

A MEMBER OF
ROTARY
DISTRICT
7120

La Rotariana

VOLUM 3 ISSUE 6

APRIL MAY, 2012

Rotary Four-Way Test:

Of the things we
think, say or do:

1. Is it the TRUTH?
2. Is it FAIR to all
Concerned
3. Will it build
GOODWILL
and
BETTER
FRIENDSHIP?
4. Will it be
BENEFICIAL
to
all concerned?

Happy Anniversary

The Rochester Latino Rotary Club has reached the tender age of three years old. During the past three years, club members have dedicated their time, talents, and treasure to make a difference in the lives of Latinos locally and abroad. A continued focus on literacy projects and helping those in need energizes the members to achieve great things.

Our youngsters at Eugenio María de Hostos Charter School receive dictionaries, have Rotarians read to them, and enjoy the interaction with Rotarians during the reading sessions. School #28 children are helped through mentoring and kids as far as El Sauce, Nicaragua get much needed school supplies. In Tuxtepec-Cuenca, Mexico, students are able to use brand new computers and sewing machines, and the school kitchen has been equipped with a new stove and refrigerator.

Locally, students get scholarships that offer help with college costs. Gabriela Hernandez has just returned from Puerto Rico where she attended the Rotary Youth Leadership Awards (RYLA), sponsored by the San Juan Rotary Club. This partnership between the RLRC and the San Juan Club afforded Gabriela the opportunity to interact with Puerto Rican youths while learning leadership skills that will serve her well throughout her life. She came back energized and ready to return next year for additional training.

The Food Pantry on Clifford Avenue continues to be the beneficiary of the club's food drive. This effort has gathered support from the Irondequoit Rotary Club and the Lilly Café, a senior center run by Lifespan at the Maplewood YMCA. The seniors brought food to the Lily Café to be delivered to the pantry. Mariani Baquero continues collecting items with the able assistance of Charol Ríos.

A matching grant proposal to equip a neonatal unit at a hospital in Minatitlán, México has been approved by the Rotary Foundation. This hospital is experiencing a high rate of infant mortality due to premature births. The grant will provide much needed incubators, life-saving devices for the premature babies.

Plans continue to fund a Little League Baseball Team. It is well known that involvement in sports activities help children grow healthy, both physically and emotionally. If kids are participating in a wholesome activity, it is less likely they will engage in risky behaviors.

Efforts continue to recruit members to increase the impact the club has on the community. Just in the last two months, six new members have been inducted to the club. Their enthusiasm has already been demonstrated by their attendance to club meetings and engagement in club committees. They have brought new ideas, experiences, and energy. As we contemplate the road ahead, we can foresee it would be lined with good service projects to continue supporting our youths and the community at large. CONGRATULATIONS ROTARIANS!

**Rotary is not
an obligation,
it is a privilege.**

**Ser Rotario no
es una
obligación, es
un privilegio.**

Service

Above

Self

Dar de Sí

Antes de

Pensar en Sí

New Rotary Year

As we approach the new Rotary Year, starting July 1, we have to acknowledge the great job done by President Diana and her team. Not only, the membership has grown, but new procedures have been put in place to insure that members are fully informed of what is expected of them to fulfill their responsibilities as Rotarians. There is a nomination and interview process, orientation, and written guidelines that clearly stipulate the rules, expectations, and membership rights and privileges.

District Assembly

On April 14, eight members attended the District Assembly in Canandaigua. During the same, members chose to attend different sessions that were as varied as the Future Vision, website, public relations, Youth Exchange, in addition to specific training for club secretaries and treasurers. This yearly event provides the opportunity to interact with Rotarians from all over the District in a relaxed atmosphere while learning the ins and out of the Rotary world.

District Conference

This annual event took place on May 18-20, at the Hyatt Regency Hotel in Rochester. DG Norma Madayag-Reilly presided the event. Rotary clubs were recognized for their achievements during the year, including attendance, newsletters, literacy projects, service projects, membership, and the like. The RLRC received an award for increased membership and the Presidential Citation, one of five clubs in the District receiving this distinction. Thank you President Diana for leading the club in such a wonderful way as to merit this recognition.

Speakers

Clay Osborne, President, True Insights Consulting LLC, has experienced progressive responsibilities in a wide variety of sectors, including business, education, not-for-profit, and government. Most recently, Clay was VP of Human Resources for Bausch & Lomb, Inc., where he had global leadership responsibilities for talent management, learning, diversity and inclusion, employee relations, staffing, health and wellness, and privacy. Prior to joining B&L, Clay was a leader in the NY State Juvenile Justice System, Deputy County Executive for Operations for Monroe County, NY, and Assistant Professor at the Rochester Institute of Technology (RIT). He also serves as Minnett Professor Emeritus at RIT and is involved with RIT's Leadership Institute. Clay is currently on the Board of Directors of ESL Federal Credit Union, Eltrex, Inc., the national Workforce Diversity Network, and The Center for Governmental Research. He also serves on the advisory boards of the University of Rochester Eye Institute and Pathstone. Clay spoke about the demographics of Latinos in the U.S.

