berea Rotarians Enjoy a Steak Roast

By Linda Kramer

Members of the Rotary Club of Berea and their guests enjoyed their annual Steak Roast at the home of Rotarian Bob Hammer and his wife, Sandy, on Aug. 7. Diners feasted on filet mignon, au gratin potatoes, corn on the cob, tossed salad and banana cake catered by The Renaissance. The weather was perfect and Rotarians could relax on the Hammers' several-acre spread in Columbia Station.



Berea Rotarians line up for the grilled-to-order filets.

**RYLA STUDENTS:** Berea Rotary sponsored three local high students at the annual Camp RYLA (Rotary Youth Leadership Academy) held this year on the campus of Baldwin Wallace University in Berea. Our own Marc West was Rotarian-in-charge. The students visited Berea Rotary with their parents on Aug. 14 to report on their experiences.

Dominick Nardozi of Berea High School plans to follow in the footsteps of his grandfather, mother and father and enter the military. He's hoping for an Air Force ROTC scholarship. Kristina Ohmer of Polaris Career Center will enter the medical field with plans to become a pediatric oncologist. Carrie Vichill is a runner on the varsity track team at Olmsted Falls High School and is looking forward to continuing her track ca-

reer in college. All three students said RYLA was fun, educational and a life-changing experience.



RYLA campers sponsored by Berea Rotary are, from the left, Carrie Vichill, Dom Nardozi and Kristina Ohmer.

**CHEERS!:** Wine expert Jim Fink gave us the short course on Wine-Making 101 on Aug. 28. A Certified Sommelier, Fink has co-owned and operated two successful restaurants in Cleveland and Shaker Heights. He is now consulting at Wood & Wine & the Jackalope in Avon. He illustrated his talk with a multi-media presentation and answered the many questions Rotarians had on types of wine and the wine-making process. Sorry, no samples.

**KIVA LOANS:** The Rotary Club of Berea has made 306 Kiva Loans to entrepreneurs in developing countries. The latest \$25 loans went to Ecuador (agriculture & animal sales), India (farming), Rwanda (agriculture), Cambodia (agriculture), Bolivia (dairy), Dominican Republic (livestock), Indonesia (pigs), and Togo (agriculture). Ken Weber is Kiva chair. For more information, go to kiva.org.

## N Royalton-Broadview Hts

By Thomas H. Craft

The North Royalton-Broadview Heights Rotary Club under the leadership of President Bob Stout continues to shine.

Accomplishments of the North Royalton-Broadview Hts. Rotary Club include:

Jasmeen Randhawa, Vice President of the Interact Club finishing as a top 5 finalist in the Rotary's 4-Way Speech Contest. She was also voted "RYLA Leader of the Year" at this year's RYLA camp.

Geneva Prince was selected as the Assistant District Governor

We welcomed Vitor Sano, Rotary Brazilian Exchange Student and the Vargo family to our Club and sent Evan Vargo to Brazil as a Rotary Exchange Student

Held fundraisers (car washes) this summer to raise over \$1,200

The Club is working directly with The Broadview Heights Human Services Department to provide Venison donated by hunters to feed the hungry

Co-Sponsor of Annual Car Show with City of Broadview Hts. and Broadview Hts. Community Foundation

**Click here for the press release re Jasmeen and The Four-Way Test Speech Contest**

**Come Join Us At...**

### "A TASTE OF HILLCREST"

Sponsored by the Rotary Club of Hillcrest - Sunrise  
at:  
**Executive Caterers at Landerhaven**  
Thursday, October 4th, 2012 6:00-9:00 p.m.

Join us for a fabulous evening of fun, food and entertainment and help support our club's charitable works, including Meals on Wheels, local Special Olympics, health initiatives, and Senior and Youth Programs.

