

District Council Agenda September 29, 2007

Phillip Sheridan Building, 3200 Elmwood Ave, Kenmore, NY
Located just North of Sheridan Drive (Route 324), Take the Elmwood Avenue
(North) or Delaware Avenue (South) exit from the I-290. Dress is Casual.

- | | | |
|------------------|---|--|
| 08:00 – 08:45 AM | Check-in, Coffee, Juice, Fellowship, Distribution of Committee Reports | |
| 08:45 – 08:55 AM | Welcome & Invocation | Bob Leek, DG |
| 08:55 – 09:30 AM | Secretary's Report | Pene Hutton |
| | Treasurer's Report | Marlene McGraw |
| | District Governor's Report | Bob Leek |
| | District Governor Elect's Report | Ralph Montesanto |
| | District Governor Nominee's Report | Pravin Suchak |
| 09:30 – 10:30 AM | Directors' Reports | |
| | <ul style="list-style-type: none">• Public Relations- Director Paul McAfee• Membership - Director Andy Skrypniak• The Rotary Foundation - Director Bob Bruce, PDG• Youth Services - Director Kevin Crouse• Service Projects – Director John Heise• Training – Bob Leek, DG for Wally Ochterski, Director | |
| 10:30 – 10:45 AM | Break | |
| 10:45 – 11:00 AM | Early Act Presentation – Chris Lowes and Mindy Tweedle | |
| | District Administration – DG Bob Leek | |
| | <ul style="list-style-type: none">• Friendship Exchange• Family of Rotary• Harassment & Abuse Prevention• Insurance• Mentors• Nominating | Nan Bruce
Mary Hirsch-Schena
Rob Reid
Bob Leek, DG
Karen Oakes
Charlotte Herlong, PDG |
| 11:45 - 12:00 PM | New Business | |
| 12:00 PM | Adjournment | |
| 12:00 – 1:00 PM | Governors Council (working lunch)
Area Reports | Pravin Suchak, DGN
Assistant Governors |



Executive Secretary's Report to District 7090 Council September 29, 2007

During the period from June 23, 2007 to September 29, 2007, the Executive Secretary provided support in the following manner, among other things:

District Governor/District Council:

- Prepared Minutes of June Council Meeting - sent for posting to website
- Collected reports, prepared and formatted for September Council Meeting
- Distributed information to clubs as requested including website link to monthly District newsletters
- Booked meeting space for Council; ordered refreshments
- Sent reminder notices of Governor's Official Meeting to Clubs
- Assisted the Governor with his electronic correspondence

District Governor-elect and Nominee Support

- Responded to various informational inquiries
- Developed email address list of PEs

District Committee Support:

- Various email notice distributions for committees

Miscellaneous:

- Provided club support - answered varied email and phone messages regarding general where to and how to questions, e.g. insurance, how to access RI website club information etc., how to complete attendance reports, etc
- Mailed Certificates of Insurance to Canadian club presidents
- Continuous update of email addresses as notified

Publishing:

- Updated Directory once to reflect corrections, changes, etc.

Attendance:

- Attendance - received and reviewed monthly club attendance records and consolidated information
- Total Rotarians reported as of June 30, 2007 – 2950; July 31, 2007 - 2951; Net Growth YTD - 1 new members; Average Attendance YTD - 68%

Rotary International District 7090
Balance Sheet
As of September 15, 2007

	Sep 15, 07
ASSETS	
Current Assets	
Chequing/Savings	
1010 · HSBC US	70,318.26
1020 · BoM Cdn	33,771.81
1040 · Petty cash	1,530.88
1070 · Citizens Bank	56,570.99
1090 · Restricted Grants Committee	1,488.00
Total Chequing/Savings	163,679.94
Accounts Receivable	
1110 · Accounts receivable	6,320.00
1115 · Accounts receivable - Cdn	1,774.79
Total Accounts Receivable	8,094.79
Other Current Assets	
1450 · Prepaid expenses	12,012.70
Total Other Current Assets	12,012.70
Total Current Assets	183,787.43
Fixed Assets	
1700 · Equipment	2,457.44
1750 · Accum Amort - Equipment	-737.24
Total Fixed Assets	1,720.20
TOTAL ASSETS	185,507.63
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2010 · Accounts payable	8,378.00
Total Accounts Payable	8,378.00
Other Current Liabilities	
2400 · Funds Held in Trust	
2420 · Polio Funds	218.06
2400 · Funds Held in Trust - Other	606.75
Total 2400 · Funds Held in Trust	824.81
Total Other Current Liabilities	824.81
Total Current Liabilities	9,202.81
Total Liabilities	9,202.81
Equity	
3100 · Restricted funds	7,109.22
3900 · Retained Earnings	145,580.57
Net Income	23,615.03
Total Equity	176,304.82
TOTAL LIABILITIES & EQUITY	185,507.63

Rotary International District 7090

Statement of Revenue and Expenditure Compared to Budget

July 1 through September 15, 2007

	Jul 1 - Sep 15, 07	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 . Club assessment			
4010 . General assessment	55,453.39	75,265.00	-19,811.61
4020 . District Conference assessment	0.00	0.00	0.00
4030 . Insurance Assessment	0.00	33,500.00	-33,500.00
Total 4000 . Club assessment	55,453.39	108,765.00	-53,311.61
4200 . District Conference			
4300 . District Governor RI reimb	0.00	0.00	0.00
4400 . AG reimbursement	10,336.93	11,025.00	-688.07
5000 . Earned revenues	0.00	0.00	0.00
5010 . Foundation dinner	0.00	0.00	0.00
5020 . Youth Exchange			
5023 . Blazers, Cards & Name Badges	0.00	250.00	-250.00
5025 . Orientation/Fellowship Weekends	1,759.38		
Total 5020 . Youth Exchange	1,759.38	250.00	1,509.38
5050 . COTS	0.00	0.00	0.00
Total 5000 . Earned revenues	1,759.38	250.00	1,509.38
5060 . District Simplified Grants			
5200 . Interest income	0.00	0.00	0.00
5400 . Other income	291.76	562.50	-270.74
	0.00	0.00	0.00
Total Income	67,841.46	120,602.50	-52,761.04
Expense			
5405 . Exchange Gain/Loss			
6000 . Administration	-14.76		
6010 . District Governor	1,359.74	2,125.00	-765.26
6020 . Assistant Governors	0.00	325.00	-325.00
6030 . District council	0.00	225.00	-225.00
6040 . District directory	2,739.13	2,000.00	739.13
6060 . District website	0.00	0.00	0.00
6070 . District newsletter	1,252.13	1,447.50	-195.37
6080 . District office			
6081 . Office Support	2,500.00	2,500.00	0.00
6082 . Phone Charges	73.45	25.00	48.45
6083 . Postage	150.88	62.50	88.38
6084 . Office Supplies	7.87	50.00	-42.13
6085 . Bank Charges	149.50	75.00	74.50
6080 . District office - Other	0.00	0.00	0.00
Total 6080 . District office	2,881.70	2,712.50	169.20
Total 6000 . Administration	8,232.70	8,835.00	-602.30

Rotary International District 7090

Statement of Revenue and Expenditure Compared to Budget

July 1 through September 15, 2007

	Jul 1 - Sep 15, 07	Budget	\$ Over Budget
7000 . Directors and Committees			
7010 . Group study exchange	0.00	0.00	0.00
7015 . District Simplified Grants	0.00	25.00	-25.00
7020 . Interact, Rotaract	0.00	0.00	0.00
7030 . Long-range planning	0.00	0.00	0.00
7040 . Membership	796.05	500.00	296.05
7050 . Rotary foundation	188.96	125.00	63.96
7070 . Vocational service	0.00	0.00	0.00
7080 . World community service	191.52	125.00	66.52
7090 . Youth exchange			
7093 . Blazers, Card, Name Badges exp	213.85	312.50	-98.65
7095 . Orientation/Fellowship weekends	2,192.73	437.50	1,755.23
7090 . Youth exchange - Other	73.89	0.00	73.89
Total 7090 . Youth exchange	2,480.47	750.00	1,730.47
7200 . Other committees	0.00	500.00	-500.00
Total 7000 . Directors and Committees	3,657.00	2,025.00	1,632.00
7500 . Standing Committees			
7520 . District insurance	18,691.77	20,000.00	-1,308.23
7530 . Finance and audit	0.00	0.00	0.00
Total 7500 . Standing Committees	18,691.77	20,000.00	-1,308.23
8000 . Training			
8010 . District conference	0.00	0.00	0.00
8020 . PETS expenses	0.00	0.00	0.00
8030 . COTS expenses	0.00	0.00	0.00
8040 . District training	2,368.28	1,850.00	518.28
8050 . Assist Governor training	0.00	1,000.00	-1,000.00
8070 . Dist Governor Nominee training	1,951.54	2,600.00	-648.46
8080 . Dist Governor Elect training	5,190.00	4,000.00	1,190.00
8090 . District Governor training	4,149.90	3,500.00	649.90
Total 8000 . Training	13,659.72	12,950.00	709.72
8500 . Foundation Dinner and Projects	0.00	0.00	0.00
8600 . Meeting Expenses	0.00	75.00	-75.00
Total Expense	44,226.43	43,885.00	341.43
Net Ordinary Income	23,615.03	76,717.50	-53,102.47
Net Income	23,615.03	76,717.50	-53,102.47

DISTRICT 7090 COUNCIL MEETING, 2007-09-29

DISTRICT GOVERNOR'S REPORT

1) CLUB VISITS:

- 39 of 74 clubs visited to date
- All clubs visited in conjunction with a board meeting
- Reception has been welcoming, meetings fun, discussions worthwhile
- Protocol not always followed re. Anthems, toasts, flags
- Some small clubs feel intimidated, inferior, need positive reinforcement
- Awareness of emphasis on membership, TRF, polio, H & A Prevention
- Lack of awareness of District support

2) ROTARY CLUB OF SPRINGVILLE:

- Members have voted to cease operation
- Visit with President planned to plan strategy

3) ZONE INSTITUTES:

- Attended at Zone 27/28 in Davenport, Iowa
- Attended at Zone 22 in Halifax, Nova Scotia
- Strong presentations and working sessions on The Rotary Foundation, membership, service programs, networking with District Governor classmates sharing common challenges and ideas exchange
- RIP Wilf Wilkinson and TRF Chair Bob Scott in attendance in Halifax

4) NIKKI JOHNS:

- Wife of Zone Director Mike Johns passed away last week
- Expressions of sympathy, donation to TRF polio eradication campaign sent from district 7090

5) REZONING:

- Discussion at both Institutes regarding the reality of rezoning
- Purpose: to accurately to fairly reflect the population of Rotarians in each zone, and to eliminate the costs involved in multi-zone membership
- Assurances given that in the process, international districts will remain intact

6) DISTRICT CONFERENCE

- Request from RI to hold conference in 07'-08' Rotary year
- Letter sent to President Wilf outlining reasoning for moving conference to the fall of 2008, asking for exemption from a spring conference

- Fall of 2008 conference will take place in any event, planning well under way
- Youth Services Director has offered to chair a spring youth conference should President Wilf's response not be favourable

7) 60 YEARS OF PERFECT ATTENDANCE

- March of this year marked the 60 years of perfect attendance for Albion Rotarian Dick Eddy at Cities Fellowship dinner

8) 2010 ROTARY INTERNATIONAL CONVENTION IN MONTREAL

- Host organizing committee is seeking help from other Canadian districts
- 2010 marks the 100th anniversary of Rotary in Canada, the country that made Rotary international
- Winnipeg and Montreal districts are organizing and providing financial support to the convention
- Request for Canadian districts to assist by "loaning" funds
- Suggestion of \$2 to \$5 per member per year, for 3 years
- Loan repayment would first be to RI for House of Friendship set up, then to districts
- Up to 12% per annum simple interest to be paid from to districts from profits
- TRF to receive the balance
- History of profitable conventions is mixed – Copenhagen and Indianapolis lost money, most recently Chicago was profitable, and donating districts received full interest payments on loans – Salt Lake City t. b.a.
- Recommended formula translates into \$6000 - \$15,000 per year, or a total of between \$18,000 - \$45,000.
- Discussion on support, level of support, Canadian and American clubs, how assessed, timing, budget considerations, funds available, etc.

