



## Increasing membership a priority at San Diego assembly

Incoming district governors would like to see club membership grow significantly in the next 10 years, perhaps to two million, and have that membership be younger and more diverse.

The more than 530 district governors-elect are also unanimous in their hope that Rotary will help eradicate polio by 2019.

Those were just a few of the ideas that surfaced during a training exercise held during the 2009 International Assembly in San Diego, California, in January. The incoming district governors were given the opportunity to write down what they thought Rotary would look like 10 years from now.

The group discussion was one of several exercises that were based on the **RI Strategic Plan 2007-10** and designed to help the future leaders identify the causes of conflict and the benefits of building consensus.

In each of the 28 discussion rooms, participants were divided into groups of four district governors-elect, who listed their ideas on easel pads.

Some ideas topped each group's list. For instance, virtually everyone included having Rotary help end polio by 2019. Some of the participants suggested that Rotarians will be celebrating the fifth anniversary of polio eradication by then.

Increasing membership also made it to the top of almost every

list. Some wanted to see 1.5 million club members 10 years from now, while others projected an increase to 2 million. Currently, there are approximately 1.2 million Rotarians worldwide.

### Rotary needs to attract younger members

About six groups wanted to see women make up half the membership in the future, and a few others said women should account for 30 percent. Several groups wrote that they hoped to see the first woman serve as RI president by 2019; more than one wanted a second female president by then.

The incoming district governors also thought Rotary needed to attract younger members. Ideas for doing so included increasing flexibility in club or meeting structure, scheduling meetings apart from meals, and making membership more affordable.

The governors-elect remained firmly committed to the mission of Rotary International. Many wanted a continued focus on the emphases of water, health and hunger, and literacy. One group suggested that "the high ethical standards of Rotary should permeate all aspects of society."

Participants also wanted to see the organization get more involved in world peace. At least a dozen groups wanted to see Rotary become better known for its work to improve the environment.

## Happy Birthday Rotary!



**104 YEARS AND COUNTING:** (Left to Right) John Stevenett, Hardy Wheeler and Ariel Grondin help celebrate the February birthday of Rotary International. Ariel impressed those in attendance by eloquently speaking of how she confronts Cystic Fibrosis.

## TREASURER FERGUSON HONOURED BY LEADERSHIP WINDSOR

Congratulation to Windsor St. Clair club member and Treasurer John Ferguson! Leadership Windsor/Essex recently announced that John is the recipient of the 2009 Community Impact Award.

The Community Impact Award celebrates leaders who roll up their sleeves and solve issues facing Windsor/Essex, who believe in civic unity, and who are steering the community to a better quality of life. John will be honoured March 3 at the annual Leadership Windsor/Essex breakfast at the Caboto Club. Again, congratulation John!

### COMING EVENTS

March 8	WFCU Concessions
March 19	Bingo
March 29	Outbound GSE Team to Hungary
March 31	Board Meeting
March 31	Presidential Citation due to DG
April 30-	District Conference
May 3	Mackinac Island

## A Message from the President

Traditionally, literacy is defined as a person's ability to read and write. It can also include functional abilities, like using a computer, understanding how to prevent certain diseases, or reading signs in a market. The global situation regarding literacy may be improving, but is far from acceptable. According to the United Nations Educational, Scientific, and Cultural Organization (UNESCO), nearly 800 million people worldwide over the age of 15 lack even basic reading and writing skills. In addition, there are roughly 137 million school age children who are illiterate around the world. Sadly, over 64% of all illiterate people in the world today are women. Nearly half of all children in Africa will not complete secondary school.

"...Literacy is the foundation for virtually all forms of education..."

Why is literacy important? Literacy is the foundation for virtually all forms of education and a crucial component of effective social and economic participation, human development, and poverty reduction. Literacy empowers people and is essential for community development. Literate populations are less likely to experience civil strife and are more likely to develop economically. There is also a direct connection

## Celebrate Rotary Literacy Month

between literacy rates and community health. People who are literate are generally more aware of health concerns in their communities and are therefore better equipped to avoid illness.

"...engage in activities that specifically address literacy ..."

Rotary Literacy Month highlights literacy and education issues around the world. Celebrated in March each year, Rotary Literacy Month is an excellent opportunity for Rotary clubs and districts to raise awareness about literacy, launch new literacy initiatives and projects, and recognize literacy accomplishments from the past year. Rotary International encourages Rotarians everywhere to engage in activities that specifically address literacy and education, issues either in their communities or abroad.

