

A MEMBER OF
ROTARY
DISTRICT
7120

LA Rotariana

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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?

Focus on Youth

The Rochester Latino Rotary Club continues its focus on youth. This year there were three participants in the Oratorical Contest: Samuel Rodriguez and twin sisters Ivana and Gabriela Hernández. Ivana placed first in her group and Gabriela placed third. Ivana went on to the final phase of the contest that took place on March 24, 2012 in the New York Room and the Presidential Dining Room, Cooper Hall, on the campus of SUNY, The College at Brockport. All three participants worked hard to incorporate the Four-Way Test in their speeches. More than 130 students from across the District started in the contest. Nine went on to be finalists, and our Ivana placed fourth among them. Congratulations Ivana! Once more we extend our gratitude to the Oratorical Contest Committee members and to Mike McDermott for his valuable guidance to our participants.

Another student, last year participant in the Oratorical Contest, Mariany Baquero, is involved in a project assessing the needs of the Community Food Pantry run by Ibero American League on Clifford Avenue. After the assessment, she will undertake a food drive to help meet the needs of the families that depend on the assistance received from the Food Pantry.

The Club has approved a second scholarship for Latino students heading for college. The first one, named after Raul Martínez, who was an activist in Rochester advocating for educational opportunities for Latinos and became the President of AS-PIRA, has been awarded twice during the Ibero American Action League Annual Gala & Hispanic Recognitions Award. It has been named the Raul Martínez Youth Leadership Award. The second one will be awarded for the first time during the Gala to be held on June 9, 2012 at the Hyatt Regency Rochester. It has been named the Susan Costa Service Above Self Award. Susan Costa was a dedicated advocate for Latinos, particularly in the fields of education and health. She was an enthusiastic Rotarian who dedicated her life to serve others.

Concerned with the education attainment of our youths, the Club continues to sponsor the distribution of dictionaries, school supplies, and books to pre-school and school-age children. Members are involved in reading initiatives with the children as well as with tutoring.

The Club is sending a High school Student to participate in the Rotary Youth Leadership Academy training to take place in Puerto Rico. This is in response to a petition from the San Juan Rotary Club to send a Latino student to participate in this wonderful program and to have the opportunity to share with Puerto Rican youths.

RYLA will take place the last weekend in April. Gabriela Hernandez will be Club's representative. She will be staying with the family of RYLA Chair in Puerto Rico, Raymond and Elizabeth Erb.

**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

Membership

Our Rotary Club continues its search for individuals who are willing to join an organization that is committed to the betterment of the local and world communities by providing services that address pressing needs. The Club has a well defined process for inducting members into the Club. To begin with, a potential member has to be sponsored by an active member of the Club. Once the individual has been proposed, an interview /orientation session is held where the prospective member gets to meet the members of the Membership Committee, is presented with the Guidelines that specify the requirements of membership, talk about his or her life experiences and the reasons for wanting to join Rotary.

At this time, there are five candidates who are in the last stages of the process. They are Myrna Ortiz, Peterson Vazquez, Fernando Santiago, Joe and Patti Cipolla.

Service Projects

The Ibero's Food Pantry has been experiencing a shortage of food staples to assist the community. The Club decided to award a \$500.00 grant from the proceeds of the Gala held on January 21, 2012 to help alleviate the shortage. At the same time, Club members advocated with other groups to help support this effort. The Lily Café, a program of Lifespan at the Maplewood YMCA, asked its members to donate food items during the month of February to support the Pantry. Likewise, the Irondequoit Rotary Club has made a monetary contribution. The Pantry has a freezer and refrigerator and can accept perishable food items such as vegetables and meats. Our gratitude is extended to the many people who attended the Gala, the senior citizens at the Lily Café and the members of the Irondequoit Rotary Club for their support.

