

# Crystal Cogs



Weekly Bulletin of the Rotary Club of Corning NY

Chartered 1921 District 7120 CorningNYRotary.org

President: Bill Boland  
President-Elect: Ted Goldwyn  
Vice-President: Brian Klotz  
Secretary: Scott Bloor  
Treasurer: Wendy Daines  
Past-President: Buddy Cutler  
District Governor: Tom Rogers

Thursday 12:10 p.m.  
Radisson

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Members

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## NEXT WEEK

Apr 27, 2017  
Holland

Burd

A Chef's Take on Local Food Sourcing -  
Introduction by Gil Sweet

## THIS WEEK

**Jim Hudson** played the piano as **Rotarians** took their places for a delicious lunch of ham, potatoes, and vegetable prepared by **Carey's Brew House**. **Wanda Rivera** gave the invocation.

## GUESTS

**Stacy Ward** and **Harmony Ayers-Freidlander** introduced **Rotarians** who introduced their guests. **Sam Sanfrantello** introduced his son, **Mike**. **John Sands** introduced his lovely wife, **Eileen**. **Dick Pope** introduced **Rotary Interact**

**Student, Brad Sweet. Marshall Hyde** introduced **Elizabeth Bajahing**, and **Brian Klotz** introduced **Brice Pierce**.



## ANNOUNCEMENTS

**King William I** announced the **March for Science**, Saturday April, 22, 10:00 am



starting and ending at the **Corning High School**. He encouraged us all to stand with science as we celebrate the importance of science in our lives and our community.

**Marshall Hyde** announced that May 6 is the last concert of the season for **OSFL**. **Stu Sammis** talked about the **Community Gardens of South East Steuben County**. "Plant a seed and change a life." Learn more by attending a public meeting on April 25, 6:30 pm at the C\_PP High School Auditorium.

**Gil Sweet** announced the ninth annual **Jewish Food Festival**. Sunday, April 30 from 11:00 am to 3:00 pm. New this year is **The Wholesale Klezmer Band**!

**Wendy Winnett** gave a minute for the **Rotary Foundation**.



The needs and concerns about opiate use weigh heavily on **Rotarians** throughout **District 7170**. A small core committee designed a plan for a global grant to meet the needs identified in **District 7170**.

This month the **Rotary Foundation** accepted the grant. It will enable the purchase of medical equipment and supplies for the expansion of the **Addiction of Broome County**, a private not-for profit corporation that provides outpatient treatment for those affected by chemical dependency. It will also provide drop boxes for used medication, mount a major media campaign and send six students and a counselor from fourteen high schools to the **Teen Institute**, a validated prevention program. "If only one life is saved, the grant will be effective," said **Wendy**.

**Brian Klotz** announced there will be a trash pick-up Saturday 4-22-17 at 8:00 am, starting at the Corning High School.

**Ted Goldwyn** announced that dues will be given out on May 1 rather than June 1 based on budgetary short falls created by the exact numbers of members.



**Kelly Copp** announced that sign up sheets were on the table for **Veteran's Memorial Park** Spring Clean Up, Saturday, May 6, 2017.

**Andy Rochester** has scheduled a Highway Cleanup for 4-29-17. Please meet in the **parking lot diagonally opposite Wegmans** at 7:30 a.m. Saturday.

**Paula Smith** announced **Steps to End Poverty in Steuben.**

**Steps Walk** is a one mile walk-a-thon, Saturday, May 6 at the Wildflower Festival. Steuben Square, Hornell; Saturday May 13 at Community Expo, Pulteney Square, Bath; Saturday May 20, Centerway



Square, Corning. Registration begins at 9:00 am and the walk begins at 10:00 am. We are in a competition with the **Hornell and Bath Rotary Clubs** to who can raise the most money. The prize is the golden flying shoe award! **Go Corning Rotary Club!**

### LUCAS' TIME

**Lucas** shared his fun time he had on spring break. Spring break is over but he is still having fun.

### THE KING RISES

The **Good KW1** spared the realm from fines today. Has **KW1** gone soft?

### PROGRAM

**Nancy Dubendorfer** introduced our speaker, **Laury Poland**, president of the Finger Lakes Wine Country Tourism Marketing Association. The Finger Lakes Wine Country Tourism Marketing Association (FLWCTMA) organized as an entity in 2000 with one purpose in mind, to promote economic development in the Finger Lakes region of the state of New York.

A strong tourism industry adds depth to a community, making it much more desirable to live and work. It is the belief of area employers and civic leaders that everyone benefits from a community rich in history, culture, and scenic beauty.

Finger Lakes Wine Country Tourism Marketing Association has developed an integrated program of marketing and communications strategies that reinforce the brand across multiple channels to the

target market. The target market is women, 35-54, with a household income of \$75,000+, living within a six-hour drive of the destination, with an interest in travel and wine. This target market was determined by research and is supported by industry trends.

The marketing and communications strategy includes advertising, media relations, annual travel magazine, website, mobile app, consumer emails, social media, and seasonal promotions. In following best practice and to ensure a successful return on investment, each component features the same brand standards and messaging.



The brand Finger Lakes Wine Country is supported by individual tourism businesses in the region through marketing partnerships. These partnerships include annual marketing partnerships (funding the mission), cooperative advertising, travel magazine advertisement, website advertisement, and seasonal promotion participation.

As the lead marketing organization in the region, Finger Lakes Wine Country Tourism Marketing Association's goal is to offer our tourism partners the opportunity to create their own integrated marketing and communications strategy through our programming. By investing across these channels, partners can be assured their message is front and center in the mind of the visitor.

**50/50 – Barry Nicholson's table was the winner of \$12.**

**PHOTOS: Mike Platt**

**CBL/LMB**