



Rotary District 6380 Newsletter January 2017



District Governor
Michael Angelo Caruso

District Website: <http://rotary6380.org>
District Facebook Page: <https://www.facebook.com/groups/rotarydistrict6380/>
District Twitter: <https://twitter.com/rotary6380>
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MARK YOUR CALENDAR

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1/3

Presidents 1st Tuesday Zoom
with District Governor Michael

1/5

Rachel Becroft, Graduate of Rotary Peace
Fellow Ann Arbor North

1/10

Assistant Governors second Tuesday Zoom
with DG Michael

1/10

4:45–5 p.m. DG visit Rotary Club of
Fowlerville First United Methodist Church

1/11

12:15–1:30 p.m. Executive Committee: Third
Tuesday Zoom with DG Michael

1/11

DG visit Rotary Club of Fowlerville

1/17

4:45–5 p.m. DG visit Rotary Club of West
Bloomfield Stage Deli

1/17

Executive Committee: third Tuesday Zoom
with DG Michael

1/18

Birmingham Rotary - Red Wings Game
Birmingham

1/20

7:30–8:30 a.m. Governor string: fourth
Tuesday Zoom with DG Michael

1/20

DG visit Rotary Club of West Bloomfield

1/24

4:45–5 p.m. Assistant Governor Orientation
and Training Regent Hotel - Ann Arbor

1/24

Governor string: fourth Tuesday Zoom with
DG Michael

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*The 25th of every month is the deadline
for articles and art for this newsletter.*

*Send to Linda May at
lindamay@ameritech.net*

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District 6380 Governor Message for January ■ Submitted by District Governor, Michael Angelo Caruso

January is ... Vocational Service Month – The Intersection of Work and Service

My favorite question to ask Rotarians is “What do you do for a living?” Sometimes I ask, “What are you retired from?” or “What are you really good at?”

That’s when I learn the most interesting things about my Rotarian friends.

We can truly appreciate others when we know them as people and not just Rotarians. Clubs can help by making sure that we are not so preoccupied with protocol and procedures at weekly meetings that we forget to be human. Learning about what our members do when they are not spending time with Rotary is a nice step in that direction.

Rotary has come a long way from when members were fined for promoting their respective businesses or talking shop during meetings.

In today’s fast-paced world, most people understand that work life often dovetails with Rotary. Our personal lives sometimes overlap Rotary, too.

There are many advantages to this sort of overlap, especially when you consider that District 6380 Rotarians are employed at a wide range of interesting occupations.

Many of our Rotarians are employed in the medical profession, for example. Terry Hamilton from the Warren Club is the President of a hospital. Foundation Chair, Janet McPeck, is a psychologist. Dr. Ashok Gupta is a physician known as “the walking doctor” and Lee Halsted from the Hartland Club is an optometrist.

More than a few of our members are in the persuasion business.

President Tom Neveau from the Rochester Club is a realtor. Assistant Governors Nick Casteel and Chris Winans also sell houses for a living. Assistant Governor, Aleia MacDonald is a financial planner and one of her club Presidents, Dave Walker, sells insurance. Assistant Governor, Don “Sparky” Leonard, is finishing a long career of managing automobile dealerships.



Continued on page 2

CALENDAR

2/3-4

Assistant Governor Training Ann Arbor

2/3

5:30 p.m. Presidents: first Tuesday with District Governor Michael

2/7

4:45-5 p.m. PETS Orientation - Brighton Community Center

2/7

5:30-8 p.m. DG visit Rotary Club of Novi, The Suburban Collection Showplace

2/7

PETS Orientation West Brighton

2/9

noon-1:30 p.m. PETS Orientation Central Troy

2/9

5:30-8 p.m. AGs: second Tuesday Zoom with DG Michael

2/14

PETS Orientation East Chatham

2/14

4:45-5 p.m. DG visit Rotary Club of Ann Arbor Michigan Union

2/15

noon-1:30 p.m. PETS Orientation Chatham-Kent St. Andrew's Residence

3/16-18

Great Lakes Rotary PETS Kalamazoo

3/30-4/1

Peace Conference, Ann Arbor

4/1

Million Dollar Dinner Ypsilanti

4/22

District Assembly Training for district officers



Atlanta Convention Registration Report for

District 6380: Registration goal: 100; Paid registrations as of Dec. 16: 69; Total registrations as of Dec.16: 72. This is five times the number of D6380 Rotarians to attend the