We should be proud that the Rotary Club of Windsor-St. Clair focuses on literacy and education year round, both in the Windsor Essex area and around the world. In our own community, we have the Begley reading program, which is such a grassroots project where Rotarians sit and read with ESL students, and then purchase books for the children at the end of the year. Also, each year several high school

students are awarded bursaries to assist with their post-secondary education, and the Gary O'Neil endowment provides assistance for a university student who is struggling financially. Internationally, through the R.E.L.A.Y. projects over the past 4 years, libraries have been started in Ghana and in Kenya, by providing hundreds of new library books. Curriculum textbooks, teaching aids and school supplies were also given to the schools.

These initiative and projects confirm the commitment of our Club and of our Club members to literacy and education projects. We have all been fortunate enough to have learned to read and write, and to prosper in a society that requires a high level of literacy. What a great way to "Pay It Forward" by committing ourselves to improving literacy and education for others in our community and around the world.

## CELEBRATIONS

### Happy Birthday...

March 3	Barb Porter
March 9	Arnie Charlton
March 18	Dennis Arrand
March 20	Tom Hunt
March 25	Terry Cloutier
March 26	Debra Harshaw
March 31	Bob Graham

### Happy Anniversary...

March 23	Marg and Roger Prince
----------	--------------------------

## BOARD NEWS

- ◆ Attendance for January was 77.2%. Our membership is 51 following the recent transfer of Mary Lou Decou.
- ◆ Saul Nosanchuk, first approved as a member in October 2005, has been reconfirmed by the board as acceptable for membership.
- ◆ The board accepted a Leave of Absence for Lea-Ann Suzor from March 11 to April 7, 2009 while in Florida.

It is expected that members attend at least 50% of Thursday meetings or do a make-up. Make-ups include other club meetings, service projects, fundraising activities, social events and committee meetings. Also consider visiting an "e-Club" on the internet for 30 minutes. Our club website makes this very easy. Go to the Club Links on the left side of the Home Page. Click on Online Meeting Make-ups, which takes you to a page at rotary.org, then scroll down for information and e-club sites. Rotarians are asked to send make-ups for missed Thursday breakfast meetings to club Secretary, Hardy Wheeler.

The new club web site has current contact information of members. Once you login to the members-only section go to My ClubRunner and click on View Club Directory. Please take a minute to review your information and ensure it is accurate.

## Service Above Self



The Rotary Club of Windsor-St. Clair was founded November 20, 1975. Regular meetings are every Thursday at 7:15 a.m., at the Windsor Yacht Club, 9000 Riverside Drive, Windsor, Ontario.

For more information, please visit  
[www.rotarywindsorstclair.com](http://www.rotarywindsorstclair.com).

## Pluck-a-Duck set to take the plunge for 2009

You know Spring is around the corner when the Rotary Club of Windsor-St. Clair again partners with the Heart and Stroke Foundation of Ontario (Windsor-Essex County Chapter) to hold their annual Pluck-a-Duck raffle. Area residents will have the opportunity to purchase raffle tickets to win prizes valued in excess of \$15,000.

It also means it's time to get busy selling Pluck-a-Duck tickets. A number of members have signed up – but we're in need of ticket sellers in March. Please check your schedules and help out where you can. Each shift is four hours and there will be 2 people per shift, which should ease the chore considerably. The more tickets we sell, the more revenue we have for club activities. Sign up in the member section of the club website.

Tickets go on sale at various locations this month with the grand draw scheduled for May 9 at Devonshire Mall. Additionally, this year there is an

early bird draw at the Heart and Stroke Soup Kitchen at the Caboto Club on March 27. Tickets drawn at the Caboto Club will be re-entered in the Grand Draw.

The Heart and Stroke Foundation uses the monies raised to fund research, health promotion, and community improvement projects. It also covers the cost of educational pamphlets and healthy living promotions. The Rotary Club of Windsor-St. Clair also uses the money raised to fund projects like the Ganatchio Trail, Shanfield Shores, and the Rotary boundary-free playground in the Town of Tecumseh.

For more information and locations where tickets can be purchased, go to [www.rotarywindsorstclair.com](http://www.rotarywindsorstclair.com).



### Pluck-a-Duck Prizes 2009

*Live Early Bird Draw  
\$1000 Cash*

1st	\$10,000 Cash
2nd	50" Panasonic Plasma HD TV - \$1694
3rd	Napoleon Propane BBQ \$1027
4th	His And Hers Mountain Bikes - \$904
5th	\$500 Devonshire Gift Card
6th	Black Angus Beef BBQ Pack \$500
7th	Black Angus Beef BBQ Pack \$250

### Club activities to be reviewed

It is apparent that our club is very busy and improves the lives of those less fortunate. However, this 'busyness' has reached a saturation point and is impacting on the availability of Rotarians to support core club activities. The Board of Directors is preparing a protocol to limit activities that are not beneficial to the club as a whole or absorb volunteer time and money.