Enjoy fine cuisine from 20+ restaurants, live entertainment, raffles, silent auctions, and more. Tickets are \$35.00 each and include food, soft beverages and entertainment. Cash bar available. Groups of 10 or more tickets can be purchased in advance for \$30.00 each. Limited tickets available at the door. (\$20.00/ticket tax deductible contribution)

**Hope to see you there!!**

For more information and tickets, please call 440-605-7144

*I am pleased to announce that Bob Heydorn, Rotary Club of Cuyahoga Falls, has agreed to be the AG for Summit County North - Cuyahoga Falls, Hudson, Hudson Clock Tower, Northampton Twp., and Stow-Munroe Falls. He follows Shelia Hedrick who is now AG Coordinator.*

*Bob's email is bobheydorn@gmail.com*

*His cell is 330-612-0829.*

*Please welcome Bob to the AG team.*

*Julie*

### Bedford Rotary Veterans Five Star 10K and 2 Mile Fun Walk/Run

Sponsored by UH Bedford Medical Center

Date: 8:30 a.m. - 10:00 a.m. on Saturday, October 14, 2012 at 8:30 a.m.

Proceeds: Money raised will be donated to The Bedford Memorial Day Parade and Bedford Rotary.

Course: The race will start in downtown Bedford, proceed down Union Rd. to Richmond St. Right on Richmond to the Martinsburg Rd. Right on Martinsburg Rd. to Rockwell. Stray on the track line. This is a flat, scenic, and safe course. This is a GOLFED course. There will also be a 2 Mile Fun Walk/Run.

**Anyone may enter this race!**

Registration: Pre-registration for both events is \$15. Race day registration is \$20. Pre-registration is available on-line at [www.bedfordrotary.org](http://www.bedfordrotary.org) or mail this form to Bedford Rotary Run, P.O. Box 46133, Bedford, Ohio 44140.

Pre-registration & packet pick-up on Saturday, October 13 at the Train Station on the Square in Bedford, 12 North Main St. between 1:00 - 5:00 p.m.

Race day registration and packet pick-up begin at 7:00 a.m. at the Train Station on the Square in Bedford.

Awards: Trophies to the first 200 runners, water stops, refreshments and a combination of four vehicles.

Awards: To overall winners and top 3 in the following age groups 18 and under 20-29, 30-39, 40-49, 50-59, 60-69, 70 and over. There will also be awards for the top Rotarian, Marine, Army, Navy, Air Force, Coast Guard member and OH&H employee.

**LIABILITY WAIVER & REGISTRATION FORM**

Please enter me in the Bedford Rotary Veterans Five Star 10K and 2 Mile Fun Walk/Run, in consideration of your providing this entry, for myself, my heirs, successors, and administrators, whom I release you and sign your name for damages, losses from against the Bedford Veterans Institute, Bedford Rotary, University Hospitals, City of Bedford, Cleveland Metropolitan, W&A Physicians, Bedford Medical Center, any and all entities, their officers and administrators, their employees, their agents, contractors, vendors, and anyone else who may be held liable for my or our actions (give my permission for the administration of medical aid and name of emergency) further give my permission for the use of my name, race results, or photos for promotional, broadcast, website, or printed advertising of the event.

Name: \_\_\_\_\_ Age (as of 10/14/12): \_\_\_\_\_ Birthdate: \_\_\_\_/\_\_\_\_/\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Check One:  10K or  2 Mile Fun Walk/Run  Neither/Other \_\_\_\_\_

I Share This: \_\_\_\_\_  Check if you are not running/walking, but would like a shirt.

Mail to: Bedford Rotary Run, P.O. Box 46133, Bedford, Ohio 44140. Check or money order.

Signature of Participant (parent/guardian if under 18): \_\_\_\_\_

## TRC Nordonia Hills Safety Town

By Peggy Spraggins

In July, Rotary Club of Nordonia Hills sponsored Safety Town for 150 youngsters entering Kindergarten at Ledgeveiw Elementary School in Macedonia, Ohio. The purpose of safety town is to teach children basic safety awareness and preventive procedures through hands-on learning in their own environment. A miniature town is created with houses, buildings, roadways, stop lights and crosswalks. The children ride big wheels through the town while learning traffic safety. The full curriculum, provided by National Safety Town, focused on home, fire, transportation and playground safety as well as stranger danger awareness.