RI convention in many

years! UPDATE: **Dr.**

Bernice King, the youngest daughter of Dr. Martin Luther King Jr. and Coretta Scott King will speak at the Presidential Peace



Conference. And y'all don't even know the main speakers and entertainers, yet. You'll be so excited! Click on

<http://www.riconvention.org/>



District Governor message continued from page 1

We have our share of unusual or "odd jobs," as well.

Assistant Governor Sarah Lee owns a funeral home. Bryan Barnett of the Rochester club is a former Mayor of that city. And Chatham Rotarian Jennifer Jacobson is a law enforcement officer in Chatham.

During January, Rotary clubs are encouraged to focus on Vocational Service and the idea of giving back through your job skill set. Vocational Service is one of Rotary's five Avenues of Service, which include, Club Service, Community Service, International Service, and Youth Service.

Consider dedicating some meeting time in January to discussing Vocational Service. Here are some ways you can accent this important aspect of our great organization:

- Devote at least one meeting per quarter to talking and learning about your club members' jobs as related to Vocational Service, including "The Four Way Test" and the Rotary Code of Conduct. Use this time to expand members' awareness. Build on these discussions by planning related projects during 2017.
- Schedule an occasional "classification talk" at which members can give short talks on their respective vocations. These presentations give members opportunities to get to know fellow Rotarians in new ways and allows for them to learn about other skill sets that exist within the club.
- Present a vocational award to someone in the community who has exemplified outstanding professional achievement and high ethical standards. Promote the award in the community and online, giving attention to the person, his or her industry, and of course, Rotary. These types of events can attract quite a crowd, including the media.
- Sponsor a "Bring Your Child to Rotary Day," a job shadowing day or a mentorship program. Get "extra credit" when Vocational Service overlaps Youth Service!
- Support professional development in the community by sponsoring a networking event. You can also start a career counseling program to help unemployed or under-employed adults compete in the job market. Use the emails you collect to attract those folks to Rotary when the time is right.
- Have club members volunteer their vocational skills for a community or international service project. Get more ideas at <http://ideas.Rotary.org/>. Let's make Vocational Service month work for Rotary!



A Vision for Clean Water

■ Submitted by Eileen Heasley Co-founder, AVFCW

The power of water has been a major news story in 2016, from the drought that threatened to severely deplete our nation's fruit basket in California, to the most unfortunate water supply contamination in Flint, Michigan. Flint's children will suffer the negative health effects for years to come. Clearly this past year demonstrates that water is a life force. And, depending on the quality and quantity of water available, it can easily shift from a life force to a life threat.

Lack of access to clean water leads to disease, deprivation and unsanitary living conditions that can perpetuate a negative health spiral all the way to untimely death. Most unfortunately, this is the reality for 20 percent of the world's population. More than 6,000 children under the age of five die each day from diseases spread by unsafe water.

A Vision for Clean Water (AVFCW) is a nonprofit organization dedicated to bringing simple and sustainable clean-water and sanitation technologies to schools, orphanages, rural villages and towns in underdeveloped world regions.

Created in 2002, AVFCW is staffed entirely by volunteers and provides project consultation and training workshops for hundreds of individuals (e.g., graduate/undergraduate students, Peace Corps members, and public health, medical and engineering professionals, from the U.S. and abroad).

AVFCW Board and volunteers travel the world working with local populations on clean-water and sanitation technologies.

2016 AVFCW ACCOMPLISHMENTS UPDATE

AVFCW continues its work to bring clean water technologies to all 1,200 public schools in Lebanon, serving over 500,000 Lebanese and Syrian children.

