

A MEMBER OF
ROTARY
DISTRICT
7120

La Rotariana

Rochester Latino Rotary Club

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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?

Accomplishments during first 6 months of the Rotary year

President Diana reflected on the Club's activities during the first half of her term as president. Among these: development of procedures for recruitment, interviewing, and induction of new members; guidelines for assigning mentors to new members; continued efforts to support the Polio Plus campaign; the numerous literacy projects undertaken such as distribution of dictionaries, reading to Kindergarten students, tutoring elementary school children; gardening project at a residence for disabled individuals; scholarships to college-bound Latino students, food donations to community food pantry, and continued work on gathering toys for underprivileged children.

The recognition of Yesenia Ramos and Abe Hernández with Paul Harris Awards and the induction of Stuart Mitchell as the Club's first honorary member were other highlights of this period. Committee chairs have been asked to develop plans for the activities they want to carry out over the year. Planning for the Inspire Greatness Gala is in its final stage. There has been great enthusiasm for this event. Even though it may not bring much income, the visibility it will give to the Club will justify the efforts.

Committees submit plans

Program Committee — 2011-2012

Strategic Three-Year Goal:

To plan a half- year or year-long schedule of interesting, highly skilled, knowledgeable, speakers who will contribute to the goals of the club, serve as trainers, while at the same time integrate the professional lives of our members who have so much to contribute to our mission.

Annual Goals:

Obtain professional and business speakers who will support the goals of the club, specifically in the area of membership, public relations, technology, and the needs of the community. Integrate the professional lives of our members that will allow them to promote their accomplishments as they promote the mission of Rotary.

Action Plan

1. Through input from the club identify speakers who will contribute to our knowledge of the community, and areas of need;
2. Identify speakers who will bring interest and enthusiasm;
3. Identify a process to obtain input from the club making it a collaborative effort.
4. Identify motivational speakers or speakers in areas of interest for the alternative meetings at night.
5. When possible, align speakers to Rotary's "Theme of the Month".
6. Schedule 2 speakers for each month.
7. Conduct a brief survey to assess outcome of meetings

Results: Among the speakers there have been the Interim Superintendent of the RCSD, the Mayor of Rochester, Daniel McElligott, Emily Hamilton, & Meghan Johncox (members of the GSE Team), Murat Oz (DGE- Turkey), Marta Romero de Falduti (DGE Argentina), Alexandria Martinez de Adams (DGE Dominican Republic),

**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

Literacy Committee

Three-Year Goal:

Recognizing the important role literacy plays in improving lives and empowering people, the Rochester Latino Rotary Club is committed to supporting universal literacy and education initiatives in our community and around the world.

Annual Goals:

1. To continue the following projects in our local community: Dictionary Project, Parents as Reading Partners Project, Blue Shelf Project, Kindergarten Reading Buddies Project, Puerto Rican Parade Float Project, Festival Literacy Pamphlets Project.
2. To continue the following international project: Books and supplies for school in El Sauce, Nicaragua.
3. To participate in the 2011-2012 National District Project.
4. To participate in the 2011-2012 District Literacy Seminar.

Results:

1. All fourth grade students at the Eugenio Maria de Hostos Charter School received bilingual dictionaries.
2. Parents of children at Ibero American Action League Daycare Center received reading materials.
3. Rotarians read to Kindergarten students at EMHCS.
4. Rotarians participated in the Puerto Rican Parade promoting literacy.
5. The Blue Shelf is kept stocked with books and magazines.
6. Books were provided to the Horizons Summer Program at the Harley School.
7. A tutoring program was initiated at School #28.
8. There is a continued commitment to provide scholarships to college-bound Latino students.
9. Club approved a scholarship for a HS Latino student to participate in the Young Entrepreneur Academy at the University of Rochester.

Description of the Rochester Latino Rotary Club

"The Rochester Latino Rotary Club is a volunteer community service organization seeking to embrace the talents of professional and business Latinos and others who are interested in enriching the lives of local and World Latino Communities."