9) DISTRICT INCORPORATION

- Confirmation received from RI regarding Youth Exchange program being provisionally certified pending incorporation by end of this Rotary year
- Rotarian lawyers from both countries volunteering pro bono time to put make recommendation on incorporation to a future council meeting
- Incorporation could be of the district, of youth services in general, or of the Youth Exchange program specifically

District Governor-Elect Report to District Council
September 29, 2007

This is a year of training, planning, goal setting and net working.

Training

A) District Governor-Elect

My wife, Barb, and I attended Governor-Elect Training for Zone 27/28 in Davenport, Iowa and Zone 22 in Halifax, Nova Scotia. As well, we attended both Zone Institutes. These two weeks were great opportunities to meet and talk with other District Governors-Elect, Regional Chairs and Directors, and of course, RI President Wilf Wilkinson, TRF Chair Robert Scott and RI President-Elect D.K. Lee.

B) Presidents-Elect

One of the most important roles of the DGE is the training of Club Presidents-Elect. I am working with District Trainers Jacquie Herman-Wing, Art Wing, and Foundation Permanent Fund Chair Karen Oakes, to layout a series of training opportunities for PE. The following is my letter to PE that was sent out in late September.

Dear President Elect

Congratulations on being selected as President Elect. In less than a year, you will be taking over the reins of leadership. The Rotary year 2008 – 2009 will be the year to bring your vision and leadership skills to the forefront for your Rotary Club.

Rotary knows how important it is to have club leaders with the knowledge, skills and attitudes necessary to run an efficient and effective Rotary club. To that end, training for you and your leadership team becomes a priority for the District.

As your District Governor Elect, one of my key functions this year is to develop and deliver training for you and later in the year for your team. With this in mind, there are a number of important training sessions and dates that I would like you to mark on your calendar.

1) Attendance at a District Council Meeting

District Council is an administrative body for District 7090 affairs to assist the District Governor in his/her responsibilities to the Clubs as provided by Rotary International. It is also a forum for the District where matters of importance to Clubs may be discussed and decisions made. It is organized using the RI Club Leadership Plan and deals with issues of Membership, Service Projects, The Rotary Foundation, Public Relations, Youth Services and Training to name just the key directorships.

*It is important for an incoming President to see how District Council operates and what role it plays in the successful operation of Rotary within the District. To that end, I would like you to attend one District Council meeting in Kenmore, N.Y. Please note the following **Saturdays** and select the one that best fits your schedule: **September 29, 2007, November 17, 2007 or January 26, 2008**. Let me know which date is best for you and I will have the agenda for that meeting emailed to you several days before the meeting.*

2) The Rotary Foundation

So much of what is done in the Rotary world happens because of The Rotary Foundation. Names like Group Study Exchange, Matching Grants, District Simplified Grants, Ambassadorial Scholars, Hunger/Health/Humanity Grants, PolioPlus, and Paul Harris Fellowships to name just a few, all fall under TRF.

Each year our District holds a Rotary Foundation Dinner and this year, Robert Scott, TRF Chair, will be our guest. Bob Scott is a fabulous speaker and will offer an insight into TRF that will be invaluable to you as you plan your year as President.

*The Rotary Foundation Dinner will be held **Friday, November 9, 2007** and you and your spouse/guest are encouraged to attend. There will be a fellowship session prior to dinner designed especially for you as President Elect. Please make plans to be at the Americana Hotel in Niagara Falls, Ontario by 6:00 PM that evening. If you are driving from afar you might even consider enjoying the weekend at the Falls. More information will be available at a later date.*

3) President Elect Training 1 (PETS 1)

*At PETS 1, you and the other Presidents Elect from District 7090 will meet to learn more about the “nuts and bolts” of being a club President. This is a one day training session to be held on **Saturday, February 9, 2008**. Please put this date on your calendar. More details will follow later.*

4) Multi PETS

*At Multi PETS or PETS 2, our District combines with District 7070 and District 7080 (located in Ontario to the west, east and north of our District). This is an overnight training session which will help you look beyond the “nuts and bolts” of being the President and help you to see the bigger picture of leadership within your club. Once again the training will be held at the Bank of Montreal Training Centre in Scarborough, Ontario. Please mark **Friday evening March 28 and all day Saturday March 29, 2008** on your calendar. Also note that attendance at PETS 1 & 2 is a requirement of Rotary International for all Presidents-Elect and RI indicates that if the PE does not attend then the current President will continue for the next year.*

5) District Assembly

*This training is held later in the year so that your leadership team for 2008 – 2009 can attend with you. Bring your Board, Committee Chairs and key members of your club. Sessions will apply to almost all areas of service and will be designed to help Directors and Committee Chairs become better prepared for their upcoming roles. This session is often called Club Officer Training or COTS. Please put **Saturday, May 3, 2008** on your calendar.*

6) Rotary International Convention

*Attending a Rotary International Convention is like nothing in Rotary you have done before. To see, hear and talk with world leaders from Rotary is an experience that just has to leave a lasting positive impression of the scope of Rotary throughout the globe. This year the convention is in Los Angeles, California. The dates are **June 15 – 18, 2008**. Go on the web to Rotary2008.com to see an outline of the schedule. If you plan it well, you can work in a holiday on either side of the convention.*

7) District Conference

*There will be a combined District Conference in the fall of 2008 in Hamilton, Ontario for the Rotary years 2007 – 2008 and 2008 – 2009. The theme is, “On the Waterfront: A Clear Commitment”. We all know that clean water is basic to life and that “Rotary’s working on it”. Please put **October 17 – 19, 2008** on your calendar and plan to attend.*

8) President’s Manual

The last piece of information is something you can start working on right away. It is the President’s Manual and it is available on the RI web site. Please go to, rotary.org, and click downloads and save the manual on your computer. Reading through the manual will serve you well for PETS 1 and 2. Later in the year you will receive a binder containing the manual.

Well, that’s a lot of commitment I am asking of you. But being your club’s President is a big deal and we have a little less than one year to get prepared. Thank you for taking on the responsibility of Club President, but rest assured that you are not alone. You have your peer group who you will soon get to know, as well as the District team of Directors, Committees and Assistant Governors who are ready to support you whenever the need arises. If you have questions or concerns we are here.

You can contact me as follows:

905-627-3869 (residence)

905-973-3869 (cell)

rmontesanto@cogeco.ca

I am looking forward to working with you and wish you the best as you move towards the office of Club President.

Sincerely,

*Ralph Montesanto
District Governor Elect
Rotary District 7090
September, 2007*

Well, as soon as information is sent out there have to be changes. The day after the letter was sent, PETS 2 was changed from March 28 and 29 to April 4 and 5, 2008.

Group Study Exchange

A Group Study Exchange for 2008 – 2009 between District 7090 and District 4840 is in the initial planning stages. District Governor-Elect, Maria Rosa Murciego from Paraguay and the state of Misiones, Argentina, and I have agreed that a Special Focus GSE should take place around the theme of water. Our formal applications to RI were sent by the October 1 deadline.

Goals for 2008 – 2009

I am in the process of developing my goals for 2008 – 2009 and will be sending them out to District Directors, District Chairs and the Governor's Advisory Committee for their input. Once I return from the International Assembly in San Diego I will add D.K. Lee's expectations to the list.

District Conference

The District Conference Committee is well into planning the conference. The conference takes place October 17 – 19 in Hamilton, Ontario and is a combined effort for District Governor Bob Leek and myself. The program focuses on water and the theme is, "On the Waterfront – A Clear Commitment".

The International Assembly

My wife, Barb, and I are registered for the International Assembly in San Diego as directed by RI. The assembly this year runs from January 13 – 20, 2008.

Rotary International Convention

Barb and I are registered for the International Convention which runs from June 15 – 18, 2008 in Los Angeles, California.

I am also the District's Promotion Chair for the LA Convention. I have registration brochures to get you thinking of attending this most important Rotary get-together. Think about Los Angeles in June. You will be on the Pacific west coast. Extend your stay at the Convention with a vacation. Drive the coast; take a cruise. Go to the San Fernando Valley. See Hollywood and Malibu! Business and pleasure are the buzz words.

Limb Camp Calcutta India

Once again Barb and I will join a group of Rotarians and travel to India - this time to take part in a Matching Grant Limb Camp in Dhanbad, a city about a four hour train ride north of Calcutta. This involves home stays in Rotarian's homes in both Dhanbad and Calcutta. We will also spend time in China and Nepal as part of the trip. The trip leaves for Shanghai on November 9th but Barb and I will pick it up two days later in Beijing so that I can attend the Foundation Dinner on November 9 and the GSE team leader interviews on November 10. We return on December 2.

Meetings

During the first three months as DGE I attended a number of District Committee meetings. They are: Conference Planning, Rotary Foundation Specialists, World Community Services, and Abuse Neglect and Harassment Prevention. When I left these meetings I always felt great admiration for the leadership of each committee and how much time and effort they and their committee members put into making District 7090 such a well run organization.

Ralph Montesanto
District Governor-Elect
Sept 29, 2007

District Council

District Governor Designee Report

September 29, 2007

In my role as District Governor Nominee there are several things I need to attend to and other things that I have to do that will help foster my relationships with District committees, clubs and individual Rotarians as well as continue to increase my overall knowledge and understanding many of the Rotary and the Rotary Foundation programs. I view this year as an opportunity to do this and to also identify and encourage potential new district leaders, to work collaboratively with the District Leadership Team and to begin planning some specifics for my year as District Governor. The following, therefore, is some of the activities and meetings I have been involved with since the last District Council Meeting.

1. Sheela and I were responsible for Registration at the District Governor's Change over brunch.
2. I attended one of the seven Presidential Membership Conference that was held in South Bend, Indiana at the end of July. More than 300 senior Rotarians, including many Zone and RI officers and of course President Wilf participated in what was a great conference.
 - I. The goal of the conference was to give every Rotarian who attended tangible and concrete ideas, suggestions and proven strategies that they can take back to their Districts. I believe this goal was met.
 - II. This gathering of experts ensured an extraordinary exchange of novel ideas, best practices and fresh thoughts on Rotary's membership development. Presentations included growth of small clubs, membership diversity, recruitment, regional membership trends and chartering new clubs. Round table discussion groups gave all conference delegates an opportunity to exchange ideas and club success stories.
3. As required by the District and RI, I attended the DGN training and the Zone 27/28 Institute from Sep 3 – Sep 9 and DGN training and Zone 22 Institute from Sep 11 – Sep 16th. These were two intensive weeks of training as well as taking part in many plenary and breakout sessions on all areas of Rotary and the Rotary Foundation programs.
 - i. One of the most important aspects of these Institutes is that it gives a DGN an opportunity to meet and work with all other DGNs (44+), as well as Zone and regional specialists in the three Zones and at Rotary International and the Rotary Foundation.. These are the Rotarians who know their areas well and will help me to perform my responsibilities as a District Governor.