Working both here in the U.S. and in Lebanon in collaboration with USAID, Rotary and other organizations since 2009, AVFCW has seen great progress from the efforts of individuals, volunteers and donors of all religions in the greater Detroit area as well as from around the world. To date, the Lebanon School Project has raised over

\$2,000,000 and expects to be completed soon.

For the twelfth year, AVFCW is providing workshops for volunteers from many organizations including Engineers Without Borders, O'Horizons and Rotary, as well as health care professionals, missionaries, government workers, etc.

Experts from the Centre for Affordable Water and Sanitation (CAWST, located in Calgary, Canada) lead the workshop and remain available to implementers as they begin their projects. Attendees return home with an understanding of what is needed to plan a successful project and with access to competent mentors as they put their plans into action. This past spring, AVFCW conducted a workshop in collaboration with Eastern Michigan University.

AVFCW continues to raise awareness among the future leaders of the world community.

In 2016, we participated in World Water Day events for all ages, delivering drinking water to Flint, organizing walks, and giving talks to civic groups about the importance of clean water and how everyone can help.

All year, AVFCW board of directors and volunteers generously donate their time and resources to run workshops, and consult and monitor work project sites around the world.

The AVFCW Board also revisited and revised the organization's Strategic Plan in order to better focus our efforts, collaborate with other organizations and expand our reach.

INITIAL PLANS FOR 2017

In addition to continuing our current efforts, we are increasing our support for water projects. We are currently in discussions with groups working in Guatemala, Cambodia and Laos – groups whose experience/presence in those countries complements AVFCW's expertise.

We also scheduled two back-to-back workshops, two days each, for April 27-30.

HOW YOU CAN HELP!

To gain the greatest benefit from the workshops, we need to attract those who are active with projects around the world. Many of these implementers rely on scholarships towards the \$760 workshop cost which includes room and board for a four-day workshop.

Your gift of any amount to our scholarship or general fund will support our ability to train volunteers and oversee projects in life-giving technology to provide safe, clean water in world regions where our sisters and brothers, families and children, are in desperate need.

Just click on the DONATE button on the top right side of our home page www.avisionforcleanwater.org or send a check to AVFCW, 190 Paragon, Troy, MI. Your donations are tax deductible in the USA. Thank you in advance for your generosity!

On behalf of AVFCW, I wish you and yours blessings this holiday season and throughout the coming year. Thank you in advance for your continued generosity and support.



Drink, dine and dance at 6 p.m. this Valentine's Day, Feb. 14 at Swirl & Savor, featuring wine tasting, food pairing, craft cocktails and live entertainment by Collision Six at the historic Birmingham Community House.

Hosted by the Birmingham Rotary Club.

Tickets

Patron Ticket + Entry into Necklace from Astrein's Jewelers Drawing ~ \$125

General Admission Ticket ~ \$95

To purchase tickets, go to <https://SwirlAndSavorEvent.eventbrite.com>

Also available are the following sponsorships

Contact Vic Pooler at 419-348-4249 forvic.pooler@scouting.org more information

- \$3,000 (Title) Corporate logo on all promotional materials, Logo on the Video Screen during gathering time, signage at registration table, inside cover - full page ad in program (or back page 2 available), 8 tickets to event. Promotional item in Gift Bag. This is time sensitive.
- \$1,500 (Presenting) Logo on promotional material. Logo on the Video Screen during gathering time, signage at event, full page ad in program, 6 tickets to event. Promotional item in gift bag.
- \$1,000 (President's) Logo on promotional material. Logo on video screen during event, ½ page ad in program, 4 tickets to event. Promotional item in gift bag.
- \$500 (Patron sponsor) 1/4 page ad in program, 2 tickets to event, 2 entries into necklace giveaway
- \$250 (Sponsor) ¼ page ad in program
- \$150 (supporter) Name listed in program

*submitted by Regan Gilshire Communications Manager 2016-2019 Director Birmingham Rotary Club
248-224-7879 BirminghamRotaryClub@gmail.com*

Rotary Club of Chatham

■ Submitted by Alysson Storey

On December 17, 50 local children from the Chatham-Kent area were treated to a day full of merriment and Christmas spirit! The Rotary Club of Chatham, in partnership with the United Way of Chatham-Kent and several local law enforcement agencies, including the Chatham-Kent Police Service, the Chatham-Kent detachment of the Ontario Provincial Police, Ministry of Natural Resources and Moraviantown Police all joined together to provide an amazing day of fun for local kids. Called "Shop with a Cop," this is the second year for this great event in Chatham, Ontario.

