



# La Rotariana

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## Evening Meetings a Great Success

The series of monthly evening meetings have been a great success. Very interesting speakers have attracted participants, both club members and potential members. Mauricio Riveros, Vice-president The Pike Company, offered a very lively presentation on his experiences working in Bolivia as well as in the United States.

His responsibilities include overseeing project operations, and the risk management processes, ensuring that every project team receives the resources necessary for success. He is also responsible for leading the *Pike University* program that provides internal training and professional development for all Pike employees. Mauricio developed and continues to implement the Company's "Steps to Success Program."

Mauricio was the National Director for the **Canadian Executive Service Organization** (CESO/Canada). His responsibilities included overseeing all operations of CESO in the *Public Sector Reform Program* with the government of Bolivia. Before working with CESO Mauricio served as the *National Director of Planning and Territorial Organization* for the **Bolivian Government**. He was a leader in strategic planning and oversaw the Municipality consolidation process.

Dr. Jorge Díaz Herrera, President Keuka College, was the guest speaker in September.

Dr. Jorge L. Díaz-Herrera was appointed president of Keuka College in N.Y., effective July 1, 2011. He completed his undergraduate work in Venezuela, and earned his master's and Ph.D. degrees in computer studies from the University of Lancaster, England, in 1977 and 1981, respectively. He obtained a graduate certificate in management leadership in education from Harvard University in 2006. He was a Dean at RIT for many years.

Dr. Díaz-Herrera is a member of the Technical Advisory Group, SEI engineering methods, for Carnegie Mellon University, and a trustee of the Strong National Museum of Play in Rochester.



**Mauricio Riveros, a young, energetic entrepreneur is passionate about quality**



**Dr. Díaz is deeply committed to higher education**

## Strategic Plan Goals—Membership

President Diana developed an ambitious plan for her second year as Club President. She expects to increase membership and to provide on-going information about the Rotary word. To such ends, she has proposed the following plan:

The new member orientation program initiated in July, 2011 will be enhanced to include consistent quarterly orientation meetings prior to the induction of new members. Orientation meetings will also be implemented as introductory sessions 2x a year to introduce the world of Rotary to prospective members in the community.

The following have been identified as potential sources of new members:

- Younger generations, Latino and non-Latino members from the medical, educational, business (restaurant owners, local merchants, banks as well as executives from major companies), government and not-for-profit organizations.
- Implement the concept of 'amigos' and recruit those who want to serve but have time constraints to participate as regular members;
- Establish the category- corporate members.

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## Action Plan—Membership

1. Establishment of a strong, cohesive membership committee that will continue to develop and implement a systematic, comprehensive recruitment, orientation, and retention plan that will include:
  - diversifying meeting times and utilizing technological vehicles such as the district and currently implemented club website, linkages, emails, etc. to credit attendance and committee work;
  - establishing an interview process that will help customize the different needs of the members and engage them with the goals of the club;
  - refining the orientation program and continuing to provide subsequent educational segments during 2 out of the 4 monthly meetings;
  - expecting all new members to participate in at least 1 committee;
  - fully implementing a mentorship program;
  - enhancing structure of meetings by continuing to run effective meetings ( relevant and interesting speakers, provide agendas, advertise content of meeting, and assess effectiveness of meetings); and 7) PRAISE, REWARD, and CELEBRATE!
2. Establish membership categories;
3. Hold open house for potential members;
4. Make the website the main means of communication;

**The RLRC will continue to grow in membership that is diverse, committed and responsible to the local, national, and international communities' needs, particularly as these refer to the Latino community.**

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## Grant Provides Incubators for Hospital in Minatitlán, México



The RLRC, District 7120, Minatitlán Rotary Club, District 4190, and the Rotary Foundation joined forces to equip Hospital General de Minatitlán with incubators and related biomedical equipment to help save lives of premature children. The Hospital is experiencing a high rate of infant mortality. It lacked the necessary equipment to help the babies.



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## Rotary Foundation Goals for 2012-13

1. End Polio Now. Tell your friends, neighbors, and the world we're "this close" to eradicating polio.
2. Prepare for the Future Vision Plan — a changemaker in every district.
3. Foster peace in the world through our Foundation by participating in our educational and humanitarian grants.
4. Ask every Rotarian to contribute to The Rotary Foundation.
5. Ensure sound stewardship of Foundation funds.

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## Board of Directors

***Luisa Baars, Founder***

***Diana Hernández, President***

***Abrahan Hernández, President-Elect***

***Roberto Burgos, Club Administration Chair***

***Elisa DeJesús, Past-President/Foundation Chair***

***Wim Baars, Treasurer***

***José Santana and***

***Diana Irizarry, Secretaries***

***Abraham Hernandez, Fundraising Committee Chair***

***Miriam Vázquez, Literacy Chair***

***Charol Ríos, Service Projects Chair***

***Diana Irizarry, Oratorical Contest Chair***

***Luisa Baars, Editor La Rotariana***

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