The club embraces individuals of all ethnic and racial backgrounds. Its focus is on the recruitment and retention of individuals interested in serving the Latino communities. Most, but not all, the members are bilingual. Thus, meetings are mostly held in English, though Spanish is also used. The Club is cognizant of the big challenges faced by Latinos locally and abroad. The projects undertaken thus far have emphasized increasing literacy, including teaching English to Spanish-speaking individuals, promoting reading and the importance of remaining in school and pursuing higher education.

From the Planning Guide

In the area of Public Relations, President Diana established the following Goals:

Goal: Seek publicity for service projects as part of the process of planning

Develop and execute a public relations plan that will:

- Provide regular updates to business and civic leaders, young people, and other organizations on Rotary's mission and the club's community efforts;
- Cultivate relationships with local media representatives;
- Seek publicity for successful service projects or other activities that illustrate Rotary's mission and accomplishments;
- Help create a public image conducive to membership development.

****Use Effective Public Relations: A Guide for Rotary Clubs**

Accomplishments:

Service projects such as the distribution of toys to children in a Daycare Center during the Celebration of the Three Kings Day and Tutoring at School #6 were highlighted in the Democrat & Chronicle, El Mensajero and ConXion. Coverage was provided by Channel 10.

Three Kings Day Celebration

On January 6, 2012, 96 children attending the Ibero American Action League Daycare Center were visited by Melchior, Balthazar and Gaspar, otherwise known as Wim Baars, Roberto Burgos and Martin Pedraza. The children had received instruction about this traditional celebration in Spanish-speaking countries, and were anxiously awaiting the arrival of the Reyes Magos with gifts. One of the classrooms had the children singing Feliz Navidad. Many parents were present for the activity. Following the distribution of the toys, President Diana read the story of the Wise Men to the children. Toward the end of the activity, Representative Louise Slaughter paid a visit to the Center. The toys were provided by the Toys for Tots Program of the US Marines. Club members were responsible for picking up, classifying, wrapping, and delivering the toys.



Back row: Martin Pedraza, Representative Louise Slaughter, Roberto Burgos, Wim Baars, President Diana Hernández

Front row: Raquel Pedraza, Hilda Rosario-Escher, Yesenia Ramos, Luisa Baars with Diana's grandson, Gabriel Fortý



Reach Within to Embrace Humanity

*Busca dentro
de ti para
abrazar a la
humanidad*

**Reach Within
to Embrace
Humanity**

Inspire Greatness Gala

The first Gala of the Club was celebrated on January 21, 2012 at the Rochester Club Ballroom. Attended by over 160 guests, it was a success. Many positive remarks have been received by the event chair Abraham Hernández and President Diana. The entertainment was provided by the School of the Art Jazz Ensemble, Pedro Nuñez y su Conjunto Típico and DJ Bobby Hernández. The keynote speaker, Dr. Bolgen Vargas, Interim Superintendent of the Rochester City School District, highlighted the obstacles faced by many students as well as possible supports to help them succeed.

At the event, Daisy Rivera-Algarín, founder of Latinas Unidas, received the Luisa E. Baars Leadership Award. For over 15 years, Latinas Unidas has been providing scholarships and support to Latinas in the Rochester area. Daisy, a pillar of the community, has provided the leadership, inspiration, and motivation to countless young, and not so young, women to aspire to better themselves. A well deserved recognition of a woman that epitomizes all that is great of Latinas: a wife, mother, advocate, leader, role model, professional, and dedicated public servant. Daisy, we salute you.

The Rotary Clubs in Area 13 of the Rotary District 7120 recognized Luisa E. Baars for her work as Assistant Governor. These clubs are the Rochester Rotary Club (celebrating 100 years of exemplary Rotary work); Rochester AM Rotary Club, Rochester Deaf Rotary Club (only of its kind in the Rotary world); the Rochester NW Rotary Club and the Rochester Latino Rotary Club (the last two were chartered in 2009). Luisa stated that the award really belongs to the clubs, their leadership and members who day in and day out live by and practice the ideal of Rotary of Service Above Self. The dedication of Rotarians to provide service projects to address the needs of the local and international communities is admirable.



Among the service projects to be supported by proceeds from the Gala are the following: literacy projects, Little League Baseball Team, scholarships, and community food pantry.

