

A MEMBER OF  
ROTARY  
DISTRICT  
7120

# La Rotariana

## Rochester Latino Rotary Club

AUGUST 30, 2011

### 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?

## July, new leadership takes over

President Diana introduced her plans for the year including having meetings whereby the different committees will work on developing goals and plans to achieve such goals. Her focus will be on membership recruitment and retention, education about the Rotary Foundation, its programs and the need for Rotarians to donate to the Foundation in order for it to continue the humanitarian, educational and eradication of polio programs.

She has developed a very detailed plan for membership that includes interviews of prospective members, assigning of mentors to new members, and involvement of new members in committees and club's activities upon initiation. As part of this plan, members—old and new—were asked to complete a survey identifying their particular areas of interest as well as areas of strengths. Subsequently, these surveys will be used to pair mentors and mentees. This issue of La Rotariana will include detailed information about her plans and accomplishments thus far.

## FROM THE PLANNING GUIDE FOR EFFECTIVE ROTARY CLUBS

### Membership

Plan, develop and implement a systematic, comprehensive recruitment, orientation, and retention plan that will include: 1) diversifying meeting times and utilizing technological vehicles such as the district and club websites, linkages, emails, etc. to credit attendance and committee work; 2) establishing an interview process that will help customize the different needs of the members and engage them with the goals of the club; 3) initiating an orientation program and subsequent educational segments that will be provided during 2 out of the 4 monthly meetings; 4) expecting all new members to participate in at least 1 committee; 5) initiating a mentorship program; 6) enhancing structure of meetings by establishing agendas, advertising content of meetings and assessing effectiveness of meetings; 7) enhancing structure of committees; and last but not least, continue to PRAISE, REWARD, and CELEBRATE! Evaluate!

**Rotary is not  
an  
obligation, it  
is a privilege.**

**Ser Rotario  
no es una  
obligación, es  
un privilegio.**

## Planning Guide, Continued

Accomplishments: Interviews, surveys, orientation, educational segment at meetings, different meeting times, and involvement of new members in committees have already taken place. New members have been inducted; activities involving family have been planned and carried out. It is felt that family involvement is critical for supporting the club's activities as well as their Rotarian member. A picnic at Webster Park held on August 29 was a success.

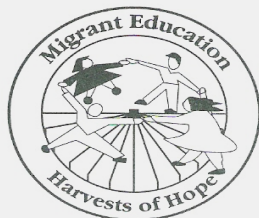
### Service Projects

The focus on the local community will be to continue promoting and sustaining current literacy projects in our community and increase the level of projects to include a secondary city school, Monroe High School and the Horizons Summer Reading Program at Harley. In addition the planning and creation of an INTERACT Program; applying for a Matching Grant to support current and proposed projects.

At the international level, the club's goals are to: a) continue to support the project to provide school supplies to a school in El Sauce, Nicaragua, and b) strengthen the partnership established between District 4190 in Veracruz, Mexico and District 1720 to effectively implement the approved funded projects. Locally, continue the focus on literacy projects such as providing dictionaries to students at Eugenio María de Hostos Charter Schools, school supplies for migrant children, scholarship to college-bound Latino students, sponsorship of a Latino little league team, and others as the needs arise.

Accomplishments: The Tuctepec-Cuenca school project with a grant from the Rotary Foundation was started, school supplies were sent to El Sauce, Nicaragua, assistance was provided to a project involving a farm in the Dominican Republic that provides the opportunity for volunteers to cultivate the land by planting staples in their diet such as plantains and beans. It also has cows that provide milk for mothers and their infant children. The club continues to raise funds for Polio Plus at each meeting; members have agreed to host GEs in January, 2012 and Rotarians from Sweden (September, 2011) participating in a friendship exchange program. Books were provided to Horizon and plans are underway for a project at Monroe High School. Boxes with school supplies were given to migrant students.