One in six U.S. citizens are Latinos. As of the last census, there are approximately 50.5 millions Latinos residing in the U.S.; Mexicans constituting the largest

Speakers, continued

group with about 76% of Latinos. Every month, 50,000 Latinos turn 18. It is projected that 74% of the labor force growth will come from Latinos. As per the 2010 census, 64% of the population is white; 16 % Latino; 12% Black; and 5% Asian. It is projected that by 2050 46% will be white; 30% Latino; 15% Black; and 9% Asian. Clay highlighted the importance for Latinos to stay in school and take advantage of the educational and other opportunities available in the U.S. The demographics of Latinos have changed in that more of them are attaining a college education, but still lag behind other groups. In order to be able to fully engage in the labor force, Latinos must prepare for the jobs of the future.

Doug Escher was the guest speaker on April 25th. He is the franchisee of Dale Carnegie Training in the Rochester area. He reported that the Dale Carnegie organization started in Harlem at a YMCA facility in Harlem. It's an organization that has operations in all major cities in the US and in 80 countries. Doug stated that the main program offered by Dale Carnegie focuses on developing individuals to become more effective working with others as well as speaking in group settings. He mentioned his company's web site provides free knowledge tools that can be accessed at <http://rochester.dalecarnegie.com>.

The Competency Based Development System consists of unique modular programs designed to focus on areas that are important to the success of an organization. The system was created to reinforce organizational competencies and address performance gaps while giving participants the ability to apply what has been learned in their own work environment.

Meliza Campos, Commissioner of the Rochester City School District Board of Education, spoke on May 2. She started her presentation by providing a summary on her volunteer activities prior to running for the ROCS board position. She obtained the highest vote count out of all the candidates that ran for office during her 1st campaign. Meliza provided a summary on various initiatives she has been involved with while on the board. The initiatives include a wellness policy that eliminated soda drinks in school vending machines, mandated a recess period for elementary grades, and established more nutritional guidelines for vending machine items. Other initiatives include development of a core-curriculum for all grades, succession planning for principal positions, focus on customer service for parents/families (including new-parent university program) and the teacher evaluation system. She noted that Rochester was the 1st city to complete the system in NY State.

Greg Taylor, is the Founder/President of 4C Choices a college/career advisory services firm in Rochester, NY. He is a mentor, coach, speaker and a well-known connector. His career began as a junior high school teacher, a job he enjoyed tremendously working with maturing minds and personalities. He found his long-term career niche as a recruiter, connecting professionals with career opportunities aligned with their skills, interests and values. Having a personal interest in personal money management and recognizing a need that many job seekers shared, he became a licensed financial adviser assisting many job seekers in his network with their financial concerns when requested to do so. He relishes helping people and witnessing them realize their potential beyond their expectations.

Greg presented some surprising statistics about the high rate of unemployment/underemployment among college graduates. This paired with the high cost of a college education and the staggering debt among college graduates is an alarming trend. He stressed the difficulties encountered by these young individuals because the degree they obtained did not prepare them for the job market of today. His services help students determine not only their interests, but also what career path is open to them, how to finance their education, and where is the demand for skills they may develop by studying and having experience. He highlighted the importance of internships and like opportunities to gain experience in determined fields. He can work with students individually or in groups, and the optimum time to start planning is at the beginning of high school.

Speakers , continued



*Busca dentro
de ti para
abrazar a la
humanidad*

**Reach Within
to Embrace
Humanity**

Julio Saenz, author, editor of ConXion, an on-line newspaper dedicated to Latinos, spoke eloquently about the history of Latinos in Rochester. Julio published Images of America—Rochester's Latino Community. He stated that Latinos may have lived in Rochester before the 1890s, but the earliest Eastman Kodak documentation shows that Domingo Delgado began working for the company in 1897, establishing their non-European export markets. Many employment agencies recruited agricultural workers from Puerto Rico to come work in the area's farms. By the 1950s, Latino families had formed two principal neighborhoods on the city's northeast side with several Latino grocery stores, restaurants, and churches. Latinos have continued to arrive in Rochester, many now employed in education, health care, manufacturing, and the like.

The influence of Latinos on the community is seen not only in terms of food and jobs, but also on the culture. Borinquen Dance, has been an influence in the community for at least 30 years. The Puerto Rican Festival is an established feature among the local festivals. Every year Latinos travel from distant places to attend the festival that also features a parade. Many local artists, as well as those from abroad, provide entertainment, while the many food vendors delight festival goers with the traditional roast pork, meat patties, rice, beans, and many other typical dishes. Musicians like Pedro Nuñez, Victor Antonnetti and his orchestra, Los Arpegios, and dance groups like Movida and Borinquen Dance add to the arts and culture environment.

