

ROCHESTER LATINO ROTARY LA ROTARIANA

June, 2016



President Orlando Rivera is an energetic, young real estate agent very adept to using social media to communicate.

The President's reflections

Club President Orlando Rivera has led the club with humor and ease for the past 11 months. He has taken care of the website and Facebook page bringing us to use the social media to promote the club.

On the eve of passing the club leadership to the soon to be President Julio Vázquez, he reflected on the club's experience: We celebrate this past year, the Rochester Latino Rotary's 7th year of existence. First and foremost, where would we be without the hard work and dedication of our membership and community partners? Those who give so unselfishly of their time and energy, making it possible for this group to grow and flourish. Through our many projects this year, both locally and internationally, our hope is to inspire others to do the same, to better the lives of others no matter how young or old.

From sponsoring a team in the Hispanic Youth Baseball League, to our sponsorship of a clean water project in the Dominican Republic, to making sure local families have food, to emphasis on literacy, to providing scholarships for college bound Latino students, the club has responded to the community needs in many positive ways.

Club Strategic Plan

The Rochester Latino Rotary Club has adopted the following Strategic Plan for the upcoming Rotary Year 2016-2017 and beyond:

Vision

Our vision is to be the service club most supportive of efforts to address literacy and health issues among the local and international Latino communities.

By 2020 we want to be recognized as an organization that collaborates with other Latino-oriented organizations to address school graduation rate for Latino students, provide assistance to students in Latino countries, particularly Nicaragua, Bolivia, and the Dominican Republic. The club will have grown in numbers by at least 5% every year. Support for The Rotary Foundation will continue to grow with additional members becoming recurrent donors, at least two additional members each year. The aim is to achieve a \$100 per capita donation to TRF by 2020.

Continue on page 2

In this issue

- President's Reflections
- Photo
- Club Strategic Plan
- Radio Station
- Planning for Transition
- Focus on Rotary
- Board of Directors
- Object of Rotary
- Rotarian Code of Conduct



Strategic Plan, continued from page 1

There will continue to be a balance between local and international projects. Opportunities to participate in District Simplified Grants will be pursued. We will continue to address health issues among Latinos, particularly mothers and children.

The following are our strategic priorities and goals for 2016-17 year.

A. LITERACY STRATEGIC PRIORITY:

1. To promote literacy development in our community by sponsoring an annual dictionary project in a local school, an ongoing blue shelf project located at a community health center, an ongoing parents-as-reading partners project for parents of infants –preschool and primary school age children and providing two college scholarships to Latino students.
2. To promote international literacy by providing literacy scholarships to children in El Sauce, Nicaragua.

B. HEALTH STRATEGIC PRIORITY:

1. To promote family health by sponsoring a community dance to health project.
2. To help eradicate worldwide polio by donating annually to Rotary International Polio Fund.

C. MEMBERSHIP STRATEGIC PRIORITY

1. To increase membership by 5% based on our Long Term Strategic Plan.
2. To encourage all members to recruit one potential member from our community.
3. To hold a membership event in the community to present and highlight our club to potential members in September 2016.

D. FUND RAISING STRATEGIC PRIORITY:

1. To raise committee budget funds by planning an annual dinner/dance event.
2. To raise committee budget funds by planning several smaller events during the year (i.e. garage sale and bake sale during Thanks Giving).

3. To raise polio donation funds by collecting change at each club meeting, and assigned a jar to each club member to collect change at home or place of business

E. CLUB COLLABORATION WITH AND PARTICIPATION ON OTHER ORGANIZATIONS' PRIORITY:

1. To collaborate with other clubs in providing clean water and health care equipment to other countries.
2. To work and collaborate with other Latino community organizations in the community (Ibero-American Action League, La Cumbre, Latinas Unidas, Puerto Rican Festival, United Way Hispanic Leadership Development Program and Rochester Hispanic Business Association).

Annual events and other activities

1. Three King celebration January 6, 2017.
2. Leadership change picnic July 8, 2017.
3. Membership promotion events in September 2016.



Julio Saenz spoke at the club meeting about radio station

Ibero's New Radio Station

Julio Saenz spoke at the club meeting about the new radio station owned by the Ibero American Action League. The station offers programs 24 hours daily. The station, 97.1, is the first 24 hour Latino station outside NYC in the state. The goal is to educate and entertain. People do not like to be preached to, he said, thus any education-oriented program has to be "sandwiched in."

