



La Rotariana

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Special points of interest:

- * 250 indigenous children in Mexico benefited from matching grant.
- * The RCRL implements new guidelines for recruitment and retention of members.
- * Six new members joined the club.
- * Ibero American Action League clients benefited from RCRL projects.

The Year That Was

The Rotary year 2011-12 was an eventful one for the club. Under the able leadership of President Diana, several changes were made to the structure and focus of the club. A renewed emphasis on membership recruitment and retention; specific guidelines for interviewing and recommending potential members, and interesting programs are but some of the efforts to streamline the club's operations.

The development of the latinorotary.com by Abe Hernández has improved considerably the club's communication with its members and the community at large. It is very easy to find the events taking

place at the club and district levels. Maps and directions to the sites are very helpful, and everyone has access to La Rotariana, the club's newsletter.

Six new members joined the club, as follows: Peterson Vázquez, Mildred Vázquez, Myrna Ortiz, Petrita Alicea-Cipolla, José Cipolla, and Fernando Santiago were warmly welcomed to the Rotary family.

The local and international activities ranged from those supporting literacy to those related to a farm in the Dominican Republic and a hospital in Minatitlán, Mexico.

Thanks to the matching funds provided by the Ro-

tary Foundation and District 7120, as well as District 4190 in the state of Veracruz, Mexico, the club was able to generate enough funds to equip the kitchen, classrooms, and shops at the Centro de Integración Social that serves 250 indigenous children ages 6 to 12 per school year. Among the equipment purchased there are computers, woodworking saws, sewing machines, refrigerators, washing machine, water coolers, ceiling fans, a stove, and blackboards. The Tuxtepec-Cuenca Rotary Club was the partner in this project.

Community Needs Are Addressed

The Ibero American Action League is a not-for-profit agency that provides multiple social services to the Latino and larger community in Rochester. There exists a very close relationship between this agency and the RCRL. Among the projects carried

out to benefit the agency's clientele were stocking the community food pantry, providing toys to over 100 children at the Daycare Center as well as reading materials for the Pre-K children and their parents.

The fourth graders

at the Eugenio María de Hostos Charter Schools received bilingual dictionaries to help them in this school that provides dual language instruction. Club members also read to kindergarten students.

Young Latino Students

The RCRL is very proud of the accomplishments of our young Latino students. They have participated and reached the finalist group at the District Oratorical Contest, attended a RYLA conference in Puerto Rico, and participated at the Young Entrepreneurs Academy at the University of Rochester. In addition, two



Gabriela and twin sister Ivana Hernández (4th place at Oratorical Contest) accompanied by Leila Bocanegra

college-bound students received the Susan Costa Service Above Self Award and the Raúl Martínez Youth Leadership Award. Gabriela Hernández has just been chosen as the Puerto Rican Festival Queen.

Leila Bocanegra has established her own company dedicated to planning parties for the Latino com-

munity such as weddings, quinceañeros, and many more events significant to this community.

We celebrate and congratulate the accomplishments of these young students who have demonstrated dedication to their studies and high ethical standards to guide their lives in times when many youths abandon school or engage in risky behaviors.

"In donating time, talent, and resources to serve others, we live the Rotary ideal of Service Above Self"

Guidelines/Expectations for Club Members

In order to make clear the expectations the club has for its members, the following guidelines were developed.

1. Attend at least to 50% of the Club weekly meetings.
2. Notify the Secretary regarding attendance to meetings in other clubs or to activities and projects hosted by the Club, District or Rotary International. This will count toward attendance to the Club meetings.
3. Participate in activities hosted by District 7120, such as: Assembly, Conference, President Elect Training, etc.
4. Support fundraising efforts to finance service projects, both local and internationally.
5. Participate in activities and service projects hosted by the Club, such as: Literacy programs, support to college-bound Latino students, support to centers offering services to Latinos with developmental disabilities, those who lack food, etc.
6. Donate time, resources and talents to the furtherance of the mission of Rotary.
7. Support the Rotary Foundation. It is expected that members donate at least \$100 per year to the Rotary Foundation.
8. Participate in the Club's leadership by assuming positions on the Board of Directors.
9. Actively participate in one or more of the club committees.
10. Familiarize self with the Rotary Organization and act as a spokesperson to let people know the contribution it makes to make this a better world.