As part of the project, a candidate for the Boy Scout Eagle Award, Matt Newrones, constructed new "buildings" for our safety town. To pay for the material, he offered sponsorships from our rotary members and local businesses.



The Safety Town Program has been a great example of partnership between our Rotary Club, the YMCA and the Nordonia Hills Schools.



## Medina International Fest

By David Lariviere

The 4th Annual "Medina International Fest" and Rotary International Youth Exchange Brought the World to Medina on Saturday, August 25th. For ten full hours, from 9am to 7pm, Historic Public Square in Medina was filled with an International Bazaar and a Children's Fun Carnival.



Vendors of ethnic foods included Italian, Greek, Mexican, German, Polish, Hungarian, Slovakian, Irish, Lebanese, Chinese, Vietnamese and American BBQ. Crowds thrilled to a wide range of popular entertainment: a steel drum band, Latin Jazz, Kim's College of Marshall Arts demonstrations, Reggae music, Slovak folk dancing, a traditional German band, Middle Eastern belly dancers, and a 12

piece pop Salsa music group that brought the festive day to a rousing finale.

The highlight of the festival was the "Parade of Nations," featuring 7 Rotary Youth Exchange Students from Mexico,



France, Germany, Slovakia, Brazil, Ecuador and Japan, led by Tyler Tag, the North American Irish bag pipe champion.



## District Photo Contest

The District Photo Contest is here! Amateur photographers only please. Rotarians, spouse/partners, Rotaract and Interact members, Inbound and Outbound Youth Exchange students, GSE team members, Ambassadorial scholars, and Peace Fellows are invited to participate. The photos should be of District 6630 activities from this Rotary year (July 1, 2012 or later) in the following categories: Club Activities, Community Service, or International Service and they should illustrate the core principles of Rotary or this year's Rotary International theme: Peace Through Service. Category winners will be selected in December from entries received through November, and in April from entries received January through March. Grand prize winner will be announced at the District Conference in April.



Entry for Photographs  
Through the Lens—Rotary District 6630 Photo Contest

Please include with your entry:

Name \_\_\_\_\_

Club or Club Affiliation \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email Address \_\_\_\_\_

Phone \_\_\_\_\_

Date of Photograph \_\_\_\_\_

Place of Photograph \_\_\_\_\_

Statement of 50 words or less  
Describe the personal and Rotary importance of your image. [Use back if needed]

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## News From Cuyahoga Falls

By Jill Kolesar


The Rotary Club of Cuyahoga Falls has had an active month. We enjoyed a club event that included golf and a picnic. Rich Brown coordinated our golf outing at Turkeyfoot and a fun round of golf was enjoyed by all. Afterwards we met for a picnic at Captain Chett's, the father of one of our Rotarians, Carol Klinger, on Portage Lakes. It was a great afternoon with wonderful food and pontoon rides.



It was a great way for us to get to know one another and members of each other's family.

In addition, President and President Elect, Jill Kolesar and Tony Malorni respectively, presented the Cuyahoga Falls Good Neighbors with food we had collected as well as a monetary donation to support their ongoing efforts in the community. We were surprised to hear they serve over 1000 families' right in our community. We will continue our efforts to support them in the coming months.

**TRF-DIRECT USA**  
makes giving to The Rotary Foundation as easy as 1, 2, 3



**TRF-DIRECT USA**

I hereby authorize The Rotary Foundation to debit:

- Checking/Savings account (US\$10 minimum)
- Credit card (US\$25 minimum)

US\$ \_\_\_\_\_ for PolioPlus

US\$ \_\_\_\_\_ for Annual Program Fund

or (choose one below)

1st of every month     15th of every month

1st of every quarter     Annually

Specify month: \_\_\_\_\_

If you choose to support both PolioPlus and the Annual Program Fund, your contributions will be debited from your account in two separate transactions.

