

A MEMBER OF  
ROTARY  
DISTRICT  
7120

# La Rotariana

## Rochester Latino Rotary Club

JULY 18, 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?

## June, time for reflection

PE Diana provided recommendations to implement as part of enhancing the operations of our Club including efforts to address membership retention and recruitment. Her recommendations included sending meeting agendas in advance prior to Club meetings; incorporating presentations that are of interest to Club members; developing a recruitment plan, and starting an orientation program that would include mentors for new members. Visiting Rotarian Yolanda from Mexico provided some ideas that have been implemented at her club, which she stated, were successful. She indicated that dinners are organized for potential new members that incorporate presentations on prior Club projects and activities for recruitment purposes. On retention, she reported that her Club sets aside time on their meeting agenda (once per month) for a member to present information on their background.

Regarding new members, it was decided to implement an interview/orientation process prior to proposing and inducting new members. PE Diana and Luisa will conduct these. There is a list with 14 potential new members. The first of these will be inducted during the change-over picnic scheduled for July 10 at Hilda's home.

## Service Projects

President Elisa reported that all the paperwork and money for the Tuxtepec-Cuenca Project have been submitted and the project has been approved by the Rotary Foundation. This project will provide sewing machines, wood-working saws, and computers to a school for indigenous children. While learning academic subjects, including Spanish, the students will also learn trades. The school serves a very poor population living in a remote location, thus, students are interns.

Yesenia stated that our Club had donated books to the Horizon Summer Camp and the Eugenio María de Hostos school. She has spoken to Luis Pérez from Horizons about service project ideas. They are working on developing a service project between Rotary/Horizons.

The Club provided a scholarship via Ibero's program and sponsored a Little League Latino team.

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

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

## Reaching Within to Embrace Humanity

Kalyan Banerjee's speech during the Rotary Convention in New Orleans was an inspiring one. Here are some highlights of that speech:

"Standing up here before all of you is without a doubt one of the most incredible moments I have had in Rotary. To see all of you, so many people, my brothers and sisters of Rotary, from so many nations, gathered here in New Orleans under the flag of Rotary, is simply amazing. And to have the call to serve as the first among equals in this great organization in the coming Rotary year is also a truly humbling experience.

Let me ask you, if I may: Why are we here today? Indeed, why are we all in Rotary? I believe we are here because we care, and because we see both what's wrong in the world, and what's right. And we want to carry forward what's good, build on it, expand on it, help it grow — while taking a hard look at what needs to be changed in our lives and then doing what we can to change it. Because at its core, I think, Rotary is about change. It's about not being content with things as they are. It's about not going gently into that good night.

We are the doers of our communities, the leaders, the ones who are most involved, who see the problems and have the means to find the solutions. As our strategic plan so elegantly and aptly defines it: We are a worldwide network of inspired individuals who translate their passions into relevant social causes to change lives in communities. I'm fond of quoting Mahatma Gandhi, who said, —You must be the change you wish to see in the world. I believe we are in Rotary to change the world — for why else would we be Rotarians? We are not here to listen to the naysayers, the doom-mongers, those who say the world can be no better than it is, so why even try to change? We are here because we *believe* in change. And let me tell you, my brothers and sisters — that change, any real change, has to come from us, starting from *within* us, from *inside* each one of us.

Because, if what we want is a world with more kindness, more caring, more joy, and more love — well, if we want all of those things in our world, we have to put them there! —Where do we find those things? you ask. Well, I believe we will find them by looking within ourselves. *That's* where the search begins.

In order to achieve anything in this world, a person has to use all the resources he or she can draw on. And the only place to start is with ourselves and within ourselves. And the questions we need to ask ourselves are: Why am I here? Why are you here? I believe it is because we all seek a sense of fulfillment in our lives, and to achieve that fulfillment, we have to find harmony

# President Banerjee's speech, continued

between our inner self and the outer self. The inner dimension is our desires, our will, our spirit — and our outer dimension is the action we take and the image we create. That is why I am asking you to reach within and unleash your inner power and then use it to embrace everything and everyone around you..

Go ahead: First reach within yourself, and then move on — confidently, firmly — toward the targets you have set for yourselves. Discover yourself, develop the strengths within you, and then, unhesitatingly, unflinchingly, go forth and encircle the world, to embrace humanity. And that, my brothers and sisters in Rotary, is going to be our theme for the coming year: *Reach Within to Embrace Humanity*.

