

ROCHESTER LATINO ROTARY CLUB

LA ROTARIANA

January, 2018

Doctors in chiropractic keynote speakers at health event



Dr. Edwin Vega Jr. was born April 11, 1977 in Rochester NY. Ever since his childhood Dr. Vega knew that he wanted to help people improve their health. He received this passion as a martial arts instructor, teaching everyone from children to seniors the benefit of martial arts in their overall health. While attending a career day in middle school, Dr. Vega accidentally stumbled into a lecture of chiropractic. He was fascinated by how the body works to improve overall health by using only natural means. Since that event Dr. Vega knew he had found his calling in life.

In 2000 he graduated from St John Fisher College with a bachelor of science in biology and in 2004 he graduated with high honors from New York Chiropractic College. In September of 2004 Dr. Vega and his wife Dr. Yasellyn Diaz-Vega opened a family chiropractic practice called Rochester Chiropractic Clinic at 1732 E Ridge Rd. For the past ten years they have been helping improve the health of children and adults with chiropractic care. In addition Dr. Vega enjoys, sharing his 10 years of expertise in health, speaking at events on how to achieve optimal health for you and your family.

Club promotes health

On a wintry day in January the Rochester Latino Rotary club held its annual health event. This is a great project with the goal to educate our community about health. Titled the Body, Mind, and Soul Health Event, the program included a talk by two doctors in chiropractic who emphasized the connection between the vertebral column and several organs. A proper alignment of the vertebrae is needed for optimal body function. Besides, the program included presentations on the impact of the soul on health and how to maintain our mental health. The physical wellbeing was addressed by having a Zumba lesson.

Participants at the event held at the Salvation Army were served a healthy lunch. Besides, there was a raffle of several baskets. The club is very thankful that the Salvation Army allowed the event to be held in their wonderful facilities.

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5 steps to telling your People of Action story

From Rotary International we get useful information on various topics. This time, the focus is on how to tell the story to demonstrate we are “People of Action” to help promote our public image. The communication states: The People of Action public image campaign helps you bring the Rotary story to life by showing Rotarians as the people of action we are. Telling our People of Action stories in a meaningful, coordinated way builds the public’s understanding of who we are and what we do. It highlights the impact we make in our communities and around the world.” It goes on outlining the five steps to creating your club People of Action story, as follows:

1. **What were you or your club trying to accomplish?** This step requires identifying the issue in your community you wanted to address. Show how the members identified the issue. Using available statistics that support the need to address the issue helps.
2. **Who is your story’s audience?** Who, besides the club members, were you trying to reach? Do they know who we are? How do they feel and think about us and how do we want them to feel and think about us?
3. **How did you or your club take action?** Show how you gathered resources and use the expertise of club members or others to tackle the issue. What obstacles did you face and how you overcame the same? What action phrase best represents the action you took? (End polio, We inspire, We connect, We transform)
4. **What was your impact and what evidence supports this?** What were the outcomes of the project? How many people were impacted? What were the changes produced? Any relevant statistics? How did the project impact the lives of people in your community?
5. **What do you want your audience to do now?** The key to a good ad is a call to action. Do you want your audience to learn more, support your cause, or join you at an event?

After you choose the project to tell the story, it is important to use it to promote Rotary in the community. So, what is our story? Out of the many projects the club has undertaken, the one highlighted below has to do with literacy. Among the issues facing the Latino community in Rochester, low graduation rates from high school is a main one. To address this issue, the club has implemented numerous projects over the years ranging from distribution of dictionaries to students to providing school supplies and donating books to kindergarten students and a book shelf at a health clinic. How did we follow the steps?

1. Several members have been or are educators and have been very much aware of the need to address the lack of literacy among Latinos. They have also use available statistics from the NYS Education Department to support the request for funding and/or allocating funds in the budget of the Foundation of the Rochester Latino Rotary Club for the literacy projects.
2. The audience is the Latino community in particular and the larger community in general. Some members of these communities know of our efforts and of Rotary, though not as much as we would like. It is incumbent upon us to keep the community informed about our efforts and how Rotary impacts the lives of countless individuals in communities around the world. Locally, in Rochester alone there are seven Rotary clubs that work tirelessly to improve the community.
3. Resources were gathered by requesting simplified grants from the Rotary District 7120 to help support the scholarships to college-bound Latino students. Funds were allocated in the budget for the purchase of bilingual dictionaries and books for kindergarten students. Also, individual members and local businesses have donated books and/or help funding the purchase of dictionaries. Expertise was provided by members who have dedicated their professional life to educating our youths.

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4. The projects have impacted several hundred children and their families. In many cases, the dictionaries and books were the first owned by the children as attested by the thank you notes sent to the club. The book shelf at the Clinton Avenue health clinic is constantly replenish as the books and magazines “fly out the shelf” as soon as they placed there. In great demand are children’s books and books in Spanish. At a different level are the scholarships to college-bound Latino students since the beneficiaries have overcome many barriers to obtain a high school diploma and set their sight on obtaining a college degree. At least 16 students have received the scholarships. Some have already completed bachelor or master degrees or are well on the way to graduate.
5. What do we want the audience to do? Keeping in mind that one approach, one time effort do not solve a problem that has been around for a long time, we would like the communities – Latino and general – to consider donating books to the club in order to keep replenishing the book shelf. Also, children books (both in English and Spanish) will be welcome in order to help the children develop their own bookshelf. With our phrase, “Together, we connect”, we can take step forward to help our children and their families overcome some of the barriers to successfully graduate from high school and/or obtain gainful employment.

Note: Book donations can be made at the Eugenio María de Hostos Charter School at 1069 Joseph Avenue, Rochester, NY, 14621.

Future events

1. RLRC Regular Club Meeting with guest Speakers: Mike Compisi, Vice President of Business Development, and Shana Jordan, Admissions Representative from Pro-MECH – January 3rd, 5:30 pm, at Joseph Avenue Campus of the Eugenio María de Hostos Charter School
2. RLRC Board Meeting - January 22nd, 5:30 pm, EMHCS Joseph Avenue Campus
3. Mind, Body, and Soul Community Event – January 27th, 11:30 am-4:30 pm, at the Salvation Army, 915 North Clinton Ave., Rochester, NY 14621
4. RLRC Regular Club Meeting on the topic of Languages of Love – February 7th, 5:30 pm, EMHCS Joseph Avenue Campus, those interested in attending contact Miriam Vázquez at vazquez@rochester.rr.com

Board of Directors

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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.