**Banking Information**

Bank Name \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_

Account Number \_\_\_\_\_ Routing Number \_\_\_\_\_

Account Type \_\_\_\_\_

Checking (include a voided check)

Savings (include a deposit slip)

**Credit Card Information**

Please charge my (mark one below)

Visa     MasterCard     American Express

Account Number \_\_\_\_\_

Security Code \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

I understand that each transaction will appear on my regular bank or credit card statement. I further understand that if

1. Indicate the account you want to debit.

2. Select the amount you want to contribute and the frequency.

3. Choose whether you want to support PolioPlus, the Annual Program Fund, or both.

Learn more at [www.rotary.org](http://www.rotary.org), or call 847-866-3352.

TRF DIRECT is also available in Puerto Rico, Guam, the U.S. Virgin Islands, the U.S. Trust Territory of the Northern Mariana Islands, and the U.S. Minor Outlying Islands. Certain restrictions may apply. For more information, please contact your local Rotary Club or The Rotary Foundation at 1675 N. Lincoln Avenue, Schaumburg, IL 60196-3000. © 2010 Rotary International. All rights reserved.

I am responsible to notify The Rotary Foundation if there are any changes to my bank or credit card that will affect my TRF-DIRECT participation. The subscription renews in effect until I notify The Rotary Foundation in writing and the Foundation has had a reasonable amount of time to bill my request. The Rotary Foundation can terminate this agreement at any time.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Rotary Club \_\_\_\_\_ District (999) \_\_\_\_\_

Rotary Membership ID \_\_\_\_\_

Non-Rotarian: Please credit The Rotary Club of \_\_\_\_\_

Alumnus: Please credit The Rotary Club of \_\_\_\_\_

Nonmember: Please credit The Rotary Club of \_\_\_\_\_

Mail or fax the completed form to:  
The Rotary Foundation of Rotary International  
TRF-DIRECT, 1675 N.  
Lincoln Center  
1675 Northern Avenue  
Schaumburg, IL 60196-3000  
Phone: 847-866-3352 Fax: 847-506-2390  
E-mail: [trfdirect@rotary.org](mailto:trfdirect@rotary.org)

## A Makeup Experience

By John Miaskowski

HOW ARE YOU DOING ON THOSE MAKEUP MEETINGS ARE THEY A WASTE ???

Vacation time and travel times are always an opportunity to learn something new from a different Club but who needs it? Well read this and be prepared to learn something!!!

This summer we spent some time in Long Beach Island, NJ, more specifically Ship Bottom. The Island is 6 miles at sea and about 40 miles North of Atlantic City, NJ. about an hour and a half from New York to give you a feel for location. Long Beach Island Rotary Club has about 40 members so it is a lot smaller than my home Club. I did some makeup meetings there and it is most interesting to see a small Club run a Lunch time meeting. In and out in 60 minutes is not what I am used to attending.

More important was the creative use of the time. The speaker one week, was a Club member involved with the telephone, and internet world. He had charts and graphs of the different phones and what each one could do. He went through them in 15 minutes and I am thinking that is it? That wasn't it!

He proceeds to lower the ceiling screen, does some things with his phone and BAM, his partner is on the screen and at the meeting. A few more buttons pushed and BAM we are watching ourselves on the screen! HARD TO SNOOZE AND WATCH YOURSELF!

Was I impressed? You bet I was and while not a computer nut by a long shot, I appreciate and use the technology. My first thought was this is really great stuff that any Rotary Club around the World can use. My plan and I have already approached Strongsville, was to use the Technology to help other Clubs that don't have the capacity the larger Clubs do. It may be people, resources, whatever. This makes things possible that a Club may not have been able to get done before.

Can you imagine what this can mean to a smaller Club with less resources as they can piggyback onto what other Clubs are doing? All of a sudden size is not a factor

in what a Club can accomplish. The more we help each other the more we help the people that need the help!

We then got into the question and answer part of the meeting and I was thinking the speaker's partner was somewhere on the Island and I would go visit him to see what equipment was needed. So I asked where is your partner? He said in Sharon, PA., which is about 200 miles away. Now I am really impressed and these guys do a Friday Internet Show to educate people on the technology. I have his card if you are interested.