Daisy Rivera-Algarín accepts the Leadership Award
President Diana and Luisa listened

From left to right > Kate Sherry (RAMRC), Linda O'Neill (Rochester RC), J.T. Reid (RDRC), Relton Roland (at the podium, RNWRC), Ellen Hughes (DG Nominee) and Luisa Baars (RLRC) during presentation of award to Luisa





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.



Dr. Bolgen Vargas, inducted as newest member of the RLRC

Interim RCSD Superintendent, Dr. Bolgen Vargas, was inducted as the newest member of the RLRC. Dr. Vargas highlighted the fact that the late Susan Costa, an advocate and great leader in the community, past member of the Rochester Rotary Club, was influential in his life inspiring him to continue his education. In becoming a Rotarian, he felt he was honoring her memory.

Highlights from the keynote speech

There are adversities that face many students in our country. Dr. Vargas indicated that of students entering kindergarten today, the majority would be composed of African American, Latinos, and Asians.

The statistics look bad, but "they are not as bad as they seem", he added. The Latino population is very diverse. In the 60's and early 70's there were questions as to

whether the RCSD could educate Latinos. The answer has been "yes", and it is supported by facts showing that many Latinos who have gone through the RCSD have been able to succeed in spite of adversities. Dr. Vargas spoke of the cumulative effects of multiple adversities. For instance, a student living in poverty, in an unsafe neighborhood, with a parent in jail, parents who did not graduate from high school and other such adversities will face incredible odds to succeed. Nevertheless, some students do succeed in spite of these adversities. What he found while researching for his dissertation was the importance of providing "protections" or supports that conveyed a sense of hope and believing in self.

The protections could come from community agencies, a dedicated teacher, or a mentor. Agencies such as Hillside, Ibero American Action League, PRYD can, and do, provide such supports. He cited a case where a teacher took an interest in a student who was facing many adversities, she believed in his potential and reached to the American Red Cross, his family and church to get him the supports he needed, which resulted in his attendance to MIT. This student remarked that he wished his friends had had the supports that were available to him. It is difficult for individuals to reach success by themselves, we need support. One of the things that impact students is the self-fulfilling prophecy; if nobody believes in you, you internalize this. Often, students get a negative message. He proposed a series of solutions to help students succeed. Among these: Getting protections for the students at-risk; provide the opportunity for students to become better readers; provide mentors/coaches for those facing adversities; organizations and clubs that can coach the students and their families so they graduate; community-wide involvement in the education process.

Dr. Vargas concluded by asking: if African Americans, Latinos, and Asians are going to constitute the majority of students graduating by 2024, where are the next doctors, engineers, etc. going to come from? "If we do not address the problems in a different way, we will never get to where we need to be", he added.

Inspire Greatness Gala



Top left: Rochester City Recreation and Youth Services Commissioner Luis Burgos and RCSD Board of Education Commissioner José Cruz

Top right: Abe Hernández, Diana Irizarry and Yesenia Ramos (RLRC)

Above left: Pedro Nuñez y su Conjunto Típico provided dancing music

Above right: Dr. Ortiz and Dr. Cooper and their partners demonstrate their dancing skills

Leila Bocanegra's essay explains how the Oratorical Contest where she won fifth place has impacted her life



My name is Leila Cassandra Bocanegra. I am a senior at Our Lady of Mercy High School. One year ago I was given the opportunity to participate and compete in the Rotary Oratorical contest. That experience was the most frightening and exhilarating experience so far in my life. But it was more than that. Being in a speech contest was a great experience that I like to think helped open the doors that are now open to me. In December, I was invited to speak in a hearing about the New York State Dream Act. I have been invited to speak in front of many different groups both religious and political. I have been involved in many different events to help promote my passion. I have even been invited to perform in a theatrical version of what it is like to be an immigrant. I don't think that I would have been able to grow into the person that I am today if I had not been involved in the Rotary Oratorical Contest. For the people that are reading this, I would like to say that anyone can give a speech about anything and it will be okay. In order to grab people and make them listen you have to give a piece of your heart. You have to make yourself vulnerable and open. Like I said in my college essay; I do it not because it's something I want to do, but because this fight, this war, this battle, is personal. Everything that we do with pride and courage we do because it's personal, because part of us is in every word and gesture.