In the meantime the following guidelines are in place. Rotarians are asked not to circulate or e-mail to members any community events or fundraisers that are not part of the approved club plan. Rather, information about these non-club activities should be directed to the Directors of Community, Youth or International committees for their consideration and subsequent approval of the board. Information about District 6400 or other Rotary club events are to be submitted directly to the President or Secretary for board consideration. Only sanctioned activities will be sent to members.

In addition to the above, be aware that President-Elect Alan Drouillard is chairing a new committee to review all club projects, events and activities. If you want to be involved in this process please contact Alan.

## PAY IT FORWARD

### February 5– ED LINK

During the **We Care We Can** food drive in November, Ed helped Arnie transport some of the donated food to St. Mary's Food Cupboard. He noticed that many of the clients accessing the food cupboard were seniors. Ed decided to use his Pay It Forward money to purchase food to donate to St. Mary's.

### February 12- HARDY WHEELER

Hardy has had a connection to the Military since retiring after 30 years of service. He reported that every 6 months, there are 15 to 20 soldiers from the Windsor area that travel to Afghanistan to serve Canada. This leaves many "single parent" families in the area, while the soldiers are overseas. The Military Family Resource Centre tries to support these single parents, so Hardy contributed his Pay It Forward money to this organization.

### February 19– TERRI-ANN HURST

Terri-Ann was moved by the recent presentation on the Special Olympics. Terri-Ann added \$75 to the Pay It Forward money and also talked to family and colleagues about supporting this great organization. Terri-Ann was able to raise the \$400 needed to sponsor a Special Olympics Athlete.

### February 26 – DEBRA HARSHAW

Debra is donating funds and a 'pay it forward' book to the Firefighters Benefit Fund which assists needy families in the community – particularly those who have experienced loss due to fire.

See Page 4 for the March **PAY IT FORWARD** Schedule

**FOUR WAY TEST: Will it build goodwill and better friendships?**

## COMMITTEE REPORTS...

### MEMBERSHIP

- ▶ May 23- Planting at Shanfield Shores and cleanup of Ganatchio Trail, more information to come.
- ▶ July 19 - Peche Isle Event - Celebrate the Rotary Peace Park on the Island, families and kids invited to enjoy the island. Lunch will be pot luck- everyone to bring one dish to feed 6 people. Karen and Mike Cichon will provide transport to the island. Further details to follow.
- ▶ June 3 - Nijola Golf Tournament – more details to come.

### INTERNATIONAL

- ▶ Mosquito Nets – The 500 donated were successfully sent to Moshi. Shipping costs were less than anticipated. Committee discussed future purchase of additional nets.
- ▶ Defibrillators to Namibia – Defibrillators and other life saving equipment will be shipped soon. Arrangements are being finalized.
- ▶ Committee discussed a potential project in Jamaica. Will wait for more information before discussion continues.

### YOUTH SERVICE

- ▶ There is still a need for 2-3 host families for the coming student scheduled to arrive in August 2009. The committee will be initiating a list from the membership of coming events and activities that they are familiar with

and /or have participated in, which may facilitate greater club participation for the student. More details to come.

- ▶ Committee discussions on RYLA and INTERACT are ongoing.



**SMILE:** Windsor St. Clair Rotarian and Assistant District Governor Arnie Charlton is pictured at a local fundraiser - performing his 'creative' interpretation of the venerable *Chicken Dance*. Next up - *Dancing with the Stars!*

## Program Schedule for MARCH

	SPEAKER & TOPIC	INTRODUCER	THANKER	GREETERS
<b>5</b>	Laurel Hicks/Cambodia	Thom Hunt	Anne-Marie Athavale	Dennis Arrand Chris Woodrow
<b>12</b>	Chynna Resendes	Arnie Charlton	Mike Browne	Phyllis and Paul Charbonneau
<b>19</b>	Tom and Roger Awad/ Bogey Golf Tour	Todd Grondin	Ruth Coursey	Karen Cichon Terry Cloutier
<b>26</b>	Carl Fama/Mission to Ecuador			Steve Daley Mary Lou Decou
Begley Program		Soup Kitchen		Pay It Forward
<b>3</b>	TBA	<b>7</b>	Karen and Mike Cichon + 2 guests	<b>5</b> TBA
<b>10</b>	TBA	<b>14</b>	TBA	<b>12</b> TBA
<b>17</b>	TBA	<b>21</b>	Mark Childs, Ross Graham Barry Thoms, Bernie Plant	<b>19</b> TBA
<b>24</b>	TBA	<b>28</b>	Bo Copland, Don Kinney Dale Philips, Ed Roberts	<b>26</b> TBA

Rotarians assigned duties of introducer, thanker and greeter are responsible for finding a replacement if unable to fulfill the duties.

**FOUR WAY TEST: Will it be beneficial to all concerned?**