Part of the point here is to make sure you know what strengths and weaknesses you have in your Club. Your Club may have this power and you aren't using it. If you have it and don't use it SHAME ON YOU!

SO, TIME TO RETHINK THOSE BORING MAKEUPS THAT AREN'T AS GOOD AS MY CLUB, JUST MAY BE A PLACE TO GET SOME NEW IDEAS! TRY IT, YOU MAY SURPRISE YOURSELF, I DID!

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# The Family of Rotary

By Jay Dzurilla

We each have heard the expression - "The Family of Rotary". But, what does that mean to you ?

Personally, I had the opportunity this last summer to experience this expression and experience it again first hand. This past July, I had the opportunity to travel to Cooperstown, New York and had the honor and opportunity to stay at the home(s) of Rotarians in the area.



During the time spent there, I was able to tour a portion of New York State that had been devastated, DEVASTATED by a flood - a flood that occurred in the middle of 2011 and less than one ( 1 ) full year later, they continue to rebuild their community(ies).

The main road in to Middleburg, New York had just been completely repaired - however, they are just now repairing the guard rails on that main road as it "overlooks" the river that flooded. Many homes and businesses were completely destroyed by the flood waters, in many instances, homes have water marks

from the flood that are higher than the front doorway !!!

The people of Middleburg are working at rebuilding not only their own community but re-building communities nearby that were also effected by the flood. During my visit, the city's Library building was re-opened - 7-8 MONTHS following the flood !

I accompanied one Rotary family on their weekly trek - an hours' DRIVE on a local



free-way to go grocery shopping - something that "you and I" take the 10-MINUTES away from our home(s) for granted.

The local Rotary Club worked with other service organizations to help beautify the city - making it virtually impossible to truly appreciate the devastation of the particular community - and with their efforts, one could truly observe the pride they have in their community.

Additionally, they were planning the annual Arts and Crafts Festival in their community DESPITE all the work that still needs to be done.

My thanks to Gary for allowing me to stay in his home for four of the five days between work assignments - oh yes, he

also lent me some of his golf clubs and a few of us hit the local links !!!

He and I had breakfast ( coffee, what else .... ) each and every morning on his back patio while we read a local newspaper and then he would take me around the town to see the "sites", more baseball games, and eventually to dinner at the lone restaurant in town - Mrs. K's Diner.

While staying at the home of the Club President for the Rotary Club of Cooperstown, I had the opportunity to attend the ( Rotary year - end ) Annual "Pass the Gavel" Banquet of the Rotary Club of Cooperstown. They meet regularly at the Hotel Otesaga ON Lake Otesaga and the evening truly was MOST enjoyable - beginning with hors-d'oeuvres on patio overlooking the lake and followed by the evening's program.

Out-going President Charlie thanked everyone in the club for all their contributions toward an excellent Rotary year and made special note to bid farewell to each of the three Youth Exchange students the club had "hosted"



during the year: Bastion from Belgium, Nicole from Brazil and Paola from Peru.

At the conclusion of the evening, the Exchange students and club members did NOT say "Farewell" or "Good-bye", but, rather "See You Later" as each of the three, Nicole, Paula, and Bastion have made plans to return next summer and many club members have made plans to go and visit their new found friends in Brazil, Peru, and Belgium.

(Oh yes, I DID manage to make it to the actual Baseball Hall of Fame !)

My thanks go to (now Immediate Past) President Charlie for his graciousness and to fellow PDG, here, Al Connors, for his assistance at this particular time.

The vast, vast, VAST majority of us travel - either for work, vacation or TOTAL pleasure and before "you" leave, you are doing yourself a disservice by not asking your club secretary for contact information and then contacting the local Rotary club at your destination.

Many of "us" have already done this and have met fellow Rotarians at destinations - after all, who knows an area better than a "local" - and what better way to develop better friendships !





