



The Sower

Official Publication of
Lincoln South Rotary

Club #21799 - Chartered April 30, 1984



WEEK OF JUNE 11, 2010

Lincoln South Officers and Directors

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PRESIDENT'S CORNER



REMINDER: No meeting at The Knolls this week – Good luck to all the golfers on Thursday!

I look forward to seeing some of you at the New Member Orientation on Friday at my office, 6940 O St., Suite 400.

Have a great weekend!

Tracey

CLUB SERVICE TEAMS

Scheduled for 6/25/10

On Duty

Roger Vicroy
Logan Otto
Sandy Taylor
Bernie Poppe
Brad Carter



Clay Ehlers
Shahid Kamal

Visiting Rotarians and Guests

Rotarians— Don Kucera from Club 14, Jim Dick, past Assistant DG and Bill Dick, current Assistant DG.

Guests— Doris Kaufman and Michaela Valentine our speaker.

HAPPY DOLLARS (For Child Mortality)

Jim Pattavina, Scott Delisi, Nick Fanning, Brad Carter, Nicki Klein, Logan Otto, Tracey McLain, Tom Cardwell, Craig Madson, Gene Swinton, Bob Obst and Bernie Poppe.



2009/2010 Mottos & Slogans

Rotary International– The Future of
Rotary is in Your Hands

6/17/10 *Lincoln South Golf Tournament (Thursday) at the Highlands at 11:30 AM. (NO MEETING ON FRIDAY THE 18TH AT THE KNOLLS)*

6/18/10 *New Member Orientation— RBC Dain Rauscher 6940 O St, Suite 400*

6/25/10 *Dawn Rockey, Executive Director CASA for Lancaster County— What is CASA?*

Events & Projects

6/20 to 6/23/10 *Rotary International Convention— Montreal*

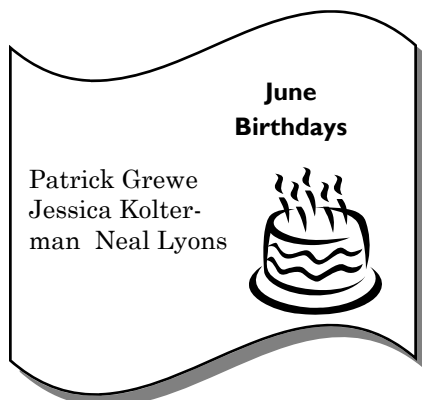
8/28/10 *District Foundation Seminar in Lincoln*

Notes & Announcements

Lincoln South Annual Golf Outing—The golf outing is scheduled for Thursday June 17th. This date will also serve as our regular meeting for that week so there will be no meeting at the Knolls on June 18th. There are many ways to participate. You can put together a team, provide pin prizes and door prizes or volunteer to help with the event. Or if you can't attend the golf in the afternoon, you can just come for the awards dinner after golf. This event will substitute for the regular meeting on that day. Contact Carl Zeutzius with any questions.

New Member Orientation—Friday June 18th at noon at the office of Tracey McLain at RBC Wealth Management, 70th & O St., Suite 400. If you have not yet confirmed your attendance, contact Bryan Block or Tracey so they can make sure there is a sandwich for you.

Committee Interest Indicator— Tracey announced that there will be a short survey on the web site next week for members to fill out indicating their interests in Lincoln South Committees.



2009/2010 Mottos & Slogans

Rotary International— The Future of Rotary is in Your Hands

Current and past Assistant District Governors Jim & Bill Dick attended the Board meeting to discuss goals for the year.

Lincoln South Rotary Clubrunner Links:

Meeting & speaker information:

<http://www.clubrunner.ca/CPrg/Home/speakers.asp?cid=6040>

Calendar of Events:

<http://www.clubrunner.ca/CPrg/Home/events.asp?cid=6040>

2009-2010 Club Goals

1. *Club Strength— Leave the club better than when I took office.*
2. *Club Growth— Attain and maintain membership of 50.*
3. *Support Polio Eradication.*
4. *Support critical project in one of 3 areas; Health & Hunger, Water or Literacy.*
5. *Achieve 100% sustaining membership in the Rotary Foundation.*
6. *HAVE FUN!*

**QUESTIONS?
COMMENTS?
ARTICLES?**

**Contact Newsletter
Editor**

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PROGRAM

Michaela Valentin, Director of Government Affairs Blue Cross Blue Shield spoke to the club about Health Care Reform.

