

ROCHESTER LATINO ROTARY LA ROTARIANA

March-April, 2015



Miriam Vázquez and Luisa Baars listen as Jayme Bermúdez speaks after receiving the Luisa Baars Community Service Award

CONNECTING ROTARY AND THE COMMUNITY

This year's observance of [World Immunization Week](#), 24-30 April, signals a renewed effort to prevent an estimated 2 to 3 million deaths worldwide from vaccine-preventable diseases, including polio, by closing immunization gaps. The extensive polio-eradication infrastructure created by Rotary, its partners in the [Global Polio Eradication Initiative \(GPEI\)](#), and governments and health ministries provides a model for this effort.

Rotary, the World Health Organization (WHO), UNICEF, and the U.S. Centers for Disease Control & Prevention (CDC) joined together in 1988 to form GPEI with the goal of protecting the world's children by [eradicating polio](#). At that time, the disease paralyzed more than 1,000 people -- most of them young children -- worldwide every day. Over the years, Rotary and [its partners](#) have reduced the number of polio cases by 99 percent, to fewer than 400 cases in 2014, and there are now only three countries in which polio transmission has never been stopped. This progress has been won by millions of volunteers and health workers who immunize children in hard-to-reach communities and establish real-time global monitoring and response capacity. The massive infrastructure that's been created, which now encompasses millions of trained health workers as well as best practices and knowledge, can be used to combat other infectious diseases and to undertake other critical health interventions.

"Rotarians have played a key role in bringing the world to the cusp of polio eradication," says Mike McGovern, chair of Rotary's International PolioPlus Committee. "They have contributed more than \$1.3 billion to polio eradication. These achievements have laid the groundwork for a lasting legacy for the world's children."

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Sixth Anniversary celebration

On April 25th at the Diplomat Banquet Center, the RLRC celebrated its sixth anniversary. The recipient of the Luisa Baars Award for community service was Jayme Bermúdez. His work with youth is exemplary of someone who embodies Rotary's ideal of Service Above Self.

Members of his dance group entertained the audience who gathered to help the club raise the funds needed to carry out service projects.

The theme of the event was a masquerade ball. It was fun to see several members embraced the theme and don beautiful outfits. Music provided by Freddie Colón contributed to the festive atmosphere.

Performers from the Tango Café did a demonstration of the popular salsa dance. The many items available for the silent auction ranged from a paella dinner for eight to a gift certificate for a speaking Carnegie course, and a one week stay at a resort.

Our gratitude is extended to all attendees and to the members who donated the gift items for the silent auction.

Thanks also to our MC Annette Ramos who kept the program moving smoothly. A great debt of gratitude is owed to Antonia Scott, chair of the Fund raising Committee and to Dr. Miriam Vázquez and Charol Ríos who made up the committee. Their many meetings and outreach efforts resulted in a great event enjoyed by all.

Rotary events to remember

District 7120 Conference – This annual event will be held at Hyatt Regency Buffalo Hotel and Conference Center on May 15-17.

Rotary International Convention - The convention will take place in Sao Paolo, Brazil on June 4-9. The annual Rotary International Convention offers you the perfect opportunity to connect with leaders from around the world and celebrate your shared passion for taking action in communities at home and abroad.

District Change Over Dinner – This event will be held on June 29th at the Ventosa Vineyard which is located on Rte. 96A just south of Geneva. Everyone is welcome to come and thank Governor Scott MacDonnell for his wonderful year of service and to welcome Governor Elect Bill Gormont as he becomes our Governor for 2015/2016. There will be a fellowship and cash bar starting at 5:30 PM with the dinner starting at 6:30 PM. The cost will be \$45 per person.

Rachel DeGusmán

Rachel DeGusmán, is the President and CEO of the 21st Century Arts, a Rochester, NY Based arts consulting business that specializes in organizational development, strategic marketing, planning and implementation of special project initiatives, and development of customized approaches for connecting arts and cultural organizations to diverse communities and other business sectors.

DeGusmán is chair of the Travel Trade and Convention Publicity Task Force of the Visit Rochester Industry Council, board member of William Warfield Scholarship Fund, and member of FLREDC Tourism/Arts Work Group.

Since 2010 DeGusmán has written the "We Dance" blog at democratandchronicle.com.

DeGusmán was 1 of 14 national arts professionals selected by the Association of Performance Arts Presenters for the 2012/2013 Leadership Development Institute, where she spent a year in collaborative inquiry focused on the theme of Knowing and Connect Art with Community. She was a contributor to the report "Building Meaningful Relationships in Your Community," which provides tools, tactics, best practices, and case studies for effective community engagement.