## Have You Submitted Your SAR?

Dear Rotary Club Officers,

This is a reminder to all Rotary clubs that the July 2012 membership portion of the Semiannual Report (SAR) is due no later than **30 September**. Rotary International bases Rotary club membership starting figures on July SAR data, so it's essential that we receive membership details by the end of September. If your club has not received the July 2012 SAR, you can print a duplicate copy from your [Member Access](#) account or request one at [data@rotary.org](mailto:data@rotary.org)

To ensure that your club has submitted complete SAR information, please note the following:

- If your club submitted only SAR payment, you still must submit the complete report with your membership count and details.
- If you updated your club membership via [Member Access](#) or by using local database/club software that participates in OneRotary data integration project: remember to email [data@rotary.org](mailto:data@rotary.org) certifying your club's membership count for July 2012 SAR period. In your email, please state number of members and subscribers to *The Rotarian* (in English) or *Revista Rotaria* (in Spanish), and include "July 2012 SAR of Rotary Club of [your club name and number]" in the subject line.

If your club already submitted the July 2012 SAR, please disregard this notice.

District Governors and Assistant Governors can verify submission of the membership portion of July 2012 SAR in [Member Access](#) (after signing in, click View Current Semiannual Reports (SARs), then click 5-Year Membership History report).

Please note: it is extremely important for clubs to report officers and update their email addresses. Both to RI and the District.

Click [here](#) to find out about SAR packet delivered electronically.

**Need assistance with online reporting?**  
[Click here](#)

## Shoe Boxes Begin Journey to Nicaragua

By Jack Young

On Thursday August 30, Brunswick Rotarians Tony Giovinazzo and Marsha Pappalardo along with PDG Jack Young of the Rotary Club of Conneaut, loaded 400 Shoe Boxes, Dictionaries and other supplies into a trailer to be taken to Troy Michigan to be combined with other districts. Early Saturday morning Brunswick Rotarian Stan Socha and PDG Jack A. Young were on their way to transport the Shoe Boxes in a 3 hour drive to that state up north.

Upon arrival in Troy Michigan they were met by PDG Larry Wright, his wife Sarah and past Rotary International Director Mike McClough along with Chris Coffman, Wal-Mart Manager and current Club President for the RC of Troy.

Over 60 Rotarians, family members, children and friends were assembled to help



unload the trailer and assemble layette bags for the house of unwed mothers in Nicaragua. District 6400 has been assembling the layette bags for several years as one of the projects which has been lead by the RC of Taylor Michigan.

The Shoe Boxes, Layette Bags and other items are put on pallets and shipped, at no cost, by Wal-Mart to Waterloo, Iowa where the items will be added to the shoe boxes collected by Rotary Clubs in their district and then will be headed to Houston, Texas. At that time, they will be loaded in a shipping container by other Rotary friends with the destination of the Port of Honduras.

Rotarians and others will come across the boarder from Nicaragua to help get them through customs and then transport them to Nicaragua. The plans are to get them to their destination a week or so before

Thanksgiving. At that time we will send a group of Rotarians and friends to Nicaragua to help distribute them to the children.

The joint Rotary District Shoe Box program to Nicaragua involving our District 6630 began in 2007 with Michigan District/Iowa/and other Rotary Districts. Since then, PDG Jack Young has been responsible for sending almost 3,000 Shoe Boxes to the Children of the Dump in Chinandega, Nicaragua, one fire truck, 2 ambulances and about \$ 250,000 worth of Medical supplies to the area.

It all started when one PDG from Michigan (District 6400), Larry Wright asked then, DG Jack A. Young, Ohio District 6630 to go to Nicaragua to see first hand what he and others were doing. Since then over 40 different Rotarians, friends, family members and students have gone with him on this one week mission trip. In many cases, this will be the only Christmas gift these children will receive.

Rotary Clubs who helped with Shoes Boxes this year included:" Rotary Clubs of Kent, Conneaut, Brunswick, Lakewood/Rocky River Sunrise, Twinsburg, Burton Middlefield, North Ridgeville, North Royalton, Wadsworth, Hillcrest Sunrise, Ashtabula, Aurora and an organization called "Moms in Prayer". This would also be a good school project for children. *A special thank you to the more than 500 Rotarians, Family members and friends of Rotary who helped in the Shoe Box Program this year. Most importantly, The Children of the Dump Thank You!*

For further information on this International/Family Shoe Box program and how you can be part of this exciting process next year and future trips, please feel free to contact PDG Jack A. Young, C 440-759-4000 or email [Jack1villa@aol.com](mailto:Jack1villa@aol.com).