Spring is here, and thanks to a mild Winter and the possibility of an early planting season, the Club has been considering the continuation of the gardening project initiated last Fall at the Group Home for individuals with disabilities. Martin Pedraza, our master gardener, wants to plant bananas and vegetables. This is a fun project that requires some hands-on effort. We expect members will look forward to the opportunity to work outside while helping to provide fresh produce to the residents of the Group Home.

The Literacy Committee continues its activities providing reading materials, tutoring, reading buddies, and similar activities to improve literacy among Latinos. José Santana is spearheading an effort to assist the Caballeros group at Monroe High School. The purpose of the group is to provide role models to Latino youths at risk of dropping out of school. It is believed that mentoring and guidance provided by Latino men will help the youths remain focus on completing their education.

A grant application submitted to the Rotary Foundation has been approved. Said grant will purchase incubators for a hospital in Minatitlán, México. The hospital is experiencing a high rate of infant mortality due to premature births. The Rotary Club of Minatitlán will provide education to young mothers so that they can obtain prenatal care and prevent more premature deliveries.

PETS in Syracuse

President Diana, as President Elect for the 2012-13 Rotary year, attended the Multi-District President Elect Training Seminar in Syracuse. Four Rotary Districts participated in the annual training that helps Presidents Elect gained insight into the expectations for the position they will occupy starting on July 1, 2012. It was very well attended. PEs had the opportunity to meet with other PEs in their area as well as with those from other areas in District 7120 and from the other three districts representing the Syracuse, Albany, and Buffalo areas. There was a presentation from the Rotary Foundation with an explanation of Future Vision as well as a presentation on how to use the social media to present the Rotary stories. Several individuals talked about their Rotary experiences and how those experiences have left a profound impression on their lives. Seeing first hand how Rotary changes lives for the better, and feeling an integral part of an organization that promotes high ethical standards and the ideal of Service Above Self are some of the factors that motivate individuals to continue their involvement in Rotary.

During the past five years, our District has provided numerous matching grants that have been matched by the Rotary Foundation on a dollar per dollar basis. Our Club has been the beneficiary of such grants. The two grants—Tuxtepec –Cuenca and Minatitlán, were funded with \$4,000 each from the District and the same amount from the RF. In addition, the RF matches 50 cents to the dollar that the clubs donate. It is important to remember that donations made by the clubs to the RF are used to fund these grants. Members are expected to donate at least \$100 per year to the RF Annual Funds. Donations to the Annual Funds are shared with the districts after three years. Half of the money donated by the clubs in a district come back to the district after three years.

District Assembly

The District Assembly will take place on April 14, hosted by the Canandaigua Rotary Club, at the Canandaigua Academy at 435 East. St. , Canandaigua, NY 14424. This is a wonderful opportunity to get in-depth information about Rotary, and particularly about the District, the different committees, and the positions on the clubs' boards of directors. There are 36 planned different sessions to choose from. These include sessions for Club Presidents with the District Governors for the years 11-12, 12-13, 13-14; club treasurers; club secretaries; literacy; Youth Exchange; Interact; social networking; Website; new member orientation; District Simplified Grants; Friendship Exchange; Foundation; and many more.

There will be breakfast and lunch. Registration starts at 7:30 am and the event ends at 1:00 pm. Each club pays \$72.00 for 6 members, each additional member pays \$12.00.

District Conference to be held in Rochester

On March 18-20, the District Conference will be held at the Hyatt Regency Hotel in Rochester. This will offer the opportunity for Rotarians in our city and vicinity to participate in this annual event without having to travel great distances. At a time when gas price keeps going up, this is an added incentive to attend. In order to fully participate in the Conference and to be able to afford the cost for meeting rooms and all the necessary equipment and amenities required to deliver a high quality experience, the District has to guarantee a number of hotel rooms. The cost for double occupancy at the Hyatt is \$278.00 per night. This includes stay for two nights, two dinners, one breakfast and Sunday brunch. The cost for the registration is \$50.00 per person. Given that the Conference takes place during the Lilac Festival, it offers the opportunity to enjoy the festival during the free time scheduled for Saturday afternoon. For those wanting other activities there is a boat ride and lunch, a tour of the Susan B. Anthony Museum, and a Golf Tournament. Rotarians are encouraged to support the Conference and our fair city at the same time.



