

A MEMBER OF  
ROTARY  
DISTRICT  
7120

# La Rotariana

## Rochester Latino Rotary Club

VOLUME 3, ISSUE 2

OCTOBER 31, 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?

### September and October

President Diana has continued organizing the committees to more effectively carry out the tasks and projects scheduled for the year. Currently, the **Membership Committee** is gathering information to develop a club directory. There has been an increase in membership.

The **Foundation Committee** is actively following up with different service projects as well as continued efforts to support the **Rotary Foundation Polio Plus Campaign**. It continues to collect change (and paper money is gladly accepted as well!) at each meeting for polio eradication. The "Polio Jars" have been distributed again so members can either fill them with their own change or place at businesses and schools for collections. They are clearly identified with a label that gives an explanation of the Polio Plus Campaign. Last Rotary Year, this effort resulted in over \$800 collected for the campaign.

This is an effective and  
painless way of collecting  
much needed funds for a  
just cause.



We are this close...

It is also following up the progress of the project in Tuxtepec-Cuenca made possible by a grant from the Rotary Foundation. This project includes the purchase of equipment for classrooms such as sewing machines, wood working saws, stove, computers, fans, etc. to make it possible to better educate indigenous Mexican children.



Above: Message reads—Thanks for  
Supporting my Education



T-C Club members deliver  
stove to school. It replaces  
a dilapidated one below.



Left: View of school being  
impacted by grant



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

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

### Friendship Exchange Program:



**Anders and Ann Eström of Sweden were hosted by Wim and Luisa Baars**

This is another program of the Rotary Foundation.

The **Fund Raising Committee** is actively carrying out fundraisers and planning for more. The current want is selling tickets to see Dracula at Geva Theater on November 5. Plans are underway for a gala affair on January 21st at the Rochester Club. It will be a black tie/formal dinner with music and a keynote speaker. This newsletter does not want to reveal all the surprises awaiting attendees. Be on the alert for further details.

**Service Projects Committee** has continued its efforts to obtain toys to distribute at a Day care Center on the Three Wise Men (Los Tres Reyes Magos) Day, celebrated in Latin countries on the sixth of January. Other local projects include a gardening project at a group home ; scholarship for a Latino student to attend the Young Entrepreneurship Academy, and support for a farm project in the Dominican Republic.



**The “gardeners” at work (Left) and admiring their work (Right)**

The **Literacy Committee** has continued its support of the school in El Sauce, Nicaragua by sending school supplies. Dictionaries for the Eugenio María de Hostos Charter School have been ordered, and the Committee expects to deliver them to the fourth graders in early November. There several requests for assistance from other schools that are under consideration, including tutoring at School #28.

## From the Planning Guide

The newsletter will continue delivering information about President Diana goals and action steps outlined in the Planning Guide for Effective Clubs. She has established ambitious goals such as \$2,000 for Polio Plus and \$1,000 for Annual Programs. She also wants members to be better informed about and participate in the Rotary Foundation programs. To achieve these goals, she has proposed the following action steps:

- 1) Continue to contact district Rotary Foundation committee chair to find alumni or volunteers to relate their experiences with the Rotary Foundation;
- 2) Conduct inspirational Rotary Foundation-focused weekly club programs at least four times a year;
- 3) Encourage club members to get involved in the Rotary Foundation's humanitarian grants and educational programs;
- 4) Ask club members to contribute to the Foundation, giving extra attention to members who have never given;
- 5) Strengthen the club's engagement with Rotary Foundation by: meeting regularly with the District Foundation Area Representative, reviewing the club's current involvement with Foundation programs, and reviewing the club's financial contributions to the Rotary Foundation by using Member Access at [www.rotary.org](http://www.rotary.org);
- 6) Meet the club's financial contribution and program participation goals as indicated on The Rotary Foundation Fund Development Club Goal Report Form.

### Accomplishments:

At each meeting, the Foundation Committee Chair gives a report of activities undertaken. Members participated in the Friendship Exchange Program with Sweden. The club was represented at the District training for Foundation chairs during the Pre-PETS training held in Mount Morris. Several changes regarding GSE, Matching Grants, and Ambassadorial Scholars are going to be implemented in the near future.

### DG Norma Official Visit:



DG Norma Mayadag Reilly visited the club (right) and after her inspiring speech she pinned the Paul Harris Fellow pin on Abraham Hernández (left). Looking on is Foundation Chair Elisa DeJesús.

Governor Norma started by providing her interpretation on this year's Rotary theme: Reach Within to Embrace Humanity. She indicated that this year's priorities are family, service continuity (evaluate and enhance existing programs/services) and membership. She then described the different types of services provided by Rotary, the resources available and the benefits for Rotary members. The Governor encouraged our club to "tell our own story" in order to generate interest in others to join and/or support our club.