Fundraising Activity Focuses on Healthy Living

A very active and committed group of members planned and executed the Dance to Health event at the Carlson Metro YMCA with Zumba lessons, chair yoga, and Silver Sneakers exercises. Health-related community providers offered pertinent information, taking blood pressures, and measuring glucose levels. It is well known that diabetes, cardiovascular diseases, and many other chronic conditions tied to poor eating habits and lack of exercises affect the Latino community disproportionately. By focusing on healthy living habits, the event hopes

to have a positive effect on our community. Of course, the event was open to all regardless of ethnicity.

The evening event at the Diplomat Party House featured a dance performance by professional dancers who afterwards invited the public to participate in group lessons. There were appetizers, cash bar, and open dance to the rhythm of Latin music.

Both events were well attended and everyone had great fun while exercising and dancing. There was a request for a repeat performance in 2013!



Rotarian Myrna Ortiz greeted participants with healthy snacks.

Guidelines, continued

11. Pay the initial fee of \$15.00 and the annual fee \$110.00 or \$55.00 for six months at the time of the induction; if you choose to pay the fee in two installments, these must be made no later than June 1 and December 1 of each year. If unable to continue with your cub membership, it is your responsibility to notify the Club Treasurer of your intention to resign by May 15 or November 15.
12. Understand and practice the moral and ethical principles that characterize Rotary, including the theme of "Service Above Self".
13. Remember that "BEING A ROTARIAN IS NOT AN OBLIGATION, IT IS A PRIVILEGE"
14. Lack of compliance with the guidelines stated above may result in the suspension of your affiliation with Rotary.

**BEING A ROTARIAN IS NOT AN
OBLIGATION, IT IS A PRIVILEGE**

Service Above Self

**To be in Rotary is not the
same as Being a Rotarian**

Change Over Picnic

Among family and friends, President Diana took over the presidency for a second term. She acknowledged the contributions made to the club by members, particularly those on the Board of Directors and Committee Chairs. As usual, pins with the Peace Through Service theme were distributed to the members. In addition, Board members received special pins with the Rotary wheel and the American flag. Given that club meetings change meeting place from time to time, we will always have an American flag available for the pledge of

allegiance.

Other highlights of the event included a Paul Harris award given to President Diana by the club. She has demonstrated great dedication to the Rotary principles and, particularly, to the development of the club. Congratulations are in order!

Special thanks to Hilda Escher and husband for once more lending their beautiful residence at the Lake for the activity. Our gratitude goes also to club members who cooked delicious dishes and desserts. The presence of

family members and friends made this an even better event. The support they give to Rotarians is always appreciated. THANK YOU ALL!



Projects



The children at the Centro de Integración Social in Tuxtepec are the beneficiaries of the matching grant that was sponsored by the Rochester Latino Rotary Club, the Clyde Rotary Club, and the Bloomfield Rotary Club together with District 7120 as well as the Tuxtepec-Cuenca Rotary Club and District 4190 in Veracruz, Mexico.

Besides computers, sewing machines, and woodworking saws, the grant also provided kitchen equipment, ventilators, water coolers, and soldering equipment.

The students come from very poor families, and the school is supported mainly from donations and the sale of products made at the school.

Photos



President Diana acknowledges work done by Elisa DeJesús as chair of the Oratorical Contest Committee

More Photos



Top left—Rotarian Hilda Escher greets guests at Change Over Picnic

Top right—Participants in the Dance To Health event dance Zumba



Bottom left—AG Luisa Baars presents Paul Harris Award to President Diana Hernández

La Rotariana

400 East Avenue
Rochester, NY

Phone: 585-266-8112

Fax: 585-266-3990

E-mail: prindino@gmail.com

Service Above Self

latinorotary.com

Rotary International

The mission of Rotary International, a world-wide association of Rotary clubs, is to provide service to others, to promote high ethical standards, and to advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

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