- ii. The DGN training covered ALL the administrative and statutory requirements of every area of Rotary. For the first time I saw Rotary as a very large multi-national corporation and fully appreciated the critical role that every RI officer from District Governor and above plays to achieve the objectives of all the Rotary programs. I believe that I am much better prepared to perform my duties going forward than I was before these trainings.
- iii. More important, I am very impressed by the work that the Zone and RI officers do and the amount of time they spend on Rotary activities, all strictly as volunteers.

I was also pleased to learn that District 7090 is very highly regarded by everyone in the Zone, RI and the Rotary Foundation. When anyone learned that I was the DGN from 7090 they all told me how lucky I was to be in a district that was well organized and well run.

- 4. Within the District I have attended several District Committee meetings and the one meeting of the District Advisory and Planning Committee.
- 5. As a coordinator of Assistant Governors, I have attended on Area presidents meeting and have prepared the Clubs and AG Report for the AG Roundtable to be held after the Council meeting.
- 6. I have also started to identify key members of 2009-2010 Team. I would be calling on all of you and counting on many of you present here to be on this Team.



Pravin D. Suchak



September 2007

Rotary District 7090 PR Committee Activity Report

Submitted by Paul McAfee, District 7090 Public Relations Director

District PR Committee Members

Public Relations Committee

- Chair – Robert Klingensmith, Amherst East
- Pravin Suchak, Amherst North
- Byron Jacobs, Dundas
- Wayne Knox, Caledonia

Communications Committee

- Chair – Roman Groch, Welland
- Eugene Gillies, St. Catharines
- Jim Mendola (District Website), Clarence

District Newsletter Committee

- Chair – Open
- Editor – Gary Evans
- Carolyn Mullin, Fonthill
- Kathleen Ganz, Lockport
- Skip Mazenauer, Grand Island

Los Angeles, CA – RI Convention Promotion

- Chair – Ralph Montesanto, Valley Sunrise

Public Relations Committee – Robert Klingensmith

1. Robert Klingensmith accepted the position of Chairman of the Public Relations Committee. He and Paul McAfee will work together to establish how the Public Relations Committee can best help the District and its Clubs.
2. Paul McAfee drafted a grant proposal for a \$6,000 Rotary International PR Grant (matched by approximately \$2,000 from the District). This requires approval by the District Council. Pene Hutton has distributed a copy of the RI PR Grant application separately.

Communications Committee – Roman Groch

1. Roman Groch reports:
 - a. Jim will be keeping the District web site up-to-date with the assistance of the various Chairs and District Direction.
 - b. Await suggestions from the various Chairs.
2. Paul McAfee requested a section be added to the District website for the PR and Communications committees to post the materials and programs created to support the District and Clubs.
3. Paul McAfee drafted a white paper (see attached) that helps Clubs use the wide variety of PR and Advertising materials available on the RI website.



4. Paul McAfee created a series of five free communications workshops for small businesses and non-profits. He is encouraging Rotary Club Communications Coordinators and Public Relations Directors to attend the workshops. He will work with any of these Club representatives one-on-one if they desire communications or PR assistance.
 - a. The remaining three Saturday morning (10:00 – 11:30 am) workshops are:
 - i. October 6 – American Diabetes Association (ADA) Office, Amherst
 1. Topic = Public Relations for Awareness, Evaluation, and most importantly, for web search engine optimization!
 - ii. October 20 – Asa Ransom House, Clarence
 1. Topic = Optimizing websites for search results (SEO) and sales impact.
 - iii. November 3 – American Diabetes Association (ADA) Office, Amherst
 1. Topic = Attendees who are returning from an earlier workshop will help determine the topic for this workshop

District Newsletter – Gary Evans

1. Gary Evans reports:
 - a. Two issues of 7090 Newsletter out
 - b. As per DG Bob's request, we're trying to change the schedule to early in the month rather than at the end. In this regard, looking to have the September issue out by the 10th at the latest and then continue on that basis.
 - c. Would ask that all clubs send me bulletins, and that when we publish the newsletter, clubs make sure that it is filtered down to their members.

Support to other District Committees

1. GSE Committee:
 - a. With help from GSE Committee member Michael Howes, Paul McAfee will assist with communications for the upcoming GSE trip.



Rotary International PR Resources

This is a guide for Rotary District 7090 to using the currently available Rotary International Public Relations tools. RI has a superb set of professionally developed public relations resources available at no charge to Rotary clubs.

This paper contains hyperlinks¹ to the referenced sections of the RI website that are accurate as of August 2007. RI will publish new materials new PR materials in January 2008. We will update this paper to account for changes at that time.

RI misuses the term “public relations,” using this phrase to refer to paid advertising as well as unpaid media coverage. This can cause some confusion. Generally, the difference between advertising and public relations is that the organization doing the communicating pays for advertising, but does not pay for public relations.

The normal definitions for “advertising” and “public relations,” as these terms are used in the rest of the marketing world, are (from Wikipedia and Dictionary.com):

- **Advertising** is paid, one-way communication through a medium in which the sponsor is identified and the message is controlled. Variations include publicity, public relations, product placement, sponsorship, underwriting, and sales promotion. Every major medium is used to deliver these messages, including: television, radio, movies, magazines, newspapers, the Internet, and billboards.
- **Public Relations** involves the actions of a corporation, store, government, individual, etc., in promoting goodwill between itself and the public, the community, employees, customers, etc.

The more general definition for “public relations” is how RI uses the term. Quotes and pasted sections from the RI website will use “public relations” in this broader sense, to include advertising. The author’s comments will distinguish between paid advertising and unpaid media coverage resulting from public relations outreach programs.

Here is a thought ... Paying for media coverage that you could have received free is like feeding your dog scraps at the dinner table while eating. It gives you and the dog a good feeling, but once you start the habit, it is very hard to stop. The dog will expect scraps at every meal. Unless your local media refuse to provide real (i.e., unpaid) news coverage, always try to get the coverage first, and then supplement it with advertising if you have the budget.

¹ Hyperlink = a link from a hypertext file to another location or file; typically activated by clicking on a highlighted word or icon at a particular location on the screen.

Hypertext = A computer-based text retrieval system that enables a user to access particular locations in web pages or other electronic documents by clicking on links within specific web pages or documents.



For a very detailed definition of “public relations” – the free stuff – that includes good direction on how to practice these processes, you can download a free white paper on the author’s website at: <http://www.exubrio.com/white-papers/>. Click on the link titled: “eXubrio PR 101 - The ABCs of Public Relations.” You will find other useful PR related white papers in the same section of this website.

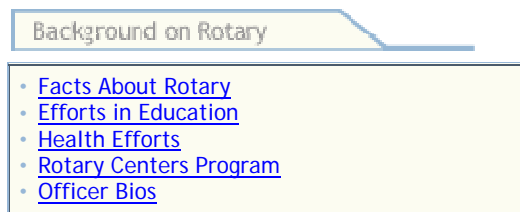
Where to Start

The gateway into the wealth of RI communications materials is at the Press Center, at this link:

<http://www.rotary.org/newsroom/presscenter/>

On this page, you will find three short sentences that you can use in the “About Rotary” boilerplate for all of your press release. Just copy and paste them.

The left sidebar of this page has links to information that RI provides to journalists. Browse through the pages that these links lead to so you know what is available. You can use this information for your own campaigns. However, before you visit the left sidebar links, scroll down the page and you will see this block in the bottom right corner:



The subjects are self-explanatory. You may find all of the Rotary International background you need at these five links. What you see at each of these links is the information that RI makes available to journalists as background information. If you were to prepare a sheet from one of these web pages and use it in your press kit, it would be called a “backgrounder.” You should have a backgrounder handy with the key RI information you want your media contacts to have, as well as with your club’s information. This is where all of the stuff that won’t fit into a 450 word press release should reside.

On the left sidebar, at the bottom of the links, you will see this last link:

Related Information

Clubs and Districts

- [Effective Public Relations](#)

This is the mother lode: Click on the link (<http://www.rotary.org/support/prtools/>) to go to the **RI website section that provides the tools you can use for your communications campaigns**. Bookmark this page, as you will be back here frequently to find tools for your communications campaigns.



Rotary International PR Tools

You are now at <http://www.rotary.org/support/prtools/>. The left sidebar contains the following links. I have expanded the menus here for you so you see everything in one place. Also, I've copied the hyperlinks, and added the actual URLs² in case you have trouble using the links. I highlighted the links most likely to provide content for your campaigns.

PR Training

- [Where to Start](http://www.rotary.org/support/prtools/training/start.html) (<http://www.rotary.org/support/prtools/training/start.html>)
- [Working with the Media](http://www.rotary.org/support/prtools/training/working.html) (<http://www.rotary.org/support/prtools/training/working.html>)
- [Promoting Events](http://www.rotary.org/support/prtools/training/promoting.html) (<http://www.rotary.org/support/prtools/training/promoting.html>)
- [Nontraditional Media](http://www.rotary.org/support/prtools/training/nontraditional.html) (<http://www.rotary.org/support/prtools/training/nontraditional.html>)
- [Building Relationships](http://www.rotary.org/support/prtools/training/building.html) (<http://www.rotary.org/support/prtools/training/building.html>)
- [Publication Guidelines](http://www.rotary.org/support/prtools/training/publication.html) (<http://www.rotary.org/support/prtools/training/publication.html>)

PR Tools

- [News Releases](http://www.rotary.org/support/prtools/tools/news.html) (<http://www.rotary.org/support/prtools/tools/news.html>)
- [News Release Templates](http://www.rotary.org/support/prtools/tools/newsTemplates.html) (<http://www.rotary.org/support/prtools/tools/newsTemplates.html>)
- [Public Service Announcements](http://www.rotary.org/support/prtools/tools/psa.html) (<http://www.rotary.org/support/prtools/tools/psa.html>)
- [Letters to the Editor](http://www.rotary.org/support/prtools/tools/letters.html) (<http://www.rotary.org/support/prtools/tools/letters.html>)
- [Letters to the Editor Templates](http://www.rotary.org/support/prtools/tools/lettersTemplates.html) (<http://www.rotary.org/support/prtools/tools/lettersTemplates.html>)
- [PR Tips Archive](http://www.rotary.org/support/prtools/tools/prtips/archive.html) (<http://www.rotary.org/support/prtools/tools/prtips/archive.html>)
- [RI President's Visit](http://www.rotary.org/support/prtools/tools/president.html) (<http://www.rotary.org/support/prtools/tools/president.html>)
- [RI Resources and Contacts](http://www.rotary.org/support/prtools/tools/resources.html) (<http://www.rotary.org/support/prtools/tools/resources.html>)

Key Messages

- [General](http://www.rotary.org/support/prtools/messages/general.html) (<http://www.rotary.org/support/prtools/messages/general.html>)
- [Polio Eradication](http://www.rotary.org/support/prtools/messages/polio.html) (<http://www.rotary.org/support/prtools/messages/polio.html>)

Awards (These are awards your club can earn. I'll let you explore this on your own.)