Fifty local children were each paired with a local law enforcement officer who accompanied them shopping at the Chatham Walmart store. Each child was given a \$100 gift certificate for Walmart, along with a goodie bag chock full of items like local gift certificates, stuffed animals, toys and other treats. The only requirement was that the child had to buy a gift for him or herself. Once the shopping was done, the kids headed over to the John D Bradley Convention Centre via school bus and with a police parade of close to 50 vehicles! Quite a sight to see on Chatham roads on the Saturday before Christmas!

Once at the Bradley Centre, the kids and officers were greeted with a Christmas wonderland. Close to 20 Rotarians and friends of Rotary were stationed at Santa's workshop with scissors, tape, wrapping paper and more to ensure all the gifts were wrapped and ready to go for each child and their Christmas gifts. It was a flurry of activity as kids and their gifts of all shapes and sizes were properly wrapped, sometimes in more "creative" styles than others (just ask Barry Fraser)!

Once the wrapping was done, there were a multitude of activities to enjoy, including a bouncy castle (not just for the kids as it turns out), face painting (again...not just for the kids as it turns out!), a breakfast buffet, cookie decorating, visits and photos with Santa, wagon rides outside (luckily the weather cooperated) and so much more.

All in all it was a wonderful day making memories with and for local children and helping make their holidays a little bit brighter! Thanks to all of our Chatham Rotarians who participated - your enthusiasm and energy knows no bounds!



Rotarian Jenn Jacobson (also a local police officer) getting her face painted



DGE Barry making friends with local law enforcement (never a bad idea!)



Lynn Smith, Past President Fannie Vavoulis and Rotarian Brett Smith take a quick break at Santa's workshop



Presidential selfie with Past President Tom Storey with his daughter (and current Rotary Club of Chatham President) Alysson Storey



Rotarians at the wrapping stations



The wrapping table hard at work

Oakland University Rotaract Club

■ Submitted by Wayne Hodges



The Oakland University Rotaract Club raised \$382 from its bake sale. Co-president, Joanne Hanna Kachi thanked our Rochester Rotary Club for the ongoing support including the efforts of Rotarian advisor Maria Willet. OU Rotaract went on to explain that they have enjoyed having Rotarian speakers at their meetings and continue to support projects like the Purple Pinky, Grace Center for Hope, D-Man Foundation, and Parachords, and care packages for our troops.

Livingston Sunrise Rotary Club

■ Submitted by James Watters



Dr. Sherry Parker Lewis, our Foundation president, Elena Stafanko a scholarship winner, and Peggy Hall Davenport former scholarship chairperson



Exchange Student Committee and our exchange student. Vickie Ray club member and host parent, Dany Cerovska student, Cheryl Ochodnický club treasurer and host parent, and Pattie Courtney Club exchange student chairperson. We were fortunate to have both students at our last club meeting of the year.



Mount Clemens Rotary Club

■ Submitted by

◆ Rheanne Suszek, Rotarian and Executive Director Macomb Family YMCA

At Y camp, outdoor play is a crucial part of summer. However, our outdoor playspace had become an almost insurmountable challenge. The ground surface was unsafe; it wasn't level and was full of holes and other obstacles. Our play structures, camp games that are tantamount to the camp experiences, had fallen into heavy disrepair.

As beneficiaries of the Rotary Club of Mount Clemens, we were able to overcome these two challenges. The funds received allowed us to level the ground surface, making it safe for outdoor play.