*Busca dentro
de ti para
abrazar a la
humanidad*

**Reach Within
to Embrace
Humanity**

Speakers

Marc Anthony Arena, Owner, Teknosophy, LLC

Marc Anthony provides comprehensive in-home computer services, tutoring, and small business services. He teaches "How to Protect Yourself from Your Computer" at the Perinton Community Center.

Marc spoke about the difficulty regarding safety of computers. Most of the antivirus software is useless. Most computers come with spyware from the factory that constantly spy on you. He can clean up a computer in an hour. He is a strong believer in providing services that people need and respecting their time. Even if economy is bad, there is demand for services that will allow people and businesses to function more effectively.

There are programs written for small businesses. One such program is uvuntu from Africa, named after an ancient philosopher, and will last forever. Security software such as Norton and MacAfee donot work well. Norton only protects against old virus. They slow down your computer. He recommends shifting to Firefox from Internet Explorer. Host virus imitate Norton and McAfee and attacks user computer. Another recommendation is to get a hard drive for backup. The wireless computers turn to breakdown easily.

Augustín Meléndez, Chief Diversity Officer at Eastman Kodak Company

Augustín "Augie" Meléndez, Director of Human Resources for Worldwide Regional Operations for Kodak. He has more than 32 years of human resources experience, including working at Paychex, Inc. and for the Rochester City School District, where he developed the District's first Affirmative Action Plan, which improved the representation of women and minorities within the administrative and teacher ranks.

Meléndez joined Kodak as the HR Director at Kodak Park and was instrumental in helping to lead the winning and inclusive culture initiative. He subsequently became the HR Director for Global Manufacturing and then the HR Director for the Film, Photo-finitishing and Entertainment Group.

"On behalf of the Hispanic Association on Corporate Responsibility (HACR) we extend our congratulations to Augie Meléndez on this career achievement" said Carlos F. Orta, President & CEO of HACR. "We look forward to continue working with Augie and his team in our collective efforts to increase Hispanic representation at Kodak."

A graduate of the Hispanic Association on Corporate Responsibility (HACR) Program on Corporate Governance at the Harvard Business School, Meléndez brings a solid track record of community involvement, having served on many volunteer boards, including the Diversity and Inclusion Task Force at the University of Rochester and has helped train the faculty and administrators at the Rochester Institute of Technology in his role as a Minett professor. Robert L. Berman, Kodak's Chief Human Resources Officer stated, "Augie is widely recognized as a champion for diversity and inclusion. He also has the role it plays in driving business success."

Augustín spoke about the Latino population size and growth, and current socioeconomic characteristics as these relate to the future of the Latinos in the workforce. By 2015 Latinos will make up 20% of 18- to 49-year-olds, an age group critically important to marketers, and will account for a growing share of consumers in the future. Contrary to what may be a popular belief, most Latinos in America today are U.S. citizens. Many barely live above the poverty line, but many others have entered the ranks of the middle class and are contributing mightily to the culture as well as the economy.



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.

As of 2008, only 18.3 percent of workers in the Bureau of Labor Statistics' [management, professional and related occupations category](#) were Hispanic/Latino. Yet Hispanic/Latinos accounted for 24.6 percent of service workers. That gap is expected to narrow as Hispanics/Latinos find new paths to higher-paying careers. Their own advocacy, as well as market forces, are paving the way.

Opportunities Will Keep Increasing

For instance, successful Hispanic/Latino professionals are working to improve educational opportunities and break down barriers to entry into higher-paying jobs. Many are doing this individually or through professional lobbying groups such as the [Hispanic National Bar Association](#), the [National Association of Hispanic Journalists](#), the [National Association of Latino Elected and Appointed Officials](#) and dozens of others.