- [Rotary PR Award](#)
- [PR Grant Application](#)
- [Humanitarian Reporting](#)

Download

- [Download Center](http://www.rotary.org/newsroom/downloadcenter/support/publicrelations.html) (<http://www.rotary.org/newsroom/downloadcenter/support/publicrelations.html>)

Download files for these topics:

- [Rotary Fact Pack](http://www.rotary.org/newsroom/downloadcenter/support/publicrelations.html#fact_pack) (http://www.rotary.org/newsroom/downloadcenter/support/publicrelations.html#fact_pack)
- [Print Public Service Announcement](http://www.rotary.org/newsroom/downloadcenter/support/publicrelations.html#psa) (<http://www.rotary.org/newsroom/downloadcenter/support/publicrelations.html#psa>)

² URL = an address that identifies a particular file on the Internet, usually consisting of the protocol, as http, followed by the domain name.



Back to the PR Tools page (<http://www.rotary.org/support/prtools/>). On the bottom right side of this page, you will find a place to sign-up for a Rotary International PR Newsletter. Do it. The content is excellent.

PR Tips

PR Tips is a bi-weekly newsletter that offers innovative ideas for clubs and districts to promote Rotary in their communities.

Sign up for the PR Tips Email Newsletter

Email:

[PR Tips: August 2007 \(I\)](#) 

Issue highlights:

- Rotary in the News!
- August is Membership and Extension Month
- Working with other organizations
- Promote Rotary through a press conference

[Archive of recent PR Tips](#)

Humanity in Motion

Humanity in Motion is Rotary International's media kit for use by Rotary clubs and districts. Visit this link to learn more: <http://www.rotary.org/support/prtools/tools/psa.html>

You will find materials you can use – free – for radio, TV, Internet, print, and billboard media.

This link has samples of the Humanity in Motion materials available for your immediate use:

<http://www.rotary.org/support/prtools/tools/psa3.html#print>

Request a copy of the CD-ROM be sent to you. You will need your club, district, and personal Rotary ID numbers to place the order. There is no charge for shipping or for the CD.

This is the link to place an order for the CD:

http://shop.rotary.org/catalog/product_info.php?cPath=32_33&products_id=427&PHPSESSID=d177d39bd05527eba333af1502d7fe94

Summary

To benefit from the many tools and resources available at the PR Tools section of the RI website, you will need to spend time browsing and bookmarking the information that you find useful. If you would like my assistance, please leave a message using the contact form at my business website: www.exubrio.com.

Yours in Rotary – Paul McAfee – Rotary District 7090 Public Relations Director



Rotary International Public Relations (PR) Grant Application for 2007-2008

The RI Board of Directors has allocated funds for 2007-2008 to help districts improve public awareness and understanding of Rotary in their local communities. Increased awareness attracts the interest of potential Rotarians and inspires existing members.

Each district can apply for a grant UP TO US\$6,000. The PR Grant will be awarded on a competitive basis until the funds are depleted.

The Rotary International Public Image Resource Group (PIRG) area and zone coordinators are responsible for promoting Rotary's Public Image campaign to districts and should work with districts in their outreach efforts to the general public.

1) 2007-2008 PR Grant Qualifications:

Only RI Districts are eligible to apply. Only ONE application will be considered per district. Multi-district applications will NOT be eligible. Districts must contribute a minimum of ONE-THIRD (1/3) of the total PR Grant amount requested. For example, if a district has requested US\$6,000 for its PR project, the district must contribute at least US\$2,000. Thus, the total value of the project would be US\$8,000 or more. The following chart shows how PR Grants and district contributions work together to fund a PR project:

PR Grant Amount Requested	Required District Contribution (1/3 of PR Grant requested)	Minimum Total Value of PR Project
US\$6,000	US\$2,000	US\$8,000
US\$3,000	US\$1,000	US\$4,000
US\$1,000	US\$333	US\$1,333

In addition to financial contributions, districts are encouraged to obtain in-kind donations from vendors, such as free or discounted print space, billboards, and television or radio time. Note that in-kind and donated contributions do not qualify as district contributions toward the one-third match requirement.

2) Humanity in motion materials

Proposed projects should utilize materials from Rotary's *Humanity in Motion* public image campaign. These materials can be previewed and downloaded at:
<http://www.rotary.org/support/prtools/tools/psa3.html>.

These *Humanity in Motion* public service announcements (PSAs) are suitable for placement in television, radio, print, and Internet and billboard outlets. Districts may "localize" the



Humanity in Motion materials by adding contact information and/or customizing the PSAs to be more culturally appropriate.

In January 2008, Rotary clubs will receive new *Humanity in Motion* materials that will help to promote the benefits of membership in Rotary. We encourage districts to use these materials in addition to the *Humanity in Motion* materials already available.

A detailed description -- and preferably a visual example -- of any proposed artwork other than *Humanity in Motion* materials should be included in the PR Grant application.

3) **Application Procedures**

- Districts must submit the following to apply for a PR Grant:
 1. a complete application including a detailed description of the PR project plan
 2. amount of district contribution -- at least one-third the total PR Grant requested
 3. price quotes on vendors' stationery
 4. proposed copy layout for print materials and scripts for radio or television placements
- The applicant and district governor should read the application and the "Terms and Conditions" section carefully, and the district governor must sign the "Terms and Conditions" document. An electronic signature or its equivalent is required for applications sent via e-mail.

4) **Application Deadlines**

- All grant applications must be submitted by **1 October 2007**
- Notification from Rotary International regarding grant approval or denial will be e-mailed to the district governor by **1 December 2007**
- PR Grant projects must be implemented and all reimbursement requests submitted no later than **1 June 2008**

5) **Payment Procedures**

After a PR Grant application is approved, the district is responsible for implementing the PR project and paying the vendor(s) upon completion. Following vendor payments, all four items below must be submitted for reimbursement.

1. Proof of performance (i.e.: photos of billboard, print supplement tear-sheets, etc.)
2. Original vendor receipts
3. Copy of vendor invoices
4. Completed Payee Information Form (this form will be included with approval e-mail)

Please Note: Payee Information Form not available in Argentina

Rotary District 7090 PR Grant

2007 – 2008 Rotary Year

Canada and United States



Once all of the items listed above have been received, RI will process the reimbursement (a minimum of 15 business days.)

All reimbursement and items listed above must be submitted via post or e-mail (with scanned receipts) by **1 June 2008** to:

Rotary International
Attn: Public Relations Division – PR Grants
1560 Sherman Avenue
Evanston, IL 60201
USA

prgrants@rotary.org



Public Relations (PR) Grant Application Form 2007-2008

General Information: (Please type or write clearly in ink.)

Rotary District Number: 7090

Country/Countries in District: Canada and United States

District Governor's Name: Robert Leek

District Governor's E-mail Address: bob@hec-group.com

Telephone: +1 (905) 648-0597

***Please ensure the e-mail address provided above is valid, as RI will send all correspondence regarding this application via e-mail.**

1) Please read "Examples of Good PR Grant Projects." Describe in detail the PR project plan for which you seek funding. Please provide a specific description including the goal of the campaign, content, and artwork to be used, media outlets and strategy. Use a separate sheet if necessary (two pages total.)

Rotary District 7090 will use the RI PR Grant to begin a campaign of billboards in the Western New York, USA, and Southern Ontario, Canada, Rotary District area.

The District will contribute \$2,000 to pair with the RI Grant of \$6,000 to provide two key high-traffic large billboards – roughly 14 feet by 48 feet – (paid from the \$8,000 combined District and RI Grant funds), and a number of poster billboards – roughly 10 feet by 23 feet (provided pro bono as a contribution to the District due to its non-profit status).

The District will work with Rotary clubs throughout the District's territory to encourage clubs to purchase their own billboards and posters concurrent with this campaign.

The District also will encourage its clubs to purchase additional exposure by suggesting that the clubs purchase the months following the District's month.



1. Target Audiences – Western New York (Buffalo/Niagara USA Region) and Southern Ontario (Eastern Niagara Canada Region, and adjacent Southern Ontario Canada Region covered by the District’s clubs):

a. Audience = 1,182,513 adults 18 years or older.

- Number of displays = 9 (*Two primary billboards, seven pro bono posters*)
- Program reach¹ = 60.50%
- Program frequency² = 5.1 times
- Daily effective circulation (Gross Impressions)³ = 120,768
- Daily GRP⁴ = 10.2
- Monthly Cost⁵ = \$5,508.00 US Dollars (*In addition to production cost*)
- CPM⁶ = \$1.63

b. Target audience details:

- Community members who obtain benefits from the Club’s activities, and who can contribute to the Club’s fund raising and hands-on work.
- Community political and organizational leaders with whom we can partner for the benefit of the local community.
- Business leaders and individuals who may be able to contribute to fund raising activities, and who may be interested in actively participating in activities.
- We also will reach similar audiences in the broader Buffalo and Erie County, New York, areas, through our public relations activities.

¹ Program reach = An estimate of the percentage of the total target audience’s population that should be exposed to the advertising message one or more times during the campaign.

² Program frequency = The average number of times an individual has the opportunity to see an advertising message during the campaign.

³ Daily effective circulation = The average number of persons 18 or older who should be exposed to an advertising display.

⁴ Daily GRP = Daily Gross Rating Point: The sum of ratings achieved by a specific media vehicle or schedule. This represents the percentage of the target audience reached by an advertisement each day.

⁵ Monthly Cost is the cost of the billboard and poster space rental. There is an additional cost to prepare the materials to be mounted on the billboards and posters.

⁶ CPM = Cost per Thousand: The cost of potential reaching one thousand viewers of an out-of-home advertisement. The formula is the monthly cost divided by the circulation in thousands.



2. Program Objectives:

a. Substantially increase awareness of Rotary within the District's community of potential members and contributors.

- Assist the individual clubs in the District with their new membership programs.

b. Increase the funds raised for local Rotary Club, and Rotary International causes, including the RI Foundation.

a. Increase awareness of Rotary generally in our community

c. Increase involvement by other community members in our Rotary Club's activities, or in the activities of neighboring Clubs.

d. Encourage District 7090 Rotary clubs to participate by extending the length of this outdoor advertising and associated public relations campaign.

- We have invited Lamar Advertising to have local sales representatives visit all interested Rotary clubs in District 7090 to explain the value of outside advertising, to answer their questions, and to help encourage them to purchase additional months for this campaign.

3. Key Messages

a. We will incorporate extensive public relations (i.e., real public relations, in the form of media outreaches to all area print, radio, and TV media) to promote the Rotary International Key Messages, especially:

- **General Rotary International Key Messages**

1. Rotary is one of the largest and most influential international humanitarian service organizations in the world.
2. There are 1.2 million Rotary members worldwide who belong to more than 32,000 Rotary clubs in more than 200 countries and geographical areas. Rotary has served the needs of communities worldwide since 1905.