Julio Saenz and President Diana



Speakers , continued



The Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

1. The development of acquaintance as an opportunity for service;
2. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
3. The application of the ideal of service in each Rotarian's personal, business, and community life;
4. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

Jayme Bermúdez and **José Santana** were the guest speakers at the May 16 meeting. José, club co-secretary, is a human resources manager at Hahn Automotive. Born and raised in the Bronx, José lived for a short time in Puerto Rico, where his father established a grocery store. He has extensive experience in human resources. He started his career studying social work at RIT, went to graduate school at Rutgers in New Jersey, attended Cornell University, and eventually ended up working in human resources in Avon. He has two children, is married to Diana Irizarry, and enjoys his hobbies: basketball, cycling, and traveling. José is very active in church and on community boards.

Jayme works for Ibero American Action League/PRYD, that he credits for having had faith in him and giving him opportunities to succeed in life. At Ibero, he oversees the PRYD Mentoring Program, Rochester After School Academy, and the Summer of Opportunities Program. He learned to dance and he credits Aida Vera for mentoring and guiding him in his dancing. Jayme likes the opportunity to show students that even when faced with many obstacles, there is always the possibility of overcoming those and obtaining success. At this time, he is working with two groups at Monroe High School: Los Caballeros and Las Damitas. The idea is to provide these at-risk youths with mentors and role models to help them stay in school and graduate ready for college and/or work. He likes poetry. He sees the youths like the rose that grows in the concrete cracks. He feels that with proper guidance and nurturing, students can also bloom and succeed. The program model they employ is a three-year program (Bry Mentoring Program), but in reality it may take four years for it to really impact our youths. The first year is essentially a year to earn their trust. Many come from broken homes and tough neighborhoods that make them distrust the adults and the system. The 144 youths in the program participate in community activities like a community garden, Monroe Ambulance, and El Camino.

Commissioner Melisza Campos (left) and Douglas Escher (right)



More Speakers



New Members: Peterson Vázquez, Mildred Vázquez, Petrita Alicea - Cipolla, José A. Cipolla (from top)

Dr. Emeterio Otero has been with the Rochester's Monroe Community College for 29 years. He has served as Assistant Director of Admissions and Dean of Students. Actually, he is the Executive Dean of the Damon City Campus and Community Relations Representative for the college President. He has a Ph.D. in Higher Education from SUNY Buffalo. Born in Cataño, Puerto Rico, he came to the Continental U.S. at age three. At age 17, he dropped out of high school and enlisted in the U.S. Army. While in the military, he earned his GED and completed a tour of duty in the Panama Canal Zone. Dr. Otero is active in several community agencies. He talked about the Latino Postsecondary Experience: Challenges, Threats & Opportunities.

The data presented indicates that education and training pay. For instance, a study done in 2010 revealed that the unemployment rate for individuals 25 y.o. and older with less than high school diploma was 14.9% while the rate for those with a professional degree was 2.4. Likewise, in 2009 the mean earning for these individuals was \$30,958 for those with less than HS diploma and \$146,659 for those with a professional degree.

There is "More With Educational Attainment" such as increased economic and social mobility, increased quality of life, increased civic participation, knowledge power, and children will attend college. When it comes to Latinos age 18-24 attending college, statistics show that of all racial and ethnic groups, Latinos have the lower percentage of students enrolled in college, while Asians have the highest percentage. These are as follows for 2010: Latinos (33%), Asians (58%), African American (37%), Whites (42%). Latinos tend to enroll in business, social studies and humanities, while a much smaller percentage enroll in science and health-related fields. Three years after enrolling only 75.8% of Latinos remain in college as opposed to 88.8% of Asians and 82.7% of whites. Entry salaries (2008) for social sciences was \$33K and \$43-\$52 for business; technical (\$56K); engineering (\$49-\$56K); and health (\$52K).