Her past positions include director of advance/external relations at Rochester City Ballet and the marketing and publicity manager of Nazareth College Arts Center where she was instrumental in founding its dance festival and established an affiliation with the New York Dance and Performance ("Bessie") Awards. She was also director of development/communications at The Commission Project and director of development at Garth Fagan Dance.

DeGusmán talked about the lack of diversity in the arts and cultural institutions in Rochester. Lack of real stories from our communities creates stereotypes. If our stories are not included, then these institutions create their own stereotypes of our communities. The minority population comprises 65% of the population in the city of Rochester, but there is no representation from the minority communities at the leadership level in these community arts institutions.

She also discussed the problem of the diminishing resources in the urban schools for the development of the arts and culture in our students.

PHOTOS



Top left: Rachel DeGusmán, President and CEO 21st Century Arts



Top Center: Tango Café dancers offered lively demonstration



Immediate left: A great variety of silent auction items
Top right: Women enjoyed a salsa dance



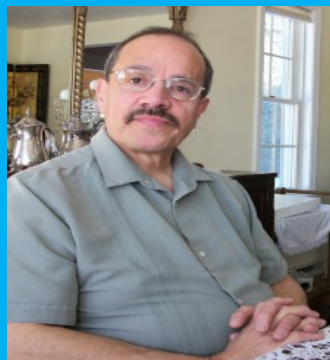
Above left: Freddie Colón, DJ in charge of music



Above right: Attendees enjoyed performance by TRU ART Performance Group, choreographed by Jayme Bermúdez

Below left, MC Annette Ramos kept audience entertained and informed

Below right: Abe Hernández, promoter of good health



Kristina Gabalski on March 30, 2015 in Westside News Inc. about the incredible journey to health undertaken by Abe Hernández. Healthy eating and a walking routine have helped this Latino Rotarian to lose about 200 pounds. He has now embarked on a crusade to help other people achieve better health. He received the American Heart Association Lifestyle Change Award sponsored by CooperVision.

Board of Directors

- President – Luisa E. Baars
 Immediate Past President – Abraham Hernández
 President Elect – Orlando Rivera
 Treasurer – Dr. Miriam Vázquez
 Secretaries – Wim Baars
 Julio Vázquez
 Club Service Chair - Charol Ríos-Davis
 Vocational Service Chair - Dr. Constantino Fernández
 International Service Chair – Diana Hernández
 Dr. Constantino Fernández
 Youth Service Chair - Tim McGrath
 Membership Chair - Diana Hernández
 Foundation Chair - Elisa DeJesús
 Stewardship Chair - José Santana Esq. Diana Irizarry
 Public Relations Chair - Tricia Cruz
 Literacy Chair – Dr. Miriam Vázquez
 Club Webmaster – Antonia Scott
 Abraham Hernández
 Oratorical Contest Chair - Esq. Diana Irizarry
 Bulletin Editor - Luisa Baars
 Program Chair - Abraham Hernández
 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.

Focus on Rotary

When disaster strikes, Rotary's partner [ShelterBox](#) often works closely with Rotarians to evaluate local needs and devise a plan for immediate response. The Rotary family provides vital assistance to ShelterBox Response Teams by helping with disaster assessments, housing response team volunteers, and helping coordinate relief logistics. Over the past twelve years, Rotarians, Rotaractors, and Interactors have partnered with ShelterBox to help communities in dire need of assistance immediately following a disaster.

When the April 7.8 magnitude earthquake hit Nepal, [Rotaractors and Rotarians quickly connected with ShelterBox](#) to assess damage and mobilize emergency relief teams. The Rotary family in Nepal and around the world has been instrumental in helping ShelterBox with logistics, transportation, housing Response Teams, and sponsoring emergency shelter tents and relief kits.

In December 2014, Malaysia was devastated by heavy flooding. A response team was deployed to the country after Rotaractor James Ong, a member of ShelterBox Malaysia, contacted ShelterBox for assistance. James was instrumental in arranging response logistics from greeting response team members at the airport to arranging transportation for the teams' operations. James helped translate and interpret key information from Malay to English and assisted with box distributions in Pahang State. James and fellow Rotaractors worked with PDG Khoo Boo Khean to mobilize a District 3300-wide response coalition of Rotarians and Rotaractors to assist with the month-long deployment.

Last May, following flooding and landslides in Serbia and Bosnia and Herzegovina, ShelterBox Response Teams, alongside Rotarians and local agencies, [provided vital aid to the most vulnerable communities in both countries](#).

In November 2013, the largest storm to make landfall struck the Philippines. Because local Rotary clubs members were able to quickly assess destruction severity, ShelterBox deployed a response team with relief equipment within 48 hours of the disaster.

The RLRC assisted the efforts to help Nepal and the Philippines in their times of need.