3. Rotary's motto is Service Above Self. Rotary members work together to improve their local communities.
4. Rotary is dedicated to fostering world peace and understanding through an array of humanitarian and educational programs. Rotary programs address the underlying causes of conflict, such as poverty, illiteracy, hunger, drought, and disease.
5. Rotary's top philanthropic goal is to eradicate polio worldwide.
6. Rotary is a global network of business and professional leaders.
7. Rotary club membership represents a cross-section of the community's business and professional men and women.
8. Members meet to plan local and international service projects, and, in the process, build friendships and enlarge their circle of business and professional acquaintances.
9. Rotary clubs are nonpolitical, nonreligious, and open to all cultures, races, and creeds.
10. By volunteering their skills in community service projects, Rotary members have the opportunity to connect with members in other countries, which enhances their professional network, career development, and cross-cultural understanding.

- **Polio Plus Messages**

1. Rotary's top philanthropic goal is to end polio worldwide.
2. Polio, a crippling and sometimes deadly disease, still threatens children in parts of Africa and Asia.
3. Rotary members have donated their time and money to help immunize more than 2 billion children in 122 countries.
4. Rotary is the largest private supporter of the Global Polio Eradication Initiative, committing more than \$600 million dollars and thousands of volunteers to the effort.



5. For as little as 60 cents worth of oral polio vaccine, a child can be protected against this crippling disease for life.

4. Program Timing:

- If funds are committed in time to secure the desired major billboard space, we will run the campaign during December 2007. Otherwise, we will run the campaign in the first month after the funds are committed by RI.
- The public relations media outreach campaign run from October 2007 through June 2008.
- Some elements, such as the website, will be permanent. During and following this campaign, we will develop the District website to mirror the campaign (e.g., Rotary International) Key Messages, and to simplify access to District club information by people responding to the billboards and to the public relations media outreach campaigns.

5. Program Components:

- a. Billboards and large “posters” from Lamar Advertising Company, the one company with the most comprehensive outdoor advertising offering in our District that can meet our goals.**
- b. Ongoing public relations media outreach in the form of press release and personal journalist story pitches to all major and local media in the District.**
- c. Use of the District’s website – www.rotary7090.org – as a recruiting and public education tool.
- d. See the following pages for maps of the proposed billboard and poster placements.



Lamar Advertising Communications Information

TO INCREASE SALES JUST FILL IN THE BLANKS.

At Lamar, we provide a wide range of possibilities to get your message seen and your dollar stretched. And, of course, we're always on the forefront of identifying and developing new, innovative means of communicating the message in the most powerful way.

BULLETIN



POSTER



JR. POSTER



LAMAR GRAPHICS

Lamar Graphics, the production arm of Lamar Advertising Company, focuses solely on high quality digital vinyl production for Lamar's advertising customers. We have over 10 high speed vinyl printers, making us the largest dedicated vinyl billboard production company in the world.

At Lamar Graphics, when it comes to quality control, we're always looking at the big picture. From our production department that never sleeps, constant upgrades that keeps us on the cutting edge of technology, and quality assurance standards second to none, you get a level of service unrivaled in the industry.

You can always trust Lamar Graphics to deliver your large format graphics right on time, every time. We go into action immediately, and we track the progress and quality every step of the way. Because we track it...so can you! Keep an eye on your order day or night at www.lamargraphics.com.



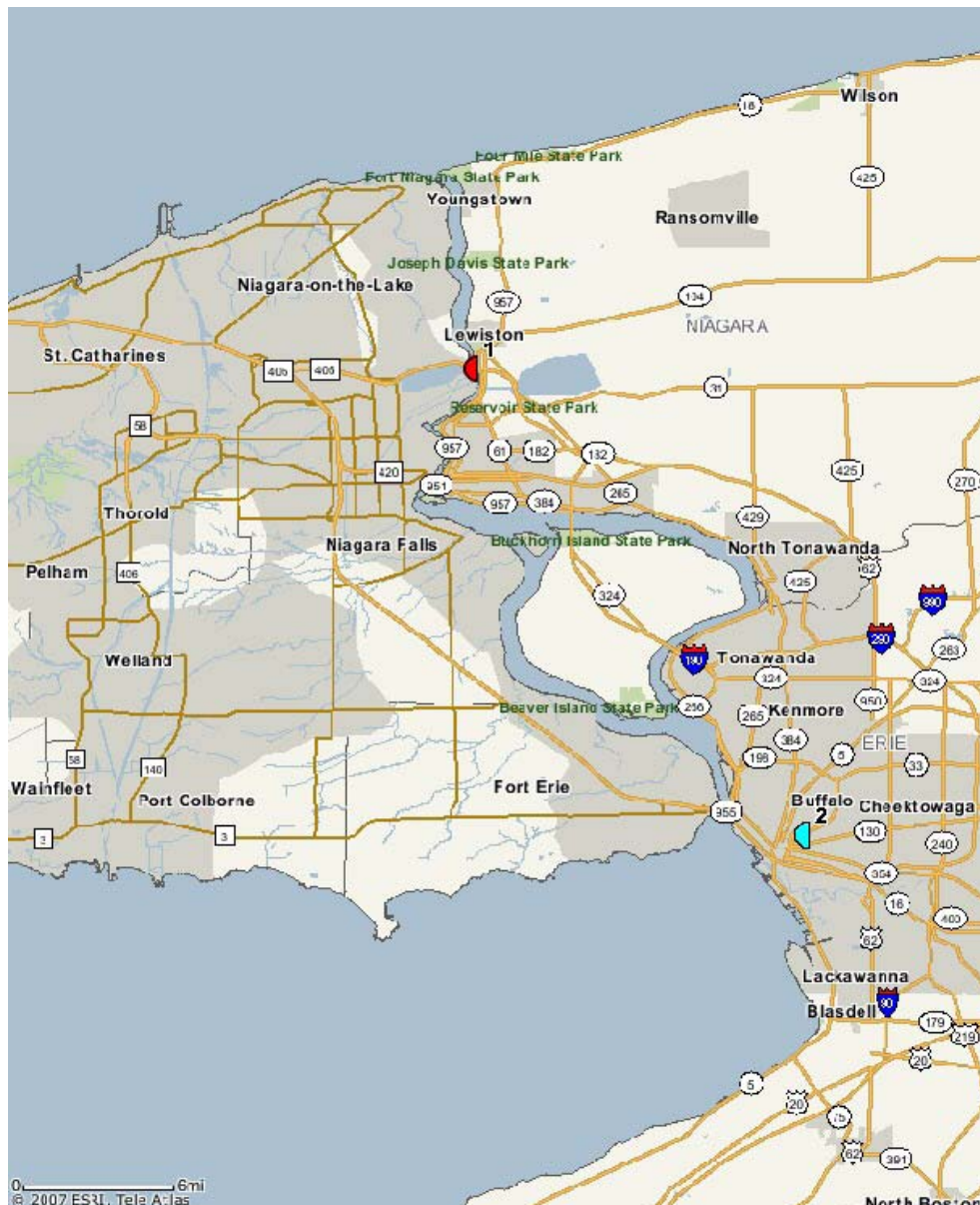
DIGNIFIED DIGITS...

- **24.** The number of hours a day our production department is working for you.
- **52.** The number of football fields that could be covered by our monthly vinyl output.
- **5000.** The number of pieces shipped each month from 3 nationwide distribution centers.
- **4100.** The number of orders tracked and proofed each month on our website.



Proposed Billboard and Poster Locations

Icon	Label	Panel#	Media Type	Distance	Facing	H x W	DEC	Illum.
1		10026	Poster	0 mi.	East 8'	0" X 20'	0" 12730	YES
Location: QUEENSTON LEWISTON BRIDGE (LEFT) #1								
2		90068	Perm. Bullet.	0 mi.	East	14' 0" X 48'	0" 36560	YES
Location: KENSINGTON EXPWY E/O MICHIGAN								





First Primary Billboard Location – Canada Queenston Lewiston Bridge



Rotary Club



Advertising Strengths: This unit is a back lit poster unit that only takes backlit vinyl. This unit sits on the wall at the World Duty free building on the Queenston Lewiston Bridge and targets all the traffic coming into Canada from the US.

Panel: 10026

Media/Style: Poster/PanelFree

Market: NIAGARA FALLS, ONTARIO
CANADA

Location:

QUEENSTON LEWISTON BRIDGE (LEFT)
#1

Facing/Read: East / Left

Copy Size: 8' 0" X 20' 0"

Vinyl Size: 0' 0" X 0' 0"

Illuminated: YES

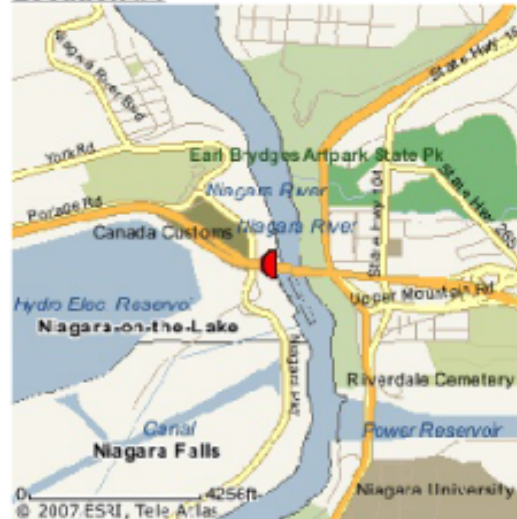
DEC: 12730

Lat/Long: 43.15330 / -79.04600

Rate:

Current Advertiser:

Location #1



Misc:

Contact Lamar Canadian Outdoor Company

Physical Address: 5440 Stanley Avenue, Niagara Falls, ON L2G 3X2

Mailing Address: 289 Exchange Street, Buffalo, NY 14204

Phone: 800-882-9411, Fax: 905-357-9693



Second Primary Billboard Location – US Rt. 33 Kensington Expressway



Rotary Club



Panel: 90068

Media/Style: Permanent Bulletin/Regular

Market: BUFFALO, NY

Location: KENSINGTON EXPWY E/O MICHIGAN

Facing/Read: East

Copy Size: 14' 0" X 48' 0"

Vinyl Size: 15' 0" X 49' 0"

Illuminated: YES

DEC: 36560

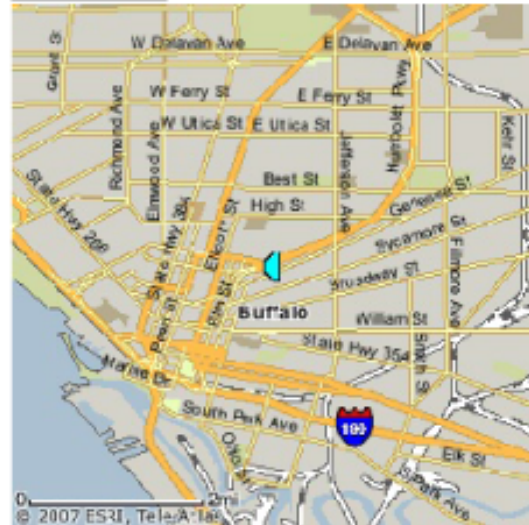
Lat/Long: 42.89353 / -78.86233

Rate:

Current Advertiser:

Misc:

Location #4



Contact Lamar Advertising of Buffalo

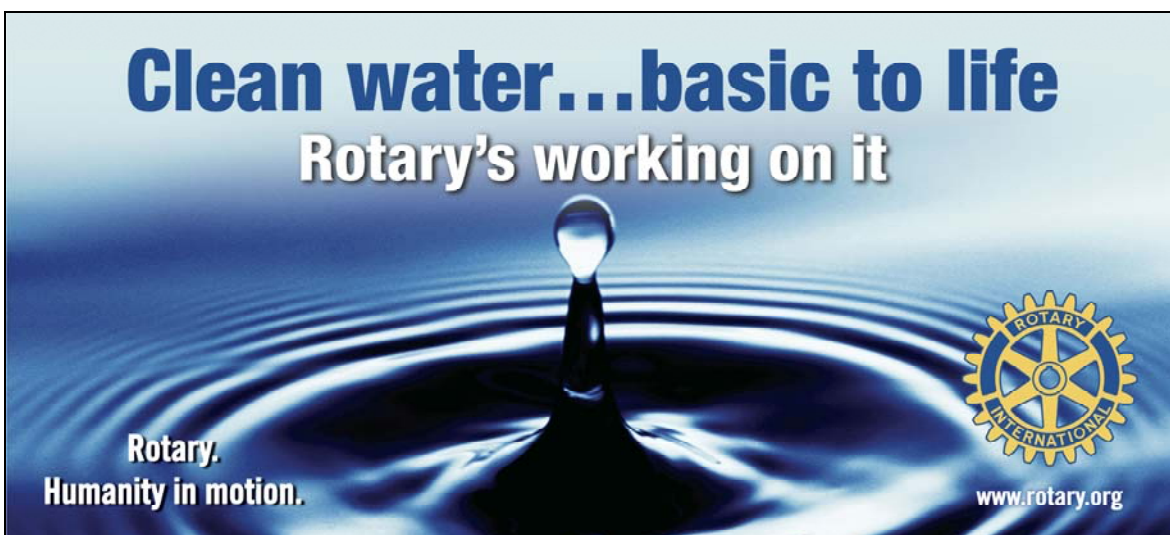
Physical Address: 289 Exchange Street, Buffalo, NY 14204

Mailing Address: 289 Exchange Street, Buffalo, NY 14204

Phone: 800-882-9411, Fax: 716-852-5921



Billboard Content Choices





Have we been able to procure any in-kind or gratis placements?

- e. We will obtain pro bono website development assistance from marketing, advertising, public relations, and website development firm eXubrio Group LLC.
 - The estimated value of this service for one year is \$6,000.00 US Dollars.
- f. We will obtain pro bono web search engine optimization (SEO) from Internet technology firm Noein Inc.
 - The estimated value of this service for nine months is \$1,800.00 US Dollars.
- g. eXubrio Group LLC will write and distribute the campaign press releases, and will pitch Rotary stories to major media, completely pro bono.
 - The estimated value of this service for nine months is \$13,500.00.



2.) What is the budget to accomplish this plan? (Please attach vendor quotes on vendor stationery⁷.)

Vendor's Name	Description of Service	Cost
Lamar Advertising Company (See pages 9-12 for Vendor supplied information. Vendor proposal attached in Appendix 1.)	Billboards and poster rental, and production of materials.	\$8,342.00 US Dollars

3.) Describe the type of in-kind or free contributions obtained:**

Vendor's Name	In-kind/Free Contribution**	Value
Lamar Advertising Communications	Pro bono posters running concurrently with the large billboards	\$6,175.00 US Dollars
eXubrio Group LLC	Web development to link the District website (www.rotary7090.org) with this campaign.	\$6,000.00 US Dollars
Noein Inc.	Web search optimization to ensure that anyone within the District looking for Rotary can find the District website.	\$1,800.00 US Dollars
eXubrio Group LLC	Public relations outreach, including Rotary story pitches, to reinforce the campaign in print, on radio, and on TV within the District.	\$13,500.00 US Dollars
Total In-kind/free		\$27,475.00 US Dollars

4.) Calculate total costs related to the application for a PR Grant:

Total PR Project Cost:	US\$
Vendor(s) Costs:	US\$6,000.00
District's Contribution*:	US\$2,342.00
Value in-kind/Free Contribution**:	US\$27,475.00
PR Grant Amount Requested: (up to US\$6,000 maximum)	US\$6,000.00

*District's contribution must be at minimum one-third of the total PR Grant amount requested.

**In-kind refers to contributions of services or goods having a monetary value. Examples include donated print or billboards space, or television or radio time. Such contributions involve the community and help to stretch PR Grant dollars.

⁷ See appendices for proposals details as provided by Lamar.



Terms and Conditions for Rotary International Public Relations Grants

- Districts are strongly encouraged to use Rotary's *Humanity in Motion* Public Service Announcements (available in seven Rotary languages) in print, broadcast, and billboard media. Should applicants develop original PR materials, they must comply with Rotary International's guidelines for using the Rotary wheel as described in the "Guidelines for Rotary Publications" at: <http://www.rotary.org/support/prtools/training/publication.html> and "Rotary International's Style Manual" at: <http://www.rotary.org/newsroom/downloadcenter/pdfs/547en99.pdf> Any proposed artwork other than *Humanity in Motion* materials should be explained in detail and/or include a visual representation and must accompany the PR Grant Application.
- District Governors will be notified of grant approval or denial by 1 December 2007. Funds will be distributed throughout the Rotary world on a competitive basis until all designated funds are allocated.
- PR Grants will be awarded only up to the original amount indicated on the approval notification letter sent to the district governor. If actual expenditures are less than the approved amount, Rotary International will reimburse only the actual expenditures. Rotary International is not responsible for any costs incurred by the grant recipient beyond the original, approved amount stated in the approval letter.
- Districts that are awarded PR Grant funds must comply with all deadlines regarding implementation of the PR project and reimbursement.

I have read and agree to this Public Relations Grant Application 2007-2008 and the above Terms and Conditions for the Rotary International Public Relations Grants

District Governor's Name (Print): Robert Leek
District Number: 7090

District Governor Signature: _____ **Date:** _____



Appendix 1 – Lamar Proposal Background⁸

Outdoor Advertising Proposal for Rotary International - WNY & S. Ontario

Campaign Date: 12/1/2007 to 12/31/2007

Campaign Type: General Market Awareness Campaign (PSA/NFP)

Markets Targeted: WNY & Southern Ontario

The Plan:

To use a bulletin on Rt# 33 in Buffalo along with 5 bonus posters (PSA / NFP rate) to reach the WNY market and also use an odd size poster at the Queenston Lewiston Bridge, as well as 2 bonus posters in Southern Ontario (reaching the Southern Ontario market).

Space Cost

WNY (USA) Market

Panel Number	Location Description	DEC's	Monthly Rate	Notes
90068	Rt# 190 City of Buffalo	36,500	\$4,500.00*	This unit sits on Rt # 33 (highest traffic).
TBD	TBD	TBD	\$875 Value	Bonus posters will be charted 10 days prior
TBD	TBD	TBD	\$875 Value	Bonus posters will be charted 10 days prior
TBD	TBD	TBD	\$875 Value	Bonus posters will be charted 10 days prior
TBD	TBD	TBD	\$875 Value	Bonus posters will be charted 10 days prior
TBD	TBD	TBD	\$875 Value	Bonus posters will be charted 10 days prior

Lamar's rate card rate is \$4,995.00 /month (savings of \$495.00)

S. Ontario Market

Panel Number	Location Description	DEC's	Monthly Rate	Notes
10026	Queenston Bridge #1	36,500	\$1,000.00 *	This unit sits at the Queenston Lewiston Bridge at the entry to Canada.
TBD	TBD	TBD	\$900 Value	Bonus posters will be charted 10 days prior
TBD	TBD	TBD	\$900 Value	Bonus posters will be charted 10 days prior

** Lamar's rate card rate is \$2,000.00 /month (savings of \$1,000.00)*

Total Space Cost: **\$5,500.00**

Production Cost

Production Products

Printing of (1) 14' x 48' vinyl		\$	1,500.00
Printing of (1) 8' x 20' backlit vinyl		\$	600.00
Printing of (7) paper posters (same design)	\$106/ea.	\$	742.00
Total Production Cost:		\$	2,842.00

Total Campaign Cost: **\$ 8,342.00**

Total Campaign Space Value: **\$11,675.00** **PSA / Non Profit Value** **\$6,175.00**

⁸ The total Lamar cost to the District is \$8,342.00. Either we will negotiate that down to \$8,000 exactly, or we will raise the \$342.00 difference. The pro bono value is \$6,175.00.



Appendix 2 – Lamar’s explanation of Lamar’s non-profit program.

Not-For-Profit Rates

Lamar Advertising’s not-for-profit program is for organizations which hold the non-profit status. The program offers organizations the opportunity to reach the marketplace using Lamar Advertising’s poster units. An organization can purchase a poster at rate card and Lamar will donate or bonus the poster unit at no cost to the organization.

Locations are based upon space availability. All not-for-profit campaigns are booked no more than 10 (ten) days prior to the contracted posting date and run for thirty (30) days. A location list and map will be supplied to the organization once the locations are charted. Lamar Advertising does its best to supply locations requested if they are available.

All not-for-profit campaigns must be pre-paid before any locations can be charted.⁹

As long as posters are industry standard, they may be supplied by the organization. Lamar Advertising must receive any supplied posters at least 7 (seven) business days prior to the posting date. Our shipping address is 289 Exchange Street, Buffalo, New York 14204. Posters can also be produced and printed for your organization at the rate of \$169.00 (one hundred sixty-nine dollars) per poster.

Lamar Advertising has the ability to help create a design for you at no additional cost with our award winning creative department. Posters printed by Lamar Advertising must be paid for before they are ordered.

Outdoor advertising provides the opportunity to reach more people, more often, for less. The unmatched reach and high frequency make outdoor advertising a strong foundation to any campaign media mix. Please call us today at (716) 852-5791 to take advantage of our not-for-profit program.

⁹ We either will have to negotiate a billing account with Lamar, or District 7090 will have to pre-pay this campaign, and then attempt to obtain quick reimbursement from RI prior to the end of the current Rotary year.

Rotary International District 7090
Membership Committee Report for District Council
Presented by Andy Skrypniak Membership Director
September 29, 2007

Goals for 2007-2008

- Each club to achieve a net gain of one new member by June 30, 2008.
- Net membership increase for the district of 75 members by June 30, 2008
- All clubs to report attendance on a monthly basis.
- Host two regional membership seminars, both in October, 2007
- District Membership chair to speak to every club prior to June 2008

Attendance:

- 11 clubs did not report in July
- July attendance was 68%
- 4 clubs under new 50% attendance requirement

Membership count:

- June 30 count was 2972
- July 1 count was 2950
- July 31 count is 2951
- 24 new members inducted and 23 resignations during July
- Official starting figure for July 1 will be the number reported to RI on semi annual report

Seminars:

- October 20th 8:30am to 12:30pm, St. Catharines, ON
- October 27th 8:30am to 12:30pm, Cheektowaga, NY

Anyone planning on attending should email Andy at Skrypniak@cogeco.ca to pre-register. There is no cost, but we do need numbers. Actual location information will be sent to those that register.

Club Visits:

These visits are being well received by the clubs.

Completed club visits: 9
Confirmed club visits: 37
Pending club visits: 28

Membership drive nights:

Participated in special membership drive event in Westfield-Mayville.
Guest speaker at membership drive meeting in Port Colbourne.

Membership Kits:

Packages have been prepared for each club membership chair. In each package is a CD of various valuable downloads from the RI website pertaining to membership. As well there are examples from various clubs on: club pamphlet, club handbook, membership plan, membership tips, leadership plan, survey tools.

These kits are being distributed by DG Bob during his official visits.

