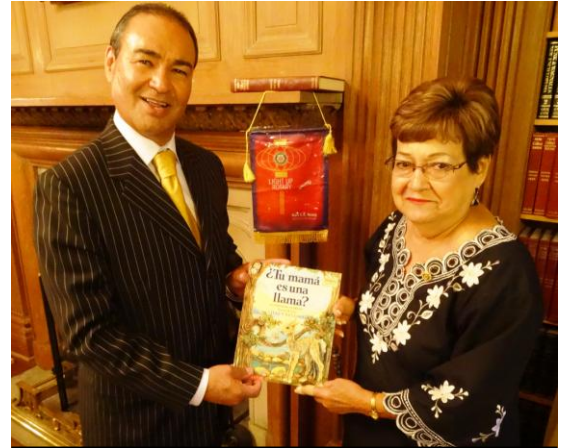


ROCHESTER LATINO ROTARY LA ROTARIANA

August, 2014



Abe received pin from President Luisa after being “roasted” and DG Scott during official visit to the Club.



Hiram signed book to be given to a child as part of the Club’s literacy initiative

CONNECTING ROTARY AND FAMILIES IN YOUR COMMUNITY

The third annual Dance for Health event took place on August 10 at the Maplewood YMCA on Driving Park in Rochester. Zumba, Yoga and TRX (Total Body Resistance Exercise) were offered to participants by volunteer instructors. There was something for everyone. Those who could not do Zumba took the opportunity to do chair yoga, and the adventurous ones tried TRX.

Besides the fun exercises, participants had the opportunity to get important information about the Veteran’s Administration, MVP, chiropractic services, and Herbalife products. We are looking forward to the fourth annual Dance for Health event in 2015. Stay tune for details.

The RLRC owes a deep debt of gratitude to James Smith, Executive Director of the Maplewood YMCA for once more allowing the use of this great facility for the event. Likewise, a debt of gratitude is owed to the following volunteer instructors: Antonia Scott, Zumba instructor, who organized the event and recruited the volunteers; Anja Jabs-Devins, yoga instructor and YMCA employee; Karine Manhertz; Dondra Dick; Sue Nieznanski; Linell Brooks; Tracy Martínez; Ty James; and Fernando Acevedo, Zumba instructors, and Mark Houser, TRX instructor.

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Parents at School 17 helped fill backpacks for their children attending the Horizons Summer Program. The backpacks and school supplies were provided by the Club in Conjunction with the District via a Continues on page 3



TAKE ACTION: www.latinorotary.com

FOCUS ON ROTARY

Rotary International has developed a vision statement that clearly states the direction this worldwide organization aims its efforts. It reads as follows:

“Rotary is to be the service organization of choice with dynamic, action-oriented clubs whose contributions improve lives in communities world-wide.”

It conveys that people will choose to join the organization because members find in their clubs a channel for their energy and interest in carrying out projects aiming to improve lives in the local and international communities.

The strategic plan of the Rotary Foundation has a mission statement that reads as follows:

“Rotary is a worldwide network of inspired individuals who translate their passions into relevant social causes to change lives in communities”.

Taken together these statements go hand in hand with Rotary’s motto of Service Above Self as well as 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.

Rotary International carries its vision and mission through the work of over 1.2 million members in more than 36,000 clubs in over 200 countries. Clubs are organized under Districts. Our District 7120 runs from Irondequoit to the border with Pennsylvania and from Perry to Friendship with 69 clubs holding meetings in the mornings, noon, and evenings.

Visit: www.rotary7120.org for additional information about the District.

Visit: www.latinorotary.com to find out if the club is for you.

HIRAM HERNÁNDEZ

On August 11, Hiram Hernández was the guest speaker at the August 11th evening meeting. Club members, visiting Rotarians from the Brighton club and their guests, and community members crowded the conference room at PathStone to listen Hiram talk about his life. He maintained the audience fully engaged by telling of a life characterized by ups and downs, triumphs and failures, barriers and the bursting through them with renewed energy and purpose.

The co-founder and CEO of his company, [First Capital Payments](#), Mr. Hernández is a native of Comerío, Puerto Rico. He started his professional career as a cameraman for El Nuevo Día, the local newspaper, and later on he worked for El Vocero, before deciding to open his own publishing company which he operated for eight years. He published several trade magazines in the land of his birth. He pursued other opportunities in Costa Rica before moving to the United States and settling in Florida, prior to his move to our city, where he operated a grocery for 17 years. He retired, but his son Hiram Jr., encouraged him to return to the business world and pursue yet another opportunity: they opened [First Capital Payments](#) in 2001. This new enterprise only had two employees, himself and his son. The company has continued to grow and now has a total of 15 full time employees in Rochester. His first customer base was Monroe County and now spans west to Buffalo and east to Syracuse. In the spring of 2008, he opened his first out of state location in Tampa, Florida and has appointed his daughter Mirella Hernández as the President of the Corporation, with his son Carlos Hernández as Sales Director. Today, First Capital Payments has a customer base of over 2000 and growing.