## A Little Bit of Little-Known Rotary History

### The Rotary Code of Ethics For Businessmen of All Lines

My business standards shall have in them a note of sympathy for our common humanity. My business dealings, ambitions and relations shall always cause me to take into consideration my highest duties as a member of society. In every position in business life, in every responsibility that comes before me, my chief thought shall be to fill that responsibility and discharge that duty so when I have ended each of them, I shall have lifted the level of human ideals and achievements a little higher than I found it. As a Rotarian it is my duty:

#### I

To consider any vocation worthy and as affording me distinct opportunity to serve society.

#### II

To improve myself, increase my efficiency and enlarge my service, and by doing so attest my faith in the fundamental principle of Rotary, that he/she profits most who serves the best.

#### III

To realize that I am a business man and ambitious to succeed; but that I am first an ethical man and wish no success that is not founded on the highest justice and morality.

#### IV

To hold that the exchange of my goods, my service and my ideas for profit is legitimate and ethical, provided that all parties in the exchange are benefited thereby.

#### V

To use my best endeavors to elevate the standards of the vocation in which I am engaged, and so to conduct my affairs that others in my vocation may find it wise, profitable and conducive to happiness to emulate my example.

#### VI

To conduct my business in such a manner that I may give a perfect service

equal to or even better than my competitor, and when in doubt to give added service beyond the strict measure of debt or obligation.

#### VII

To understand that one of the greatest assets of a professional or of a business man is his friends and that any advantage gained by reason of friendship is eminently ethical and proper.

#### VIII

To hold that true friends demand nothing of one another and that any abuse of the confidence of friendship for profit is foreign to the spirit of Rotary, and in violation of its Code of Ethics.

#### IX

To consider no personal success legitimate or ethical which is secured by taking unfair advantage of certain opportunities in the social order that are absolutely denied others, nor will I take advantage of opportunities to achieve material success that others will not take because of the questionable morality involved.

#### X

To be not more obligated to a brother Rotarian than I am to every other man in human society; because the genius of Rotary is not in its competition, but in its cooperation; for provincialism can never have a place in an institution like Rotary, and Rotarians assert that Human Rights are not confined to Rotary Clubs, but are as deep and as broad as the race itself; and for these high purposes does Rotary exist to educate all men and all institutions.

#### XI

Finally, believing in the universality of the **Golden Rule**, **all things whatsoever ye would that men should do unto you, do ye even so unto them**, we contend that Society best holds together when equal opportunity is accorded all men in the natural resources of this planet.

## A Word From The Editor

By Mike Johns, Jr

*Regarding the Little-Known Rotary History*

Some of you know that I am a third-generation Rotarian (my grandfather was a charter member, and then later, President, of the Rotary Club of South-Euclid Lyndhurst, which later became The Rotary Club of Hillcrest). So from time to time I find some interesting Rotary artifacts.

I found his Club Presidents' Workbook from 1962-1963, a copy of *Adventure in Service* from 1959 with the original dust jacket and a framed copy of *The Rotary Code of Ethics* just to name a few.

I've often wondered about that Code and finally, I "Googled" it. What I found was a link to a website built by the *Rotary Global History Fellowship*. Some of you may already know that a Rotary Fellowship is a group of Rotarians that share a common interest. There are Fellowships for Skiing and RV-ing and just about anything you can imagine. I'm not quite sure why the Rotary Code of Ethics is no longer an official part of the Rotary arsenal. But just for fun, close your eyes for a minute and imagine a world where business people and government officials alike held themselves to standards like these. I found the electronic version (in the article to the left) on the *Rotary Global History Fellowship* website. If you want to learn more about the history of the Code and lots of other historical Rotary information, the icon below will take you to the site.