Economics is another factor driving the upward mobility of Hispanics/Latinos. There are so many newly arrived, Spanish-speaking workers taking low-skilled jobs that industries depend on them. An analysis by the [Pew Hispanic Center](#) in Washington, DC, found that, over the year ending March 31, 2004, 29 percent of new jobs created in the US were taken by noncitizens -- mostly Hispanics/Latinos. That means businesses are going to need more Hispanic/Latino managers and supervisory personnel.

Managers and Supervisors Needed

This is already happening in [construction](#). "Nowadays, managers have to be able to speak Spanish -- it's fast becoming a job requirement," says a US Bureau of Labor Statistics economist who studies the building trades. It's easy to see why. Hispanics/Latinos compose nearly [57 percent of drywall installers and nearly 58 percent of cement masons](#), according to the BLS. Currently, 16.1 percent of the first-line [construction supervisors](#) are Hispanic/Latino -- and that percentage will rise. It's cheaper for a construction company to hire a Spanish speaker than to send someone to language training. And language training is not enough; supervisors need to understand their workers' cultures to get the best results. In housekeeping and janitorial work, 23.7 percent of first-line supervisors are Hispanic/Latino. That number should climb even higher, because more than 500,000 maids and housekeepers are Hispanic/Latino.

Hispanic/Latino Nurses in Demand

According to BLS projections, the [occupation with the largest job growth](#) between 2008 and 2018 will be [registered nurse](#) with 581,500 openings, a 22.2 percent increase over 2008. This is a high-status, [high-paying](#) occupation that offers numerous Hispanic/Latino opportunities.

Currently, only [3.6 percent](#) of RNs are Hispanic/Latino, hardly enough to meet the needs of the growing Hispanic/Latino patient population. The demand is already so great that non-US citizens who have nursing specializations beyond the RN (and even in some cases, if they are RNs without any additional specializations) may qualify for H-1B visas, which allow US businesses to temporarily hire qualified foreign employees in specialty occupations.

Media Jobs on the Rise

Hispanics/Latinos comprise 27.4 percent of all "miscellaneous media and communication workers." These are the employees who keep the [TV programs and presses rolling](#). More glamorous and higher-paying media jobs are also opening up to Hispanics/Latinos because of the growth of Spanish-speaking and English-dominant Hispanic/Latino audiences. Five new Spanish-language newspapers were launched in the US in 2003. By 2050, [Latinos are expected to make up 24 percent](#) of the labor force. Cultural barriers against entry into even the highest positions continue to fall, and in many fields, a Hispanic/Latino background is already an asset.



President Diana and Agustín Meléndez during his talk at the Club meeting



Guest speakers Mike Coniff/Interact Advisor – Henrietta Interact Club, Mr. Muhammad Alias/ Northwest Rotary Club
Mike and Muhammed provided background information on the water project they are interested in organizing for a refugee camp in Thailand. Muhammed is a refugee of the camp and will like to return to the camp in order to develop the details for the water project. He plans to seek financial support from Rotary Foundation and various Rotary clubs once the project details are finalized.



District Governor Norma Madayag-Reilly attended the 100 Anniversary Celebration of the Rochester Rotary Club. In the picture, she is accompanied by Club President Linda O'Neill and Assistant governor Luisa Baars. This was a wonderful occasion attended by past, present, and future District governors as well as many Rotarians from the District.

Congratulations Rochester Rotary for 100 years of dedicated service to the community!



Ivana Hernández after winning the fourth place in the Oratorical Contest.



Past District Governor Jeff Krans, originator of the Oratorical Contest and the nine finalists after the winning contestants were announced. Those in the first five places will be able to choose from scholarships offered by several colleges and universities. The students are in their junior year of high school. The contest requires participants to develop a speech including the Rotary Four Way Test and how they will apply these principles in their lives. The speech must have a duration of between five and seven minutes.