# Letter of Appreciation



## BROCKPORT MIGRANT EDUCATION OUTREACH PROGRAM

The College at Brockport  
350 New Campus Drive, Brockport, NY 14420-2945

Telephone: (585) 395-2356 • Fax: (585) 395-5731

July 22, 2011

Raquel Pedraza, Public Relations Chair  
Rochester Latino Rotary Club  
341 Scio Street  
Rochester, NY 14605

Dear Ms. Pedraza and Members of the Rochester Latino Rotary Club:

Thank you very much for your generous donation of student study materials packaged so conveniently in plastic containers for the migrant students to take home for their own personal use..

Last Wednesday night the Migrant Education Program had a Parent Meeting at Nativity School in Brockport, the site of our summer day school, at which a description of a special Math program was presented as well as a plan for student homework. After the presentation (and ice cream sundaes all around!), the children of each family received a box of school supplies which you provided. The supplies were a welcome addition to our effort to assist the students in completing homework under the eyes of the parents. Besides your supplies, our program provided a commercial math game to encourage parent participation in the learning of their children. Parents and children left, very pleased with their gifts.

As you may imagine the homes of these children are pretty basic, barren might be a better word. Paper and instruments of writing are few and far between and your thoughtfulness has brought a bit of convenience into the lives of these children and their parents. In their name I thank you for your generosity and for your friendship with Irene Sanchez who has shared with you the plight of these families. May you be blessed for your kindness.

Sincerely yours,

*Sister Beverly Baker*

Sister Beverly Baker, Director  
Brockport Migrant Education Project





Reach Within to Embrace Humanity

*Busca dentro  
de ti para  
abrazar a la  
humanidad*

**Reach Within  
to Embrace  
Humanity**

## The Pictures



**Lake Ontario provided an excellent background for the Change-Over Lunch at Hilda's Home**



**President Diana pins Past President Elisa with the Past President Pin, while thanking her for her leadership during the 2010-2011 Rotary year**



# More Pictures



**Above right: Prospective members attended the picnic**

**Above: Wim and Luisa visit the San Juan Rotary Club and exchange clubs; banners**

**Below left: In spite of the wind and cold weather, Rotarians and their family enjoyed the picnic in Webster Park**



**Above right: Elisa and guest shared a joke.**

**There were three ladies present sharing the name Diana.**

## Upcoming Events

September 7- Zone Institute, Chicago  
 September 9- District Golf Tournament at Lima Country Golf Course; 7470 Chase Rd.; Lima, NY  
 September 14- District Governor Information Session at The Nines; Livingston Country Club; 4436 Lakeville Rd; Geneseo  
 September 18- Rochester Deaf Rotary Club Wine Tasting and ASL class at 2:00 PM at the Holiday Inn - Airport; 911 Brooks Ave; Rochester, NY 14624  
 September 21- DG Norma official visit to RLRC; special award ceremony  
 September 23- GSE Team Leader Application due  
 Sep 24, at 9:00 AM - Sep 24, 2011 at 11:00 AM—District Literacy Seminar at East Rochester First Presbyterian Church; 109 East Avenue; East Rochester, NY 14445  
 September 24—Rotarians from Sweden arrive for a Friendship Exchange experience in Rochester  
 September 29- GSE Team Leader interviews  
 October 4- Eastern Cities Dinner with RI President in attendance

## Board of Directors

Diana Hernández—President  
 Hilda Rosario-Escher – President elect/VP  
 Yesenia Ramos/Charol Ríos — Service Projects  
 Diana Irizarry and José Santana — Secretaries  
 Raquel Pedraza/Priscilla Cromer — Public Relations  
 Wim Baars—Treasurer  
 Roberto Burgos — Administration  
 Miriam Vázquez—Literacy  
 Liliana Crane — Program  
 Abe Hernández—Fund raising/Rotary Foundation  
 Elisa Dejesús — Rotary Foundation  
 Membership—Mary Velázquez  
 Luisa Baars — Editor  
 Sergeant-at-Arms—Charol Ríos

## Important Notice:

**The club is exploring the possibility of establishing a foundation. Come and learn about this on September 21 at 7:30 AM.**

**SERVICE ABOVE SELF**