*New Contact Info for the District Treasurer*

*Tracy Jemison, District Treasurer*

*PO Box 578*

*Burton, Ohio 44021*

*440-476-8486 Tracy Jemison tjemison@roadrunner.com*

Pedro Barnes

Inflatable Images of Brunswick, Ohio, a world leader in cold air inflatables since 1982, and The Rotary Club of Brunswick have joined together to manufacture and sell the Rotary Inflatable Wheel for Clubs to display at various Rotary events. A minimum of 100 wheels must be sold before they will be produced, but that should be easy because they will be available to Clubs in every District of our Zone.

The Rotary Club of Brunswick is selling the "Inflatable Wheel" to raise funds for two projects ...

- The first being replacement of the Rotary Wheel located at the Brunswick Square Clock Tower site. The original rotary wheel has deteriorated, a result of adverse weather conditions.

- The second is an international Tilapia Farming Project in the Dominican Republic. We are partnered with "Mission Possible", a group of local Cleveland area churches working in the Dominican Republic. This project is to build and educate local people on the use of "hydroponics" to raise tilapia and vegetables in a closed system.

These are both ongoing projects and have used various funding sources for the various phases over the years. Current phases of these two projects are expected to be completed in 2012/2013.

By Craig de Fassel

Providing iPads to Autistic Children to:

*enhance communication*

*learn new skills*

*provide the means to have fun, be creative, and feel good about themselves*

Willoughby Rotary members voted to help families in the D6630 community affected by autism by providing iPads and information on appropriate apps.

To provide a unique way to generate awareness and revenue, Rotarian Dan Ruminski volunteered to lead our efforts. Dan is "Cleveland's Storyteller," educating people on the rarely known but spectacular history of Cleveland, Ohio.

His series of "WRAP Cleveland History Talks" feature dinner and spellbinding stories, have attracted sponsors, and already raised thousands for autism. The next major dinner and talk fundraiser is planned for November 11, 2012, at Pine Ridge Country Club (the former Corrigan Estate). The talk will be a new version of Dan's "The Great Estates of Wickliffe," including heroin Laura May Corrigan. Cocktails at 5:30 pm, dinner at 6:00 pm, and the talk begins at 7:00 pm. The cost will be \$50 per person (cash bar). Online registration will be set up soon, or you can contact Dan at 440-951-1312 for further information or pre-registration. Further details will be posted on [www.willoughbyrotary.org/autism.html](http://www.willoughbyrotary.org/autism.html)

### Why iPads?

Research has determined that autistic children who have difficulty communicating can have their communication skills improved dramatically with iPads.

Older tools such as cards or even regular computer screens are limited in keeping the autistic user interested. The touch screen and layout make the iPad easier to use for individuals with coordination or learning difficulties. Typing is not required, as many apps feature bright, colorful icons that are manipulated by tapping and sliding. The iPad can help individuals with autism improve basic social, fine motor, language and communication

skills. Users learn to communicate and express themselves with their iPad without the frustration they commonly experience.

### About Autism

*The basic facts are staggering:*

Autism affects 1 in 88 children

Autism affects 1 in 54 boys, and boys are four times more likely to have Autism

More children will be diagnosed with Autism this year than with cancer, diabetes and AIDS combined

Autism is the fastest growing serious developmental disability in the U.S.

Autism costs the nation \$137 billion per year

Autism causes receive little organized funding support

The average person is not aware of the extent of this epidemic, or how people with autism can be helped

**There is no cure for autism**

### WRAP Goals

Willoughby Rotary's goal for the 2012-2013 year is to raise \$25,000 to cover the purchase of at least 50 iPads to be given to children with severe autism. Organizations will petition us for the iPads, and with the input of our volunteer medical expert, we will award iPads with recommended apps information to approved groups. Willoughby Rotary plans to create and provide instructional videos, available 24/7 on our website, on how to install and update apps on the iPads for parents and caregivers. Rotary club members with iPads will also volunteer to help provide additional support as needed or requested.

For more information, details on upcoming fundraisers, or to help support our project, please visit [www.willoughbyrotary.org/autism.html](http://www.willoughbyrotary.org/autism.html)