The startup equipment was very expensive, \$40,000 to \$60,000, and anonymous benefactor financed most of it. The music played is Latin Tropical: salsa, merengue, bachata, etc. Most of the staff serves as volunteer. The hope is that eventually it will have a surplus to be able to help other Ibero's programs like scholarships.

The license for the station is one designed for nonprofit organizations, and they are authorized to broadcast to a certain range. They expect to eventually broadcast to all of Monroe County. By going to poder971.com one can stream music. Using Pandora, one can create a virtual station that is free.

Mauricio Riveros and Julio have a Saturday morning program geared to Latino entrepreneurs.

The station provided opportunity for the club to advertise the Masquerade Ball that took place in May. This was provided without cost to the club. Instead of payment, the club included advertisement for the station in the program book and allowed it to have cards on the tables advertising the station.

So far, the station has a large audience that includes Latinos and Non Latinos alike. There are bilingual programs in English and Spanish.

Planning for transition is underway

The club is planning to hold the traditional picnic to install the board of directors for 2016-2017.

As in years past, Hilda Escher has offered her home for the event. Every year, members and guests can enjoy a beautiful view of Lake Ontario as well as camaraderie and excellent food provided by club members.

All members are urged to bring their family members and friends to the event. Children are welcomed as well. It is an early introduction to Rotary!

Focus on Rotary

Last issue of La Rotariana dealt with the fifth area of focus for Rotary: Basic Education and Literacy. This issue will deal with the sixth area of focus: Economic and Community Development.

Shocking Statistics: 1.4 billion people— nearly half of them employed — live on less than \$1.25 a day.

One hopeful step: 190 million people are funding their business endeavors through microfinance.

Specific action steps can be adapted to local needs

- Partner with a local micro lender to improve access to financial services and provide financial infrastructure in the community.
- Develop mobile banking resources in partnership with a micro lender. Cell phones, which can be used to make deposits and transfer funds, can increase access to banking systems in developing communities.
- When supporting service projects in a developing community, purchase goods and supplies locally to stimulate the economy and avoid unnecessary shipping fees.
- Expand vocational training opportunities, including job placement programming, at local Nonprofit organizations.
- Send a vocational training team to teach business leaders in developing communities how to create a business plan and maintain accurate financial accounting.
- Support entrepreneurs and small businesses in developing communities. The success of local business leaders can multiply employment.
- Provide equipment or supplies to a cooperative to increase production and sales in the local market.
- Partner with a cooperative that provides training, joint economic ventures, and ownership of assets to its members through a democratic structure.

What to do?

As the club grows in membership, it would be possible to include in the strategic plan some goals addressing the area of economic and community development. This could be possible by joining the efforts of not for profit agencies serving the poor. So far, the club has supported the Migrant and Rural programs dealing primarily with farmworkers.

Board of Directors

President – Orlando Rivera
 Immediate Past President – Luisa Baars
 President Elect – Julio Vázquez
 Treasurer – Dr. Miriam Vázquez
 Secretaries – Wim Baars
 Luisa Baars
 Club Service Chair - Aida Veras
 Charol Ríos-Davis
 Vocational Service Chair - Dr. Constantino Fernández,
 Dr. Timothy Malia
 International Service Chair – Diana Hernández,
 Mackenzie Malia
 Youth Service Chair - Tim McGrath
 Membership Chair - Diana Hernández
 Foundation Chair - Elisa DeJesús
 Public Relations Chair - Tricia Cruz
 Literacy Chair – Dr. Miriam Vázquez
 Club Webmaster – Orlando Rivera
 Tera Rivera
 Bulletin Editor - Luisa Baars
 Program Chair – Orlando Rivera
 Julio Vázquez
 Fund Raising - Antonia Scott
 Sergeant-At-Arms - To rotate among directors
 Gopher – Tim McGrath

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.

Rotarian Code of Conduct

The following code of conduct has been adopted for the use of Rotarians.

As a Rotarian, I will

1. Act with integrity and high ethical standards in my personal and professional life
2. Deal fairly with others and treat them and their occupations with respect
3. Use my professional skills through Rotary to: mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
4. Avoid behavior that reflects adversely on Rotary or other Rotarians.