First Capital Payments is a member service provider for Visa and MasterCard Associations, the first of its class in upstate NY. First Capital Payments sets up and maintains the credit card payment systems for over 2000 merchants and processes over \$15 million dollars a month. Hiram said that *“there is still much room for growth, and as my business grows so do the opportunities for the community”*. Continues on page 2

DG Scott MacDonnel Official Visit

On August 6th, DG Scott honored the club with his official Visit. His informative talk highlighted the meaning of this year's theme: Light Up Rotary. Scott explained that it is better to light a single candle than to sit in the darkness. Each of us can be that single candle and light up Rotary wherever we are. So we have 2500 candles in our district that can shine our light in the district. We can shine our light through the social media, such as Facebook, Twitter, etc., to proudly tell our story.

Past President Abe Roasted

Using an elaborate PowerPoint presentation, Past President Abe was roasted at the August 6th club meeting. We all had good fun at Abe's expense. He is a good sport and took all the ribbing in stride. Certainly, the club and Rotary in general have much to thank Abe for his enthusiasm and dedication to the good work done by Rotary all over the world.

It was stated that he had sued the board and club members alleging Luisa's election was fraudulent, and that he wanted to be reinstated as president. There was a counter suit listing his many "failures" during his term. At the end of the "emergency" meeting called to "address the suit and counter suit", some redeeming factors were presented on his defense, as follows:

- ❖ For your dedication to the Club and Rotary
- ❖ For the sleepless nights we caused you
- ❖ For the many hours you have spent tracking speakers and finding meeting locations
- ❖ For all these contributions to the club and Rotary, we thank you, and we want to extend the olive branch and declare that your presidency has been redeemed of the counter charges raised at this emergency meeting

For the contributions listed above, he was presented by President Luisa with the first Rochester Latino Rotary Club Service Above Serve Award. In addition, he was considered "fit" to join the Past President Club.

Editor's Note: PP presentation available upon request

Club Meeting Information (Subject to change)

September 3 at 7:30 am at PathStone, 400 East Avenue – Board Meeting

September 8 at 6:30 pm at 400 East Avenue – Mayor Lovely Warren

September 17 at Noon, PathStone – Greg Taylor on Rotaract

September 29 at 6:30 pm at 66 Northwick – Board Meeting (Please note this is the fourth Monday)

Hiram Hernández, from page 1

His future plan is "to be the biggest payment processing company in the US". He assists his small and medium size customers with cash advancements of up to \$100,000 for projects banks consider too risky.

Hiram has been involved in many endeavors in our community. Under his direction, First Capital Payments participates in the **Rochester Works Youth Program**. During the summer, youth from Rochester spend time in their office learning how a business functions and being exposed to a work environment. Hiram is actively involved in the Rochester community serving on several Boards of Directors, including being the President of the Rochester's Hispanic Business Association and Vice-President of the Eastside Baseball Little League. He is a Vietnam War veteran.

Connecting Rotary...

simplified grant. Seventy seven children benefited. This project is another example of how the Club attempts to connect Rotary to the community in general and the families in particular.

By joining forces with the school and the Horizons program, as well as District 7120, school supplies were provided to children who otherwise might not have been able to start school equipped with the necessary tools to succeed. We are very concerned with the statistics that show how poverty impacts negatively on school success. By engaging parents in their children's education and by helping to provide for them the basic materials needed, we hope to make a dent in the dismal picture painted by the current statistics.

Board of Directors

President – Luisa E. Baars
Immediate Past President – Abraham Hernández
Vice President – Greg Taylor
President Elect – Orlando Rivera
Treasurer – Dr. Miriam Vázquez
Secretaries – Wim Baars
Julio Vázquez
Club Service Chair - Charol Ríos

Vocational Service Chair - Dr. Constantino Fernández
International Service Chair – Diana Hernández
Dr. Constantino Fernández
Youth Service Chair - Greg Taylor
Membership Chair - Diana Hernández
Foundation Chair - Elisa DeJesús
Stewardship Chair - José Santana
Esq. Diana Irizarry
Public Relations Chair - Tricia Cruz
Literacy Chair - Miriam Vázquez
Club Webmaster – Antonia Scott
Abraham Hernández
Oratorical Contest Chair - Diana Irizarry
Bulletin Editor - Luisa Baars
Program Chair - Abraham Hernández
Fund Raising - Antonia Scott
Sergeant-At-Arms - To rotate among directors



Rochester Latino Rotary Club
400 East Avenue
Rochester, NY 14607
Tel. 585-266-8112
Fax 585-266-3990
www.latinorotary.com

Rotary Four-Way Test

Of the things I think, say, and 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?