Club Visioning:

The committee is working out final details on their first visioning exercise. A number of clubs have expressed an interest in having this exercise completed with their club.

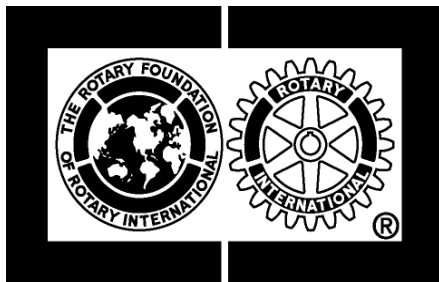
We still need some people experienced in facilitation on both sides of the border to assist in the visioning exercise. Contact Andy to volunteer for facilitation or to have your club to participate.

Club Extension:

- No report at this time

Other Information:

- Nashville membership seminar attended by Andy Skrypniak
- South Bend membership seminar attended by Pravin Suchak
- Zone membership training to be held on Saturday, November 17th



District 7090 Rotary Foundation Committee

District Council Report

September 29, 2007

Bob Bruce, District Rotary Foundation Director

2006-07 was another good year for our District Rotary Foundation Committee. This success was due to the diligence and leadership of District Governor Earne and the Sub-committee Chairs along with the willing efforts of the 51 committee members who worked assiduously to help us make our Foundation stronger so that we may fulfill the mission of Rotary International. Their efforts and the support of our 74 clubs with 2940 Rotarians are deeply appreciated. As this year is just getting underway, it is too early to give updates of 2007-08 giving, but here is a recap of final 2006-07 contributions.

Annual Programs Fund contributions were **\$305,646.** (or **\$102.43** per member)
Restricted Giving was **\$74,620.** mainly for PolioPlus and PolioPlus Partners
Permanent Fund Contributions were **\$46,654.**

Total donations to The Rotary Foundation for 2006-07: \$ 426,922. (or **\$143.07** per member)

District Rotary Foundation Committee Goals for 2007-08:

Annual Giving: Each club to target a minimum of \$100 per member for a total of \$300,000.
 200 new Sustaining Members
 12 new Paul Harris Society Members

Permanent Fund: Increase Major Donors by 3
 Increase Bequest Society Members by 20
 Increase Benefactors by 25

Grants: Increase awareness of District Simplified Grants, Matching Grants, and 3-H Grants

GSE: Recruit GSE team for District 2482 in Bulgaria. Plan for return GS Exchange visit in the spring.

Scholars: Select 1 new Rotary Ambassadorial Scholar and aim for a minimum of 2 World Peace Scholar applicants.

PolioPlus: Continue to raise awareness of our Polio goal of eradication and encourage \$10,000 of contributions from clubs and individuals to PolioPlus and \$10,000 to PolioPlus Partners.

Key Dates

Tuesday, August 28, 2007: Foundation Sub-committee Chairs and Area Foundation Specialists planning meeting in St Catharines

Seminars for Club Rotary Foundation Chairs and Presidents

Thursday, September 20:	Areas 11, 12, 13	Buffalo area clubs
Wednesday, September 26:	Areas 16 and 17:	Chadwick Bay and Chautauqua area clubs
Thursday, September 27:	Areas 14 and 15:	Central Erie and Enchanted Mountain area clubs
Tuesday, October 2:	Areas 5, 6, 7, 8:	St Catharines - Niagara area clubs
Wednesday, October 3:	Areas 9, 10, 13:	Canal, Lake Plains and Eastern Erie area clubs
Wednesday, October 10:	Areas 3, 4, and 5:	Hamilton area clubs
Wednesday, October 24:	Areas 1 and 2:	Norfolk-Brantford area clubs

The Rotary Foundation Annual Dinner

Friday, November 9, 2007: The District 7090 Rotary Foundation Annual Dinner with TRF Chair and RI PolioPlus Chair Robert Scott as Guest Speaker. This event will be held at the Americana Hotel on Lundy's Lane in Niagara Falls, Ontario.

GSE Dates

Monday, November 4, 2007:	Deadline to receive GSE Team Leaders Application for Bugaria.
Saturday, November 10, 2007:	Team Leader Interviews
Tuesday, November 20, 2007:	Team Member Application Deadline for GSE Team to Bulgaria
Saturday, November 10, 2007:	Team Member Mandatory Interviews for GSE Team to Bulgaria
Sunday, May 4, 2008:	District 7090 GSE Team Departs for Bulgaria
Saturday, May 10, 2008:	District 2482 GSE Team from Bulgaria Arrives in Buffalo for Exchange.
Saturday, May 31, 2008:	District 7090 GSE Team Arrives Home from Bulgaria
Saturday, June 7, 2008:	District 2482 GSE Team Departs from Toronto for Bulgaria.

District 7090 Youth Services

Kevin Crouse

“Working to strengthen our programs for youth helps ensure a new generation of responsible, ethical, and volunteer-minded people. They are our link to the future of Rotary which we ourselves will not see.”
R.I. President , Wilf Wilkinson, Rotary World, July 2007

Two years ago, a new Rotary component was inserted into the RYLA program. Impassioned presentations by Doug Johnson, a Welland Rotarian , Sarah Aldrich, a RYLA alumnus, and PDG's Charlotte Herlong and Wally Ochterski, excited the Rylarians about the success of Rotary service projects. Program facilitator Elaine Widmer then challenged the Rylarians to come up with their own service project. As a result, six potential projects were discussed by the Rylarians. They chose the **“Let Kids be Kids”** project and for two years met regularly, and conducted a variety of fundraisers. They have now raised \$10,000.00 and are preparing to fly to Mozambique to complete their mission.

Mozambique has just finished a long civil war. HIV/AIDS is rampant. 1.5 million children have been orphaned because of it. All of this unbelievable effort and the ten thousand dollars raised will be used to build a centre for Orphaned and Vulnerable Children in Mozambique.

Two Rylarians, Jennifer Middleton and Sarah Aldrich will be flying to Africa with Welland Rotarian Doug Johnson and his wife, Helen, to visit the project and provide mosquito nets, and school supplies, and to supervise how the money is spent. They are working in conjunction with a Rotarian in the area who is familiar with the territory. The cost of the trip is \$4500. per person, all of which will be paid by the Rylarians unless they can raise additional funds to help defray some of these costs. They are currently running fundraisers at Boston Pizza and Comedy Club 54 to help them on their way.

The fundraiser at Comedy Club 54, is at 3345 Harvester Road in Burlington at 7:15 p.m. Saturday September 15. Billed as the **“Let Kids be Kids Comedy Night** Fundraiser, the night will be hosted by Ben Guyatt from CHTV and the Comedy Network. Cost is \$10.00 and all proceeds will go to the **“Let Kids be Kids”** program in Mozambique.

If you or your club would like to help these Rylarians complete their mission, please send your cheques to Kevin Crouse, Dundas Valley Sunrise and make them out to the Dundas Valley Foundation. Our foundation is designed to promote youth services. Charitable receipts will be provided. Mail to Kevin Crouse, 3102 Governor's Road, R.R. #2, Lynden, Ontario, L0R 1T0, 519-647-2999, fax 519-647-2595, kevin.crouse@xplornet.com

Early Act – Co-Chair Mindy Tweedle has made great progress in the Hamilton area on many fronts. She has also produced an impressive DVD from our first EarlyAct experience. It is an excellent tool to use to present to your club or a potential school. Chris Lowes or Mindy would be delighted to forward a copy to those interested in starting an EarlyAct club

Chris indicates that the date and location for the first Canadian information night are almost finalized but he and Mindy are still looking for a location in the U.S.. They plan to run two information nights in September in central locations on a week night. The purpose of the meetings will be to inform and assist those interested in starting an Early Act club in their areas.

Interact – Bruce Williamson reports that Kathryn Smith is attempting to establish an Interact club at Ancaster High School. Bruce's goal for the year is to have three new clubs up and running by the end of the coming year. Donna Dalglish reports that her daughter, Sarah Mae is attempting to start an Interact club in Niagara Falls as a result of her experience at Slapshot. A similar response occurred at the Welland Club this year as a result of last year's Slapshot event. An Interact Club now exists at John Vanier Secondary School as a result of the Welland club's involvement. The president of the John Vanier club made a most impressive presentation at this year's Slapshot program under the direction of Margaret Andrewes. Sarah Mae has downloaded the Interact handbook and is writing a proposal for her high school and the local Rotary club. Bruce reminded Sarah of the importance of securing champions at both the high school and Rotary club levels. Bruce is also working with Colleen Pease who is hoping to establish an Interact club at Assumption High School, in addition to working with the eight currently established clubs on the Canadian side.

Rotaract – Surjit Singh is excited to report that the Buffalo State Roaract Club will be chartered either in the third week of September or on the first Tuesday in October once students have settled into the new semester. Rose Vespa has also started a Rotaract club at Laurier University in Waterloo.

Youth Exchange – The Youth Exchange Committee will be hosting forty inbound students this year and will also be responsible for thirty-nine outbound students. Chairman David George has produced a calendar of events for the year which highlights a Niagara Falls Weekend on September 15, 16 for inbound students, a November 30 - December 2 Winter Weekend in Buffalo, District interviews on the U.S. side on January 12 at Hamburg High School, District Interviews on the Canadian Side at Hillfield-Strathallan College on January 13, Temagami Trips on February 13-16 and February 16- 19, a March 2 Orientation with parents at St.Catharines Collegiate, an April 4 – 6 Jamestown weekend and a Bike Trek Weekend on Niagara –on-the-Lake on June 6 – 8.

Slapshot – Slapshot this year will be held at Canterbury Hills during the fourth week-end of April 25 – 27. Cost is \$160. in either currency. A maximum of 100 candidates will be accepted and no more than 6 candidates per club will be allowed. Extras will be put on a waiting list. The maximum capacity of the facility is 100 candidates. **Budget now for early registration before the event is sold-out**

RYLA – RYLA this year will be held during the first week of June from June 1 – 7. Cost is \$600.00 by April 15 or \$650.00 before May 15. **Make sure your budget reflects these new costs.**

To: District 7090 Council

From: John Heise

Re: September, 2007 Service Director's Report

World Community Service Committee

Three new projects are being recommended by the committee for approval by the District Council. They are:

1. **Guatemala water filters (new proposed WCS project)** – LeRoy Rotary Club

Bob Jones has been involved in Ak' Tenamit, Guatemala, which is a non-profit Mayan run organization working to reduce poverty in the rain forests of eastern Guatemala. Ak' Tenamit was started by Puerto Barrios Rotarian Steve Dudenhoefer in 1992, and encompasses healthcare, education, vocational training and cultural initiatives to benefit the local Q'eqchi' Mayan population. As many of the Q'eqchi' live in isolated rural villages around Ak' Tenamit and along the banks of the Rio Dulce, obtaining potable water is a constant health challenge due to waterborne illnesses.

Bob proposed a fundraising project to allow for purchase of ceramic water filters at a cost of \$50 each (purchase and delivery). The initial goal is to raise \$14,000 which would supply filters to 280 families.

A substantial educational support system for the filters and their use is in place through the local health promoters from Ak' Tenamit. The filters would be supervised by the Ak' Tenamit Health Department. Accountability flows through Rotarian representation on the Guatemalan Tomorrow Fund (fundraising arm of Ak' Tenamit) and Rotarians from our district.