Rotary District 7120 sponsors an Oratorical Contest for junior high school students. This contest is based on Rotary's Four Way Test and it gives students an opportunity to reflect on the ethical values embodied in the Four Way Test and how they can apply the same in their lives. Leila, a fifth place winner, was able to choose the scholarship offered by the University of Rochester consisting of \$10,000 annually for four years. The RLRC is very proud of Leila's achievements. The Club will continue to support and encourage Latino students to participate in the contest.

As we conceived doing this Inspire Greatness Gala we were told that we wouldn't be able to attract more than 50 people. That can be very discouraging. You're crazy right after Christmas – Everyone's broke. **If we don't believe or expect Greatness how can we Inspire Greatness?** What is **Greatness**? Might be better understood by first **describing** what it is **not**. It's not Fame, it is not a position of power, it's not having one's name written in history books. Greatness is found in selflessly serving others, as the Rotary motto of "**Service above Self**" states. "Being motivated by the call of duty to our fellow man rather than any desire of our own"

Inspire Greatness is the Power of Example. **Greatness** is the ability to draw the best of us, for purposes greater than ourselves. ***Socrates** described himself as a "Midwife" assisting the labor of the mind in bringing knowledge and wisdom to birth..* We, as Rotarians or humans on this planet should inspire others by our example, challenge and support creating a culture of achievement, encouragement and service. *It is only the greatness of humble service that inspires generation after generation of Greatness.* In our lifetime we have encountered people at both ends of the spectrum. The upbeat person who pushes beyond your comfort zone and inspires action and belief. THE CAN DO SPIRIT. Then there is the other who is full of pessimism and can think a 100 reasons why it won't work. We can't get more kids to graduate. It's hopeless to volunteer or mentor.

We are surrounded with these types of people. How you approach your daily work and your daily challenges impacts those around you. You get back what you put in, negative or positive. If you focus on what you can't do you will get exactly that. There are many variations of this theme: It's been tried and doesn't work. We don't have enough money. We put **barriers** before we even get out of the gate. We as individuals and as a community have to Aspire for and Inspire Greatness. We can't depend only on our schools, our teachers, our superintendent etc. to save our children. We must take an active role in our daily lives to Inspire Greatness. As **Lou Holtz** stated: "I can't believe that God put us on this earth to be ordinary".

THANK ALL THOSE WHO CONTRIBUTED

WEGMANS FOOD MARKETS, INC.

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LATINAS UNIDAS

RCSD SCHOOL #12

EASTMAN KODAK

SAM'S CLUB

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BASKETS - RAQUEL PEDRAZA

JEWELRY/WINE BASKET - LUISA BAARS

NOCHE DE ROMANCE III TICKETS - GTE

MONTE ALBAN MEXICAN RESTAURANT

Upcoming Events

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Date	Event	Place	Time
February 1	Charol Ríos presents	PathStone	7:30 am
February 8	Salvador Casiano presents	PathStone	12:00
February 15	Agustín Meléndez, Kodak	PathStone	7:30 am
February 27	RLRC Board Meeting	Ibero	6:00 pm
February 29	Marc Anthony Arena, Computer Oratorical Contest Semi-Finals	PathStone Brighton High School	7:30 am
March 3	Mardi Gras/Dinner Dance RNWRC	Daisy Flour Mill	6:00 pm
March 9-10	Multi District PETS	Doubletree Hotel, Syracuse	8:00 am
March 12	Rochester RC 100 Anniversary Bash	Convention Center	11:00 am
March 24	District Oratorical Contest	TBA	
March 26	RLRC Board Meeting	TBA	
April 14	District Assembly	TBA	
April 30	RLRC Board Meeting	TBA	
May 6-9	RI Convention	Thailand	
May 18-20	District 7120 Conference	Rochester	
May 28	RLRC Board Meeting	TBA	
June 20	Changeover Dinner	TBA	
June 25	RLRC Board Meeting	TBA	

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