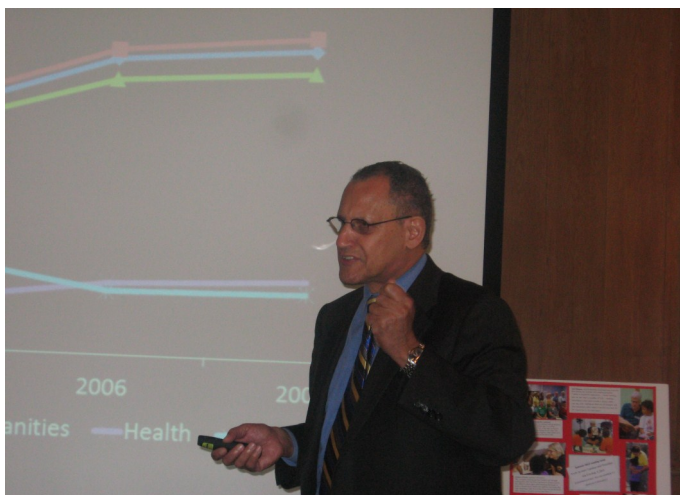
In NYS, the preponderance of jobs are in those requiring middle skill level such as those requiring less than a college degree but more than a HS diploma: healthcare, retail, advanced manufacturing, and construction. There are 600,000 unfilled positions in manufacturing due to lack of skilled workers; among these are machinists, operators, craft workers, and technicians.

Chris Farnum, Coordinator of the Unitarian Church/Schools Partnership, spoke about the summer reading program run by volunteers from the First Unitarian Church at School #22 in Northeast Rochester. This program has been operating since 1985. The school has over 400 students and there are 50 volunteers. Ibero American Action League is running an after-school program at School #6, and it will be moved to School #22. The summer program will run from July 9 to August 4, 4 days per week. It will provide recreation and enrichment activities. On Tuesday and Thursday mornings there will be literacy activities. The program will have 50 students from K-4th grade. Reading volunteers and books to be given to students are being requested.

The month ended on a very high note with three young speakers during the meeting held at Hugo's Restaurant. **Leila Bocanegra** (fifth place winner of the 2011 Oratorical Contest) gave her speech about her goal to become an immigration lawyer. Leila, scheduled to attend SUNY Geneseo in the fall has also participated in the Young Entrepreneur Academy and has started her own company as a party planner catering to the Latino community.

Ivana Hernández, (fourth place winner of the 2012 Oratorical Contest) spoke about resisting peer pressure to live an ethical life in spite of the prevailing attitudes among people in her generation who may pursue risky behaviors such as drinking or using drugs. She emphasized the importance of choosing the right people to associate with and to not be afraid of remaining true to the high moral standards and principles taught by her parents.

Gabriela Hernández, a semi-finalist in the 2012 Oratorical contest, spoke about the importance of being truthful, fair, establishing good will and better friendships, and seeking actions that would be beneficial to all concerned. These principles she has applied in her life as a student and as an athlete. Gabriela attended the RYLA event in Puerto Rico, where she was hosted by the San Juan Rotary Club. She indicated the topics covered during the event included ethics, public speaking, and leadership. Gabriela made many friends and enjoyed the camaraderie and all the new information on the topics mentioned.



Dr. Pete Otero (top ,left); Chris Farnum (top, right),; from left to right on bottom photo— Gabriela Hernández, Ivana Hernández, Leila Bocanegra



Clayton Osborne



Charol Ríos was in charge of the collection of food items and other donations for the Ibero's Food Pantry. The collection was delivered to the pantry on April 18.



José Santana (left) sand Jayme Bermúdez (right)



Members of the Lily Café at the Maplewood YMCA collected food items for they Ibero's Food pantry. This is a partial view of the many bags that were delivered by Kris Santillo, Director of the Lifespan Lily Café (above)



Charol Ríos and Mariani Baquero delivered food items to the Ibero Food pantry Above)

Assembly

If you want to see change in your community, get involved!

"To whom much is given, much is asked"

Share your talent, time, and treasure. Help those who are in need.



Eight RLRC members attended the District Assembly in Canandaigua and had great fun!



Children in Tuxtepec benefited from the matching grant.

Upcoming Events

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| Date | Event | Place | Time |
|---------|----------------------|----------------------------------|---------|
| May 31 | Club Meeting | Hugo's Restaurant | 6:30 pm |
| June 20 | District Change over | The Inn on the Lake, Canandaigua | 5:30 pm |
| June 23 | RLRC Change over | Hilda Escher's Home | 3:00 pm |

Remember to donate to the Polio Plus Campaign and to support the Rotary Foundation. Contributions from Rotarians like you are making it possible to be very close to the eradication of polio from our world. These contributions also make it possible for clubs all over the world to receive matching grants that enable them to engage in service projects for the benefit of humanity. To do this, use the Annual Funds option and don't forget to check "share" when making your donations.

Board of Directors

Diana Hernández—President

Diana Hernández – President Elect/VP

Wim Baars—Treasurer

Diana Irizarry and José Santana — Secretaries

Sergeant-at-Arms—Charol Ríos

Yesenia Ramos/Charol Ríos — Service Projects

Roberto Burgos — Administration

Miriam Vázquez—Literacy

Abe Hernández/Raquel Pedraza—Fund raising

Elisa Dejesús — Rotary Foundation/Oratorical Contest

Membership—Mary Velázquez

Luisa Baars — Editor/Historian/International Projects