Our first emphasis will be the family. It is our first emphasis because the family is the beginning, the starting point for everything we are trying to accomplish.. The family is the building block of the community, and as the family goes, so goes the nation. If we wish to see a world that is more joyous, we first have to make sure that the families of the world are more joyous, that they have the things they need to be happy, to thrive, and move forward. So we have to look at housing, at clean water and sanitation, at health care, at all the issues affecting mothers and children.

Our second emphasis will be on continuity, on continuing and strengthening those things we do well. There are so many areas in which we have been successful — working for clean, safe water; spreading literacy; working in so many ways with Generation Next, our youth. And of course, our greatest project, polio eradication — where our success has come slowly, but is no less certain.

And so, our third emphasis in 2011-12 will be change, and we start by being the change we wish to see in the world. If we wish for peace, we start by living in peace ourselves, in our homes and in our communities. If we wish environmental degradation to stop, if we wish to reduce child mortality or to prevent hunger, we must be the instrument of that change — and to recognize that it must start within each of us. And to bring about these changes, we will need to think in new and different ways, explore new ways of seeing. If we do what we have always done, we will get what we have always got — nothing better, nothing more. This would not satisfy us professionally, and it certainly should not satisfy us in our Rotary service, where the stakes are so much higher.

As we explore Generation Next in our new fifth Avenue of Service, as we focus on our strategic plan and Future Vision, I believe it is time for us to move into a future-forward mode — not just in the next year but in the next decade and beyond. These are exciting times, changing times, and times when we keep our feet firmly on the ground, anchored in our core values, but look beyond the far horizon. And as our Generation Next connects through Facebook, Twitter, YouTube, and iPhones, I believe the time has come to join hands, urge them forward, and go ahead developing our own Rotary social network, as we hope to do in the coming months.

Yes, my brothers and sisters in Rotary, the time has come for us to change — change from our pallor of gray and go green, to embrace our new generation of newer, younger members. They are all out there waiting to come in, and we need to open our doors and give them space. And I don't know how you feel, but I have always believed that the younger generation of today is perhaps more committed to the ideas of service and friendship than many of us were at that age. And we must understand the reality of the new generation of Rotary and help them balance expectations with realities. They are under pressure constantly, being involved in multiple endeavors, and yet have a strong work-life balance. And I understand too that even though they may be constantly on call with their careers and managing multiple responsibilities, they are as dedicated and passionate about being a Rotarian as you and I are.

Indeed it does. And so, as you go back from this convention, perhaps today, maybe tomorrow, as you go back to your homes and to the countries you have come from, as you go back to Japan, as you go back to England, as you go back to India, as you go back to Brazil, and as you go back to South Africa and Australia and all the other great countries of the world of Rotary, go and tell your clubs and your communities that you are ready to take on the challenges that face us today, the challenges of distrust, of fear, of intolerance, of helplessness, of

## Speech's end

violence, and that the Rotarians are ready to go and work – with hope, with enthusiasm, with courage, and with vision – and to stand firm and strong and tall like Mount Everest, firm in our purpose to spread love and happiness and to work for peace.

My wife, Binota, and I look forward to the privilege of joining hands with each one of you as you *Reach Within to Embrace Humanity*, and continue to write the history of the good.”

Editor's note: for the complete text go to [rotary.org](http://rotary.org)



President Banerjee and wife Binota

Busca dentro  
de ti para  
abrazar a la  
humanidad

Reach Within  
to Embrace  
Humanity



RI Theme  
Logo for 2011  
-2012

Reach Within to Embrace Humanity

# New Leadership at the District Level

On June 29, Norma Madayag-Reilly (Newark) took over the District's top leadership position as the District Governor for 2011-12. Other officers are as follows:

District Governor Elect J. Gaven Hurley (Pittsford)	Assistant Governors;
District Governor Nominee Ellen Hughes (Waterloo)	Area 1 Katrina Stanton
District Secretary Linda Wyse (Ontario-Walworth)	Area 2 Shirley Levernier
Assistant District Secretary Bruce Spector (Pittsford)	Area 3 George Miller
District Treasurer Thomas Rogers (Canandaigua)	Area 4 Christopher Rider
Assistant District Treasurer Charles Clemens (Elmira Heights)	Area 5 William Moehle
Assistant District Treasurer Alan Rosbrook (Victor-Farmington)	Area 6 Lisa Stanton
Foundation Director Michael Leone (Irondequoit)	Area 7 Thomas Roger
Administration Director J. Gaven Hurley (Pittsford)	Area 8 Walter Springer
Membership Director Eric Parker (Perry)	Area 9 William Gormont
Public Image Director John Hall (Fairport)	Area 10 Herb Gauch
Service Projects Director Sjoerd Stoffelsma (Irondequoit)	Area 11 Timothy King
Website Administrator Charles McLellan (Spencerport)	Area 12 Barbara Harper
District Trainer Mark Wyse (Ontario-Walworth)	Area 13 Luisa Baars

# New Leadership at the Club Level

At a wonderful family celebration bys the shore of Lake Ontario, the Rochester Latino Rotary Club initiated a new year with the change of the Board of Directors and the induction of new members. Past President Elisa pinned the President Pin on President Diana Hernández, who in turn pinned the Past president pin on Elisa. There were words of appreciation for Elisa's leadership during the 2010-11 year. She received a plaque and a Rotary vase with flowers as well as a fancy Rotary pin in the shape of a flower. After her brief speech acknowledging the work done by the club members and leaders, Elisa thanked everyone for their attendance. President Diana addressed the attendees and outlined her plans for the year, particularly increasing and returning membership, providing attractive programs, paying attention to the New Generation, and thinking "outside the box" in terms of scheduling meetings and special activities including family members. She alluded to this year's Rotary theme of Reaching Within To Reach Humanity, with emphasis on the need to focus on the family as the source of inspiration and support to extend beyond self to embrace humanity.

President Diana presented special pins and other items to the members of the Board of Directors for 2010-11, as follows:

Yesenia Ramos—Angel pin. Yesenia is considered to be the club's angel for her dedication and energy  
 Diana Irizarry— Rotary pin honoring women in Rotary as Diana epitomizes the role women play in Rotary  
 José Santana— Tie Clip to go with his dapper appearance  
 Abraham Hernández— Paperweight since he never stops talking about Rotary to his clients  
 Miriam Vázquez— Frog pin to remind her of the coquí little frog of her native Puerto Rico  
 Raquel Pedraza— Red heart pin as Raquel is "all heart" and makes a fashion statement wherever she goes  
 Roberto Burgos— Charter President pin and Four-Way Test coin as he never received the pin due him as the first president of the club  
 Wim Baars— Four-Way Test coin as he tends to live by it every day  
 Diana Hernández— Theme pin, a fancy one to go with her impeccable appearance  
 All club members— Theme pin presented by President Diana





DG Norma addresses Rotarians



Carl Forty and Alexandra Cabrera attended orientation session at Diana's home



New members Carl Forty, Charol Ríos, President Diana, Priscilla Cromer, Mary Velázquez

## Upcoming Events

July 20—Club meeting at 7:30 am at PathStone

July 27—Club meeting at Noon at PathStone

August 3 —Club meeting at 7:30 am at PathStone

August—5, 6, 7, Puerto Rican Festival at the Frontier Field VIP Parking Lot. This year's theme, "Celebrating the Latina Woman".

August 5— 5K Run at Frontier Field

September 21—DG Norma Mayadag-Reilly Club visit at 8:00 am at PathStone

## Board of Directors

Diana Hernandez—President

Hilda Rosario-Escher – President elect/VP

Yesenia Ramos — Service Projects

Diana Irizarry and José Santana — Secretaries

Raquel Pedraza — Public Relations

Wim Baars—Treasurer

Roberto Burgos — Administration

Miriam Vázquez—Literacy

Liliana Crane — Program

Abe Hernández—Fund raising

Elisa Dejesús and Abe Hernández — Rotary Foundation

Luisa Baars — Editor

Several positions are vacant and will be filled as new members are inducted. La Rotariana thanks the BOD for 2010-11 and welcomes the new Board. It is important to remember that each position is important and the work of the committees is essential for the proper growth and functioning of the club. As we begin a new Rotary year let us recommit to the ideal of Rotary:

**SERVICE ABOVE SELF**