New Members

If you want to see
change in your com-
munity, get involved!

*"To whom much is
given, much is
asked"*

Share your talent,
time, and treasure.
Help those who are in
need.

Fernando Santiago, one of the newest members of the Club talked about his career and family. His father is Colombian while his mother is Puerto Rican. He grew up in Spencerport, studied at Cornell and the University of Pennsylvania. He obtained his law degree, practiced in Philadelphia, where he met his wife. Eventually, he returned to Rochester where he worked for a law firm where he specialized in General Contract Management/Employment Law. His wife, also a lawyer worked for Kodak and now for ESL. Fernando opened his own firm recently. Fernando has three children.

Fernando states that he has always admire the work Rotarians do for the community. It is the giving back to the community that attracted him to Rotary. Abe Hernández invited him to the Club. In a sense, he did not experienced barriers during his school years in Spencerport and Cornell. His parents moved there to offer him and his sister a good school experience. He feels that many Latino students do encounter barriers in school that make it difficult for them to succeed. These students need special assistance to help them learn how to navigate the system.

Peterson Vázquez, also a new member , began his talk by honoring his big sister Mildred, who is in the process of becoming a member, for the inspiration and guidance she has provided to him. His Puerto Rican parents provided him a strong work ethics and values. He grew up , one of 8 children, in the City of Rochester. At age 15 he left home wanting to be independent and at age 17, he entered the armed forces. He had a child at a young age. By age 19, he had obtained his GED and was placed in active duty.

He got married and had two other children while stationed in Hawaii. He began to study and eventually left the army and took charge of his two children after divorcing his wife. He worked at the Health Association. He is currently employed by the IRS as a Revenue Officer. Peterson is almost finished with his Master Degree in Strategic Leadership. His goal is to work in not-for-profit organizations in a leadership position.

Peterson is married to a lawyer. She has three children of her own. Peterson states that for a time he ignored his Latino roots. The time has come for him to get involved in the community and to reconnect with the Latino community. It is important to emphasize the importance of education. He believes that societal problems are system-based. Over the years, he has observed there are the same problems and the same programs. Something needs to change in order to address the problems in a more effective way. He would like to get involved in politics. Peterson intends to revive the Political Academy that was started by Susan Costa. It provided Latinos with the opportunity to learn about running for office. It was a non-partisan effort.

Upcoming Events

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Date	Event	Place	Time
April 3	Club Meeting	PathStone Corporation	7:30 am
April 11	No Club Meeting		
April 12	Club Meeting	Clayton Osborne, Speaker	6:00 pm
This is the first evening meeting: Hugo's Restaurant, 3259 Winton Road S, 14623			
April 14	District Assembly	Canandaigua Academy	7:30 am
April 18	Julio Saenz	PathStone Office	
April 30	RLRC Board Meeting	TBA	
May 2	Melizsa Campos	PathStone Corporation	7:30 am
May 6-9	RI Convention	Thailand	
May 18-20	District 7120 Conference	Rochester Hyatt Hotel	
May 28	RLRC Board Meeting	TBA	
June 23	District Change over	TBA	

REMEMBER

There will be no Club meeting on April 11. Instead, the meeting will take place on April 12 at 6:00 pm at Hugo's Restaurant.

Board of Directors

Diana Hernández—President

Diana Hernández – President Elect/VP

Wim Baars—Treasurer

Diana Irizarry and José Santana — Secretaries

Sergeant-at-Arms—Charol Ríos

Yesenia Ramos/Charol Ríos — Service Projects

Roberto Burgos — Administration

Miriam Vázquez—Literacy

Abe Hernández/Raquel Pedraza—Fund raising

Elisa Dejesús — Rotary Foundation/Oratorical Contest

Membership—Mary Velázquez

Luisa Baars — Editor/Historian/International Projects