Reach Within to Embrace Humanity

*Busca dentro  
de ti para  
abrazar a la  
humanidad*

**Reach Within  
to Embrace  
Humanity**



**DG Norma recognizes Yesenia Ramos as newest Paul  
Harris Fellow of the club**



**JD Jackson Jr. is inducted to the club by  
DG Norma and President Diana**

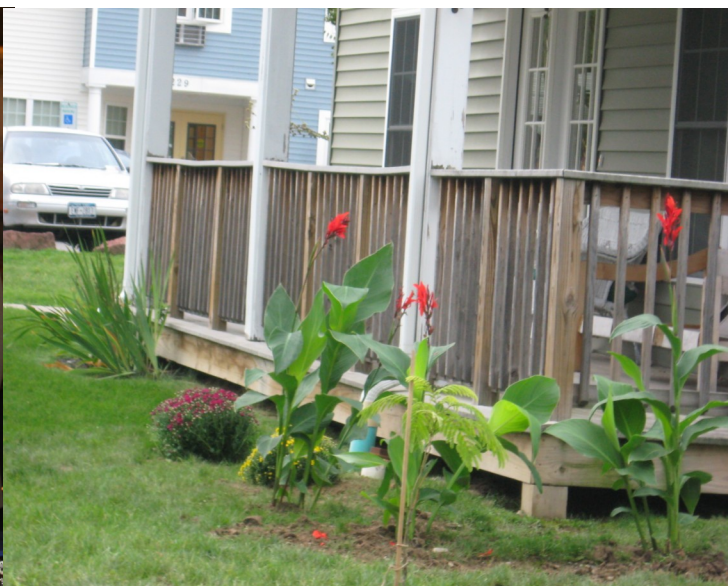




**Left: Daniel McElligott is congratulated by President Diana after DG Norma inducted him to the club. Daniel provided a generous gift for the Golf tournament.**

**Below Left: Club Charter Member Salvador Casiano is welcomed back as member after a brief absence due to work commitments. Salvador has recruited participants for a foursome in two District Golf Tournaments.**

**Below Right: Partial view of the beginning of gardening project.**



### **Gardening Project:**

On a cold, rainy September day several members of the Club gathered to start a gardening program at a group home for individuals with disabilities. Martin Pedraza, Raquel's husband, brought 4 trees and several flowering plants. Additionally, mums were planted as well as several tulip and daffodil bulbs that will bring color to the landscape. Other "gardeners" included Elisa DeJesús, Diana Hernández, Charol Rios, Raquel Pedraza, Wim and Luisa Baars. The goal is to go back in the spring and plant some perennial plants and develop a permanent garden. Martin, who is an avid gardener, will provide much needed guidance and direction.





### 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.



Club member Daniel McElligott talked about house pests. He is the Owner of Ultimate Pest Control. He is certified by New York State to engage in pest control at the commercial, industrial and residential level. He gave members invaluable information about preventing rodent, mice, ant, bedbug and beetle infestation. He explained how a homeowner can prevent raccoons, squirrels and chipmunks from getting into crawl spaces and attics.

**Daniel McElligott had members mesmerized with his tales about pests and hoe they multiply. By popular demand he has been invited for Part II of this interesting topic.**

### Hispanic Heritage Month at School #28:

Children, parents, staff, and representatives from our club gathered for a night of crafts, music, dance, exercise, and typical Latin food at School #28. The picture below (right) shows the children doing maracas. There was a band playing typical Puerto Rican music, a zumba demonstration as well as a presentation by the Mandinga dance group. It was a great night!



**Several children sported the traditional straw hat of Puerto Rico called "pava" (above right)**



## More Photos—School #28



**Clockwise from top: Crafts, music, zumba and Mandinga at School #28—Oh, how fun it was!**



**Left: Yesenia Ramos holding plaque recognizing her volunteer work**

Yesenia, our own “Woman of the Year” was recognized by the Ibero American Action League for her volunteer work in the community. Besides her enormous contributions to our Club, Yesenia is an active parent at both the Eugenio María de Hostos Charter School and the Ibero’s Day Care Center. She is also the secretary of the Puerto Rican Festival Board of Directors.

Born in the Bronx, NY, Yesenia has made Rochester her home where she is raising her two children, while working as the Executive Administrative Assistant to PathStone Corporation CEO/President, Stewart Mitchell. She has been instrumental in securing a meeting room for our Club at PathStone. Her energy is contagious, serving as inspiration for all of us. Congratulations, Yesenia and heart felt thanks for all you do for the community!

## Upcoming Events

Date	Event	Place	Time
October 30	Board Meeting	Abe and Diana's home	6:30 pm
November 2	Club Meeting	PathStone	7:30 am
November 5	District Advisory Council	Peppermint Restaurant, Avon	8:00 am
	Dracula	Geva Theater	4:00 pm
November 9	Club Meeting	PathStone	Noon
November 12	Rotary Leadership Institute	Canandaigua, NY. The Inn on the Lake	7:30 am
November 13	Foundation Brunch	Belhurst Castle, Geneva	Noon
November 15	Club Meeting	PathStone	7:30 am
November 22	Club Meeting	PathStone	Noon
December 9	Cultural Diversity Activity	Restart treatment Center	11:00 am
December 12	Fitreside Chat, Area 13	Wim and Luisa's home	6:00 pm
January 6-14	GE Hospitality Program	Rotarians Homes	Full Days

### Board of Directors

Diana Hernández—President

Hilda Rosario-Escher – President Elect/VP

Wim Baars—Treasurer

Diana Irizarry and José Santana — Secretaries

Sergeant-at-Arms—Charol Ríos

Yessenia Ramos/Charol Ríos — Service Projects

Priscilla Cromer — Public Relations

Roberto Burgos — Administration

Miriam Vázquez—Literacy

Liliana Crane — Program

Abe Hernández—Fund raising/Rotary Foundation

Elisa Dejesús — Rotary Foundation

Membership—Mary Velázquez

Luisa Baars — Editor/Historian

### SERVICE ABOVE SELF