

# ROCHESTER LATINO ROTARY CLUB

## LA ROTARIANA

January - February, 2019

### Argentinean DGE Visited District 7120

DGE Miguel Angel Cruz Sr. and his wife Judith spent a week in District 7120 as part of the Milt Mathews DGE Hospitality Program. Their visit took place between January 4<sup>th</sup> and January 12<sup>th</sup>. During the first period (Jan. 4-8), they were hosted by Wim and Luisa Baars of the RLRC and from Jan. 8-12 by Bonnie and Ross Cottone of the Victor-Farmington Rotary Club.

According to the District website, the program has been in existence since 1969. District 7120 Rotarians have home-hosted 520 Governors Elect and their spouses from 43 countries worldwide. The idea for the program was conceived by PDG Milt Matthews and has been copied by many other districts throughout the United States.

The RLRC members have participated in the program since its inception, hosting DGE from Argentina, Australia, India, Dominican Republic, Paraguay, and Indonesia.

During the visit, DGEs and their partners have the opportunity to see local attractions, attend club's meetings, and experience living with families with a different culture, and many times, languages.

The experience is very rewarding for all involved as it is in the sharing of these cultures that better understanding and good will are developed, a part of the Four Way Test of Rotary.

### Club President Elect Changes

Regretfully Magaly Rosario had to resign her position as President Elect for the Rotary Year 2019-20. What is the club's loss is a gain for the Eugenio María de Hostos Charter School. Magaly has accepted the position of Executive Director of the school. We extend our congratulations to Magaly and wish her well as she assumes her new responsibilities.

As it often happens, members are always willing to step up to the challenge. In this case, Migdalia Concepción accepted the nomination to fill the position. Being duly elected, Migdalia assumed the role without a moment of doubt, even with some hesitation given that she is a relatively new Rotarian. Miggie, thank you, and be assured that the preceding club presidents will willingly assist you if needed.

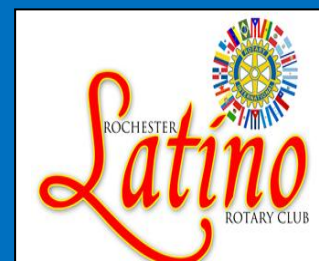


DGE Miguel Angel Cruz and wife Judith Pérez, RLRC and Rochester Club members and Mary Ann Mady met at the Baars home for a Holiday reception.

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*Being a Rotarian is not an obligation, it is a privilege. Join Rotary to enjoy the fellowship and joy of serving others.*



## The Membership Challenge

According to the website of Rotary International, forty percent of club leaders say that “attracting new members” is the biggest challenge their clubs face. But is recruitment the issue? Or is it actually learning how to create healthy clubs that offer a vibrant membership experience, one that is irresistible to both members and visitors? Using stories of transformation from Rotary and in their professional careers, trainers [Louisa Horne and Doug Logan](#) outline [one strategy](#) for making necessary changes to the club experience while including members in the process.

Horne asks, “What would it take to make your club irresistible? Among other things, she mentions having interesting speakers and attractive projects. A club should look also at the skills of the members and have them share those skills and experiences. “The core idea is to get people thinking strategically about what they need to do to make their clubs more attractive to members. Decline in membership is not the problem. It is a symptom,” says Logan. “So rather than rushing to develop recruitment strategies, we want people to start thinking, ‘OK, what else is really happening here?’”

Among other things, she asks participants in her training sessions to: “...create a list of what they’ll do in the next 30 days to help achieve their clubs’ goals and decide how they will evaluate their completed tasks. They then make a list of what they’ll do 30 days after that to keep making a difference.

She emphasizes the need to have a succession plan and to develop courageous leaders. She puts it this way: “This is not just for presidents and secretaries. This is for all leaders and aspiring leaders,” says Horne. “You can’t think of it in terms of ‘my year.’ Most clubs need to have a longer-term plan for what they want to accomplish and how they want to have an impact. Those strategic conversations need to involve people who can give it continuity.”

By shifting responsibility from a single person to a team, Horne says, clubs can make a role less consuming and more appealing. Horne plans to exemplify this approach to her clubs by using the title “chair of the district leadership team” in place of “district governor.”

“We expect our club or district leaders to be all things to all people, and that just doesn’t work,” Horne says. “It has to be a team, and there have to be very simple tools that people can use effectively with some basic training.”

## Rotary Convention Enrollment

Every year Rotarians from around the world gather to listen to very interesting and engaging speakers, hear about the marvelous service projects that clubs have done during the previous years, and meet Rotarians whose cultures, language, and world view is different from your own.

This year convention will take place from June 1-5 in Hamburg, Germany. An easy way to register is by visiting the [rotary.org](#) website where information is provided about fees, what the fee covers, and other pertinent details.

## Rotary Celebrates 114 Years of Existence

On 23 February, Rotary celebrates its 114th anniversary. To celebrate this milestone, Rotary has provided for a virtual tour of Room 711, a recreation of the office where Paul Harris met with three acquaintances to start a club based on “mutual cooperation and informal friendship.”

Thousands of visitors to Rotary world headquarters experience the room every year. But Rotary wanted to give all our members an opportunity to experience the room without traveling to Evanston. See image at right.



Photos



*La Vida no se trata de ganar  
o de perder, se trata de  
ser feliz,  
de amar,  
de aprender.  
y de disfrutar  
cada momento.*



*Eso es vivir.*

*Life does not  
have to do  
with winning  
or losing, it  
has to do with  
being happy,  
love,  
learn,  
and enjoying  
each moment.*

*That is living.*

1. Idalia Chang, Judith Pérez, Nila Capes, Evelyn Malone, Elisa DeJesús, and Luisa Baars during reception for DGE
2. DGE Miguel, Judith, and Luisa at lunch
3. DGEs arrival at Rochester Airport
4. Nila, Judith and Miguel at reception
5. Idalia, Elisa, and Wade Norwood at reception

## Future Events

March 13 – 14: Multi District PETS will be held at the Double Tree Hotel in Syracuse, New York. This is open to Presidents Elect and Assistant Governors

April 6: 2019 District Training Assembly, at Wayne Central High School, 730 AM to 12:45 PM

April 27: RLRC 10<sup>th</sup> Anniversary, Diplomat Banquet Center, 630 PM-Dinner and Masquerade Ball.

## THE 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 FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

## Club Board of Directors

President – Jazmin Ruiz  
 Immediate Past President – Miriam Vázquez  
 President Elect – Migdalia Concepción  
 Treasurer – Idalia Chang, Miriam Vázquez  
 Secretaries – Aida Veras  
 Luisa Baars  
 Club Service Co-Chairs - Aida Veras  
 Charol Ríos-Davis  
 International Service Chair – Luisa Baars  
 Membership Chair – Orlando Rivera  
 Foundation Chair – Julio Vázquez  
 Literacy Co-Chairs –Miriam Vázquez  
 Julio Vázquez  
 Club Webmaster – Orlando Rivera  
 Tera Rivera  
 Bulletin Editor - Luisa Baars  
 Program Chair – Jazmin Ruiz  
 Fund Raising – Jazmin Ruiz  
 Sergeant-At-Arms - To rotate among directors

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.