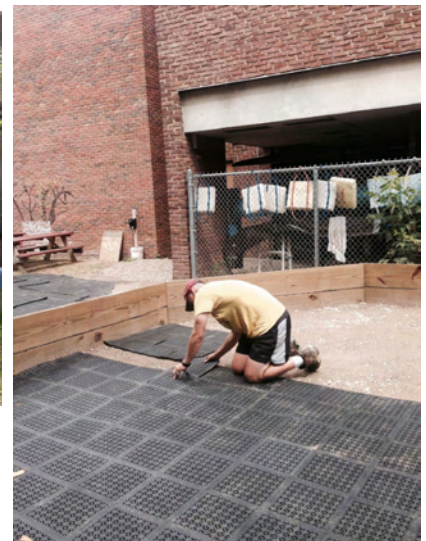
We were also able to rebuild our beloved "Gaga Pit." Gaga is an outdoor game familiar in a resident camp setting, but uncommon in our suburban day camp. Kids dodge and strike a soft ball in an octagon-shaped enclosure, using only their arms. The ball must not make contact with their lower extremities. The game engages kids of all ages and allows for quick in and out play, meaning all kids are active, running around and working together--no one sits on the sidelines!

Our former structure resembled a particle-board death trap. The wood was rotting, there were jagged edges and the ground surface was littered and not uniform. With the help of the Rotary club, we were able to do the following:

- Build a new, stronger, sturdier wooden enclosure that is larger and built to last
- Improve the ground surface so it is level, safe and has good drainage. This involved moving 2.5 tons of gravel with wheelbarrows, shovels and sheer determination!
- Lay rubber playground tiles that make for a safe, soft surface for kids. No more scrapes and bruises, plus the kids stay clean!

I can't tell you how thankful we are to the Rotary club for making this possible! The kids absolutely love it and it will last for years to come!

Before, during, and after photos





Feed the Need: The Rotary Club of Novi Summertime Lunch Program

■ Submitted by Gary Sabotta

The Novi Rotary Feed the Need Program is an ongoing initiative to provide lunches for those in the school district who rely on the Supplemental Nutritional Assistance Program, or SNAP.

Working in conjunction with the Novi School District and Interfaith Group of Novi, we are providing lunches, activities and motivational speakers during the summertime when many of these children go without this meal.

The program runs for 11 of the 12 weeks that the children are out of school for the summer. Within the Novi School District, over 8 percent of the registered students qualify for free or reduced meals based on the National School Lunch Program guidelines.

There are 6,500 students in the district resulting in over 500 children. Federal funding for summer programs from the National School Lunch Program is only available in locations with greater than 50 percent of students qualifying for free and reduced price meals. The Feed the Need program helps these children receive the necessary nutrition to grow and develop.

Lunch is provided to feed the hunger while crafts, games and uplifting programs are designed to feed the

minds and spirits of the children.

Each week the program consists of crafts and games, followed by a hot lunch, followed by a program. Crafts were designed around Feed the Need weekly themes. Programs varied but included magicians, musicians, outdoor "Olympic games" and motivational speakers. The crafts and programs help develop the minds and spirits of the children.

Feed the Need is promoted through the Novi School District, at all local churches, the Novi Public Library, at Novi Youth Assistance and at local service clubs. Through this promotion, over 50 people volunteered at the program, including 20 student volunteers that participated providing over 500 hours of service throughout the summer. We envision long-lasting relationships to be developed between those attending and those volunteering that will lead to mentoring opportunities for the participating students.

The initial planning envisioned starting with one location with the anticipation of serving 30 to 40 school-aged children on the single planned day. Careful planning was undertaken to determine the location that incorporated the density of those that may require such

assistance.

Village Oaks Elementary School was ultimately selected, two additional satellite locations were chosen in low income areas where bag lunches were served once a week. During the first year the program outgrew those expectations.

In year one we served over 1,700 lunches at three locations, averaging 150 lunches per week. This year we have served 5,280 lunches at five locations, averaging 480 lunches per week. The program continues to grow as we served 351 lunches the first week, 475 in week six and 635 lunches in the last week of the program.

Stories of the program have been written in the Novi News, Detroit Free Press and documented on a WDIV, Channel 4 News story. Additionally, weekly sessions were attended by local civic leaders, many volunteers, government officials and local school clubs. While the reach and impact of this unanticipated publicity may be difficult to measure, it is priceless in promoting the Feed the Need program and those associated with this endeavor.

