

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 Hotel Corning
Vol. 88 No 49 103 Members

NEXT WEEK

Susan Evans **June 15, 2017**
Rotarian and Ovarian Cancer Survivor

IN THE WINGS

Lucas and Holly **June 22, 2017**
Exchange Student Presentations

Changeover Dinner **June 29, 2017**
Evening event at the Radisson Hotel Corning

THIS WEEK

Rotarians met for lunch and fellowship in the Keuka/Seneca Room of the Radisson Hotel Corning. **Kelly Copp** and **Faye Guild-Nash** greeted Rotarians and guests at the door as **Jim Hudson** tickled the ivories. After a patriotic My Country Tis of Thee and Pledge of Allegiance, **John Sands** offered an opinion editorial inside a prayer. **Kelly and Faye** sold 50/50 tickets, and later collected the assigned fines during President's time.

The countdown to the Changeover Dinner begins as **President Bill Boland** has only three more meetings over which to preside. **Paula Smith** with her tablet and **Dick Perry** with his camera captured our shenanigans for posterity.



GUESTS AND VISITING ROTARIANS

Faye invited Rotarians to introduce their guests. **Pauline Emery** introduced Michele Wright, Principal of Winfield Street Elementary School. **Stacy Ward** introduced Jennifer Ellison, neighbor, friend, and owner of August Management. This was the second time Jennifer has joined us. **Jan Harvey** brought Zoe Dessoie, our outbound foreign exchange student who will be journeying to Austria in August.



MEMBER ANNOUNCEMENTS

Tony Spycher thanked the International Committee members for approving a project just a few days ago to build toilet blocks for six schools in India. He noted it was a many years long endeavor with a lot of paperwork, and a lot of regulations that had to be followed, including teaching the children how to use toilets.



About five years ago Tony and his wife had hosted a Governor Elect from India through the Governor Elect Hospitality Program. At that time, the International Committee was looking for ideas for an international project. The Governor Elect proposed an orphanage project in his District in India, which the International Committee sponsored, and it was a very successful Global Grant project.

Years later that Governor Elect invited Tony and his wife to come to India to see the orphanage. When they went to visit, Tony noted the juxtaposition of extreme wealth and poverty in India.

So about a year and a half ago, when Tony and his wife again hosted a Governor Elect who was also from India, Tony asked him for ideas for a project targeting poverty in India. This Governor Elect told Tony about schools in India that have no toilets and the students literally have to “go” outside in the surrounding woods, which gave birth to the building toilet blocks project.

The International Committee agreed to sponsor \$6,000 for the project. The District matched the \$6,000 with a Global Grant. The Governor Elect from India’s District and the Rotary Foundation put in an additional \$28K making it a \$40K project, which Tony noted goes a long way in poor areas in India.

President Bill offered his congratulations to **Tony** for championing the project over the years.



Stu Sammis reminded Rotarians the **Kate Danforth** Community Garden would be dedicated 1:30 PM Saturday, June 10 at the Corning Town Hall. He also noted that last Saturday, he, Ernie, and King William loaded a couple hundred pavers from Habitat House onto pallets that will be moved to the Town of Corning today. He and his wife, Barb, will plant the beds, and he will be looking for volunteers to help tend the beds in the upcoming weeks.



John Sirianni was once again selling \$10 raffle tickets for the Kramer Foundation’s upcoming fundraiser Tuesday, June 13. Prizes include a 52” smart TV, the newest version of the iPad, the newest version of the Apple Watch, a Ft Bit, and \$50 cash. **John** thanked Rotarians for supporting the fundraiser and asked us to keep in mind that every \$10 ticket is being matched by an anonymous donor who pledged a matching gift of up to \$50K! (The Kramer Foundation is an organization which fosters, rehabilitates and rehomes abandoned and uncared-for dogs.)



Nora Smith announced the Changeover Dinner would be Thursday, June 29th at the Radisson Hotel Corning. Cocktails will be from 5:30 p.m. to 6:30 p.m., followed by a buffet-style dinner from 6:30 to 7:30 p.m. and dessert and program will be from 7:30 p.m. Tickets are \$30 per person. A ClubRunner invite will be sent out.



Pauline Emery was looking for volunteers. She needed eight people to play penguins at the Winfield School June 15 from Noon to 2:15 p.m., which is during our Rotary meeting. Beaks and flippers will be provided. President Bill modeled one of the beaks. Lucas Vasconcellos asked President Bill what a duck says, to which Bill replied “Quack.” Pauline also needs volunteers to man

carnival games at the Winfield School on June 20 from 8:45 a.m. to 2 p.m. Sign-up sheets were on the tables.

Ted Goldwyn announced that our June 22 meeting will be held at the American Legion in South Corning. President Bill encouraged people to attend as that meeting will be our Youth Day, so we will have presentations by Lucas and our returning outbound.

Paula Smith had a public service announcement. Crediting **Kelly Copp** with the idea, she had with her a bottle of hand sanitizer, offering it to Rotarians to remove the "I Donated!" STEPS Walk stickers from their badges. Not only will our badges be clean, but also incredibly germ free!