Michaela covered the time line of the key provisions of the legislation which include:

March 2010— Review of unreasonable rates and individual/group coverage.

June/July 2010—HHS is setting up a web portal which can be used to find out more information.

Sept 2010— Several items kick in such as repeal of pre existing conditions for kids and extension of dependent coverage for kids up to 26, elimination of lifetime limits on essential benefits and other patient protections.

2014—National High Risk pool and risk adjustments for age, tobacco, family composition and geography.



Key provisions of the bill include the requirement that all individuals purchase insurance or be assessed a penalty through the tax code. Employers with >50 employees must offer minimum coverage, states must establish exchanges for individuals/small employers to purchase insurance and benefits of all plans must include essential benefits, limit cost sharing and meet minimum actuarial values.

There are still a lot of uncertainties regarding the legislation since many things have not been defined such as what constitutes a grandfathered plan which may be exempt from certain provisions, definitions of such items as essential benefits, and what constitutes preventative care.

There is still much guidance to come from HHS, Dept of Labor, IRS and National Association of Insurance Commissioners so stay tuned.

**Rotary is on the Web!**

Rotary International— www.rotary.org

District 5650—www.rotarydistrict5650.org

Lincoln South Rotary—

<http://www.clubrunner.ca/CPrg/Home/homeS.asp?cid=6040>

PLACES TO MAKE UP

Tuesday morning—Sunrise Rotary at International House of Pancakes at 4501 North 27th (27th and Superior Ave.) at 7:00 AM

Tuesday Noon— Lincoln #14-Nebraska Club at 13th & M.

Wednesday 11:45 a.m.—Lincoln East at Valentinos at 70th & Van Dorn

ROTARY MINUTE

District Governor-elect CarolAnn Jeronimo plans to drive her heavily-decorated PT Cruiser to the RI Convention in Montréal. Photo courtesy CarolAnn Jeronimo

When District Governor-elect CarolAnn Jeronimo arrives at the RI Convention in Montréal, Québec, Canada, later this month, she is sure to be noticed.

Jeronimo, a member of the Rotary Club of Woodbury Breakfast, New Jersey, USA, and incoming governor of District 7640, has converted her PT Cruiser into a moving billboard for Rotary, covering its exterior with Rotary logos and messages.

She plans to drive the decorated vehicle 460 miles from her home in Logan Township to downtown Montréal for the convention, arriving Saturday, 19 June.

"When the Cruiser is coming toward you, you see the End Polio Now message," explains Jeronimo, who had originally thought about wrapping the whole car in a polio eradication decal but then decided on a more diversified approach. "On the top of the windshield is 'Rotary: Humanity in Motion.' On the side is next year's theme, Building Communities -- Bridging Continents. On the back of the trunk are the four Rotary youth programs."

Jeronimo came up with the idea while pondering a PR grant for her term. She first approached 2009-10 District Governor Sam Conte Jr., who owns an auto repair shop, with the idea of applying for a grant to buy a big truck and decorate it with Rotary messages. "But he thought I was crazy," she recalls. So she turned her attention instead toward her own vehicle.

Standing out

Doug Painter, a member of the Rotary Club of Woodstown and owner of Astro Sign Company, helped Jeronimo make her PT Cruiser stand out. All of the signs and decals are removable, so she can modify the messages as the year progresses.

"It has to go back to the shop next week because we need to add Service Above Self. We also have to make a small change to the Humanity in Motion sign," to conform to proper usage of the Rotary Marks, she says.

Jeronimo has already received many comments. "Everyone wants to have their photo taken with it," she says. "When I pull into a gas station, people will ask, 'What is Rotary?' So it is a great chance to explain what Rotary is all about. You have to have your elevator speech ready."

Another sign on Jeronimo's PT Cruiser -- "Don't Feed the District Governor, Feed South Jersey's Hungry Instead" -- promotes the district project for her term. During her official visits, she will ask clubs to donate the money they would have used for her meals to feed the hungry, and club members to contribute a can or two of food at each district event.

She plans to keep her vehicle decorated throughout her year, changing the signage periodically. Asked if she would recommend this public relations ploy to others, she responds with a laugh: "Only if they're as crazy as I am."



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