Real results are measured in hugs, smiles and laughter.



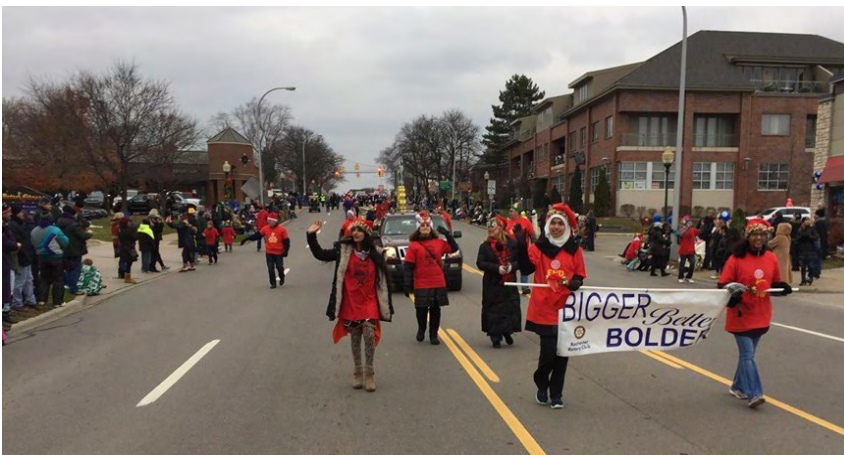
Rochester Rotary Club

■ Submitted by Tom Neveau and John M. Sommerville

For the first time in years, Rotary made a big impact at the Rochester Christmas Parade. We marched together with our outstanding Interact students from ACE and Rochester High Schools, to support parade grand marshal and fellow Rotarian, Dr. Roger and Mrs. Mary Jo Byrd. Young and old, big and small strutted their stuff, having fun, and looking outstanding while they were at it. Well done all. A big day for Rochester Rotary charities. \$5,000 donations to both the Rochester Area Neighborhood House and the Rochester Community House as well as a matching donation for funds raised to help families in need by the Rochester Adams High School Interact Club. Thank you all for your commitment to serving Rochester. Keep up the great work.



<http://www.rochestermedia.com/rochester-rotary-hosts-christmas-party-for-neighborhood-house-children/>





Email marketing for an event? Here are some tips.

Email is still the default communication platform for promoting Rotary events.

This platform is fraught with challenges, however. Event planners often work with bad email lists. Promotion campaigns are sometimes ill-conceived or more often, not conceived at all.

Even strategic campaigns suffer from poor email open rates. In the wacky world of email, a 14% open rate is considered above average.

Send too much email and people will flag you as spam or quit your list. Don't send enough email and you won't get the word out.

The list of challenges regarding the use of electronic messaging is formidable.

If you want to see if your promotion campaign is on the right track, you need to focus on the following issues. QUESTIONS to ASK	
<ul style="list-style-type: none"> • Which types of emails seem to be the most effective? • What is the best combination of long-form vs. short form? Text vs. graphic, etc. Photo vs. video? • Which subject lines are working best? • Are you using a scientific split-test or just going with gut feelings? • Whose gut? • How many different emails will be sent out during the campaign? • What is the open rate of various emails? • Whose emails are most effective in eliciting reservations? 	<ul style="list-style-type: none"> • Who is looking after the continuity of the email campaign? • Is there a call to action in every outgoing message? • Is the registration link included in every call to action? • Is there a specific value proposition or unique selling point for the event? • Is the value proposition working the way you thought it would or should it be adjusted? • What other modalities might supplement the email campaign? (Facebook? phone calls? Personal visits? Group presentations?)

You can do it! The answers to these questions will help make your event more successful. Hang in there and learn a little bit on the way. Marketing is a lot harder than people think. Some folks go to college for many years to earn a degree in marketing. Some people study marketing with such dedication that they earn the right to have the initials, "CMP" after their names. Certified meeting planners are worth their weight in gold.

Best of luck with your next event!