Nancy Dubendorfer needs golfers and sponsors for the Annual Camp STAR Golf Tournament at Indian Hills Golf Course on Monday, July 17. Entry fees and sponsorship donations will support 60 children for six days at camp. Only eight golfers have signed up so far. She also gave us a heads up re: five events at Watkins Glen for which she'll be looking for volunteers next week. Watkins Glen will be doing things a little differently this year in that they will split the dollars that volunteers would have earned in half, donating half to Camp STAR and the rest will go back to each Club according to how many volunteer hours came from that club.

Charlie Tyo commented that the Brits have a code phrase for when the Queen will step down from the throne, which is "London Bridge is Falling," and suggested we come up with one for when King Bill steps down. **Ted Marks** suggested "Glory Hallelujah!" to thunderous laughter. **Charlie** suggested "Let the Good Times Roll!" **President Bill** thanked **Charlie** for his thoughtful suggestion.

John Sands announced the United Church of Christ on Pulteney will be offering a free concert 4 p.m. Sunday, June 11 in honor of **Dick Perry**. The Women's Chorale of Corning will be performing.



Nora Smith presented a \$3,000 check to Michelle Wright, Principal of Winfield Street Elementary School, which was raised at the 0.0K Race for Literacy earlier this year. Michelle thanked Rotarians for supporting the reading program, calling the partnership phenomenal, and explained the positive impact the program has had on the students in terms of meeting academic progress and reading readiness targets. She also showed Rotarians a drawstring backpack containing five books, a wipe board and wipe board marker that each student will receive at the end of the school year to keep them reading at home.

LUCAS' TIME

Lucas regaled us with tales of his week with his usual dry humor and sense of sarcasm. He had fun at his Rotary Youth Exchange reunion, despite the fact that they did things he's already done, like visiting CMOG and the Rockwell Museum, and walking Market Street and going to Dippity Doo Dah's. He did highlight was that he bought a really nice racoon hat.



Saturday he went to Watkins Glen High School, where Americans taught him to play soccer, which was just a little humiliating because he's Brazilian. They also went on a tour around Seneca Lake and learned a lot about salt.



He also told us that he's sad because he only has three days of school left, and then he has tests, and he's really sad about that!



Ted Goldwyn presented a Paul Harris Fellowship to his father-in-law, **Rick Davis** (aka Bubba), for his significant and selfless contributions to the Rotary Foundation of Rotary International, which have helped to alleviate disease and suffering, improve living conditions, and provide educational opportunities for young people throughout the world. The pin was adorned with a ruby insert in recognition of **Rick's** generous additional contributions to the Rotary Foundation. Congratulations and thank you, **Rick!**

THE PROGRAM

Ted went on to introduce **Rick** as today's speaker. **Rick Davis** has been engaged in entrepreneurship and small business ownership for nearly his entire adult life.

Born in Corning and raised in Addison, **Rick** graduated from Addison Central School and attended Corning Community College. He served in the United States Air Force from 1967 until his honorable discharge in 1969, after his father suffered a heart attack.

Rick returned home to run the family business, Davis Department Store, in Addison until it closed in 1983. After a couple of years working for other people, he decided to get back into business for himself in October of 1987 when he started Crystal Cleaners, which he co-owns with his wife Pat.

Pat and **Rick** are semi-retired, spending part of the year in Sun City, AZ. Aside from overseeing the operations of Crystal Cleaners, **Rick** is a Certified Small Business Consultant. Pat and **Rick**, affectionately known as Gigi and **Bubba**, have three children and five grandchildren.

This year, **Rick** and Pat celebrate two milestone anniversaries: the 30th anniversary of the opening of Crystal Cleaners in October 1987, and the 50th anniversary of their wedding on August 7, 1967!

Rick shared the top "10 Lessons Learned From 30 Years in Business," entertaining Rotarians with his advice, none of which he himself followed!



Lessons 10 and 9 were to ensure you have enough capital and enough equipment/assets/inventory to get started. **Rick** opened Crystal Cleaners with no money and no machinery!

Lesson number 8 was to set yourself apart from the pack. There were five other cleaners in town when he opened Crystal Cleaners. He started a home delivery service, and started picking off the other cleaners one by one!

Lessons 7 and 6 were to invest in good advertising and to use social media effectively. Among his recommendations were Facebook advertising, handing out 25% discount cards to first time customers, and making trade agreements with TV and radio stations.

Lesson number 5 was to keep your eyes peeled for the next opportunity. For example, he's starting a home inventory business in Corning.

Lesson 4 was to avoid risking your personal assets. **Rick** risked not only his personal assets, but also his wife and family!

Lesson 3 was to retain good professional advice, e.g. legal, accounting, investment, and business. He then revealed by strip tease that, when he retires, he will serve as a certified small business consultant with AASBC.

Number 2 was to be loyal to your employees and they will be loyal to you, and the number 1 piece of advice from 30 years in business was...

Customer satisfaction = loyalty! Rick once cut a check for \$1,000 for a customer to replace clothes she claimed were lost at Crystal Cleaners. That customer was a \$400/month customer, and she continued to be for the next 10 years, so Rick contends he wasn't out \$1,000, but gained \$40,000!

50/50

The sure prize was \$12 and the Grand Prize remains at large, along with Scott Bloor!

Have a great week everyone and see you next Thursday!