2. **Indonesia medical training (new proposed WCS project)** – Dundas Rotary Club

Kanwal Shankardass updated the WCS committee on the achievements of the past year in fleshing out the proposed medical training school in tsunami-ravaged Indonesia. In partnership with Dr. Lynda Redwood-Campbell, Dr. Shankardass and team have completed a needs assessment in Bonda Aceh, Indonesia, and have established the required partnerships to move any collaborations forward. In Bonda Aceh, capital investments are in place post tsunami, but the area is still severely lacking healthcare infrastructure due to the large numbers of healthcare personnel and equipment lost in the tsunami. Through partnerships with Rotary clubs, McMaster medical center and the university in Bonda Aceh, vision and mission statements have been developed and MOUs signed to bring a medical training program to fruition.

3. **Crossroads Springs Care Center, Kenya (new proposed WCS project)**

Kenmore Rotary and East Aurora Rotary

Crossroad Springs Institute in Kenya has been providing support and education to children orphaned by AIDS since 2004. Nutrition, healthcare, education, clothing and vocational training are given to residents of the orphanage. By keeping the children in school and in a caring environment, Crossroads hopes to prevent the orphans from turning to prostitution or petty theft as their sole means of support.

Beginning with 60 children, the center now cares for 165 orphans ranging in age from pre-kindergarten to Standard 5. Average cost of providing this care: \$300 U.S. / year.

Crossroads is in need of expansion in order to meet the growing needs of the child orphan population. \$60,600 USD is needed to construct a three-storey classroom building. Funds are also required to equip the new classrooms, provide computer access and continue with meeting the children's basic needs of food, clothing and supplies. Crossroads Springs has demonstrated successes in previous fundraising partnerships; currently there are wells in place to access potable water and a water conservation program using rain barrels.

The Interact group at Kenmore high school is eager to fundraise for the Crossroads Springs project. Their counselor, Debbie Naylor and Alison Hyde of the East Aurora Rotary club travel frequently to Kenya and will ensure financial accountability of any funds donated. The initiative has increased interest in the Kenmore Interact club substantially.

Community Service

The community service committee is preparing a survey for clubs. The survey will assist the committee in identifying clubs in our District who have done a community assessment to assist in identifying useful community projects, identifying community projects that club throughout the District are engaged in, and identifying ways in which the committee can assist clubs in these areas.

Vocational Service

Andrea Aldinger of the Batavia Rotary Club has agreed to serve as chair of this committee. We have been busy adding members and hope to make this a more workable committee.



Rotary International District 7090

Canada – United States

The “Best of Friends” District

World Community Service Committee

Meeting Minutes: September 17, 2007

David Johnson, Chair

The WCS committee meeting was held Monday, September 17th at the Holiday Inn, St. Catharines.

In attendance: David Johnson, Roy Sheldrick, Irene Strychalski, John Frid, Bob Leek, Sue Dolan, Ralph Montesanto, Paul Winkler, Sabih Uddin, Jos Nolle, Nancy MacDonald, Sumi Peeris, Art Wing, Mary Ann Yadon, Douglas Johnson (guest, Welland club), Bob Jones (presenter, LeRoy club), Larry Coons (presenter, Kenmore club), Alison Hyde (presenter, East Aurora club), Deb Naybor (guest), Lynda Redwood-Campbell (presenter, McMaster family medicine), Interactors from Kenmore high school

Regrets: Dick Earne, John Harbison, Pravin Suchak

The meeting opened at 7:00 p.m. with roundtable introductions.

Chairman David announced the resignation of Teresa Bell from the WCS committee.

Minutes of the June 2007 WCS meeting were approved with no changes.

Business arising from the minutes:

Roy Sheldrick informed the committee that Art Wing has confirmed Rod Hollick as lead for the Adopt-a-Minefield program for the 2007-2008 year.

Guatemala water filters (new proposed WCS project) – Bob Jones, LeRoy Rotary club

Bob has been involved in Ak' Tenamit, Guatemala, which is a non-profit Mayan run organization working to reduce poverty in the rain forests of eastern Guatemala. Ak' Tenamit was started by Puerto Barrios Rotarian Steve Dudenhoefer in 1992, and encompasses healthcare, education, vocational training and cultural initiatives to benefit the local Q'eqchi' Mayan population. As many of the Q'eqchi' live in isolated rural villages around Ak' Tenamit and along the banks of the Rio Dulce, obtaining potable water is a constant health challenge due to waterborne illnesses.

Bob proposed a fundraising project to allow for purchase of ceramic water filters at a cost of \$50 each (purchase and delivery). The initial goal is to raise \$14,000 which would supply filters to 280 families. A substantial educational support system for the filters and their use is in place through the local health promoters from Ak' Tenamit. The filters would be supervised by the Ak' Tenamit Health Department. Accountability flows through Rotarian representation on the Guatemalan Tomorrow Fund (fundraising arm of Ak' Tenamit) and Rotarians from our district.

A brief discussion around long-term sustainability of the proposed project took place.

Motion to approve the Pure Water project for Guatemala as a 2007-2008 WCS approved project: Roy Sheldrick.

Motion seconded by: Sabih Uddin

Unanimously carried.

Action: Motion will be presented to District Council for approval.

Indonesia medical training (new proposed WCS project) – Kanwal Shankardass, Dundas Rotary

Kanwal updated the WCS committee on the achievements of the past year in fleshing out the proposed medical training school in tsunami-ravaged Indonesia. In partnership with Dr. Lynda Redwood-Campbell, Dr. Shankardass and team have completed a needs assessment in Bonda Aceh, Indonesia, and have established the required partnerships to move any collaborations forward. Dr. Redwood-Campbell shared several moving stories and photographs from her recent trips to Bonda Aceh.

In Bonda Aceh, capital investments are in place post tsunami, but the area is still severely lacking healthcare infrastructure due to the large numbers of healthcare personnel and equipment lost in the tsunami. Through partnerships with Rotary clubs, McMaster medical center and the university in Bonda Aceh, vision and mission statements have been developed and MOUs signed to bring a medical training program to fruition.

Motion to approve the Bonda Aceh medical training program as a 2007-2008 WCS approved project: Art Wing

Motion seconded by: Roy Sheldrick

Unanimously carried.

Action: Motion will be presented to District Council for approval.

Crossroads Springs Care Center, Kenya (new proposed WCS project)

Larry Coons, Kenmore Rotary and Alison Hyde, East Aurora Rotary

Crossroad Springs Institute in Kenya has been providing support and education to children orphaned by AIDS since 2004. Nutrition, healthcare, education, clothing and vocational training are given to residents of the orphanage. By keeping the children in school and in a caring environment, Crossroads hopes to prevent the orphans from turning to prostitution or petty theft as their sole means of support.

Beginning with 60 children, the center now cares for 165 orphans ranging in age from pre-kindergarten to Standard 5. Average cost of providing this care: \$300 U.S. / year.

Crossroads is in need of expansion in order to meet the growing needs of the child orphan population. \$60,600 USD is needed to construct a three-storey classroom building. Funds are also required to equip the new classrooms, provide computer access and continue with meeting the children's basic needs of food, clothing and supplies. Crossroads Springs has demonstrated successes in previous fundraising partnerships; currently there are wells in place to access potable water and a water conservation program using rain barrels.

The Interact group at Kenmore high school is eager to fundraise for the Crossroads Springs project. Their counselor, Debbie Naylor and Alison Hyde of the East Aurora Rotary club travel frequently to Kenya and will ensure financial accountability of any funds donated. The initiative has increased interest in the Kenmore Interact club substantially.

Discussion ensued around fundraising. Committee members counseled Larry and Alison about TRF matching grants, indicating that such grants will not fund bricks-and-mortar, but that club-to-club solicitations may be applied to such needs.

Motion to approve the Crossroads Springs Institute educational and building program (with Interact involvement being coordinated through the respective Rotary club) as a 2007-2008 WCS approved project: Roy Sheldrick

Motion seconded by: Sumie Peeris

Unanimously approved

Action: Motion will be presented to District Council for approval.

Belarus Children's program (new proposed WCS project) – John Rogers, Stoney Creek Rotary

John Rogers discussed the Belarus Children of Chernobyl (BCOC) program as follow-up to his last committee visit in June.

John stated that he had vowed to “make over” the BCOC program to better ensure accountability to its host families and Rotarians involved. Since 2004, several host families and Rotary clubs have withdrawn their support from the BCOC program and have sought involvement through different channels. John stated that he has been unable to institute the changes perceived to be necessary to maintain and build Rotary involvement and trust in the future. As such, John and the Stoney Creek club propose to establish a similar program within the Rotary context, while the BCOC program would continue to operate under the leadership of Pam Ellens outside of Rotary. John indicated that he has resigned from his BCOC directorship today, effective immediately to refrain from conflict-of-interest status.

Discussion took place around such an organization's charitable status, Rotary club lead and adherence to the WCS guidelines for international service projects. John indicated that the proposed program already meets / exceeds the districts harassment, abuse and neglect protocols, and will be seeking charitable status and financial reporting avenues.

Recommendations by committee to Rotarian Rogers:

- Confirm lead of Stoney Creek Rotary for the proposed program
- Form committee / BOD
- Define program goals and objectives in specific terms
- Attempt to develop program beyond respite (sustainability, root cause applications)
- Begin process to obtain charitable status
- Seek re-engagement of host families that have withdrawn from program

John was advised to return to the WCS committee in the future with a more detailed project proposal for consideration as a 2007-2008 WCS project.

Action: project tabled until next report by Rotarian Rogers

Fogquest Guatemala (final report) – Roy Sheldrick for Thomas Brock, Grimsby Rotary

The 2006-2007 WCS approved water project utilizing large fog collectors to obtain potable water for indigenous populations in the highlands of Guatemala has been completed. To date, 10 LFCs have been installed serving 9 communities. The Rotary clubs in the area continue to support and supervise the fog collectors.

Water Task Force subcommittee report – Roy Sheldrick

Roy is recruiting WTF representation from each District designated area. Current ideas focus on each area recognizing World Water Day, held annually on March 22nd. Possible fundraising projects include a “water walk” in major cities. Roy suggested formal communications begin between Rotary WTF leads and mayors of each locale to make this happen. Promotional ideas include inserts into the monthly district newsletter and PSAs in local media publications.

Roy will attend the Haiti water summit in Port-au-Prince in December. R.I. President-elect Wilf Wilkinson and Rene Preval, President of Haiti are expected to attend the summit.

Disaster Relief update – Roy Sheldrick

Roy re-emphasized R.I.'s position that Rotary International as a whole is not focused on disaster relief per se but rather prefers to see Rotary efforts geared toward disaster recovery.

Rotary Action for the Development of AIDS Responses (R.A.D.A.R.) subcommittee report – Jos Nolle

RADAR is a “call to action” and aims to provide leadership, education and ways to engage our communities in strategies to combat the HIV/AIDS pandemic.

Our district’s RADAR committee consists of Jos Nolle, Paul Winkler, Sue Dolan and Carolyn Wiens.

RADAR 7090 continues to communicate with RADAR groups in districts 7070 and 7080. A summary of recent activities of the RADAR committee was presented.

- Carolyn is currently working with our counterparts in 7080 to develop a marketing plan for the Chachoka AIDS or “Beyond AIDS” program which delivers soccer balls to HIV/AIDS-affected children in Malawi. Soccer balls, marked with the R.I. and Dignitas insignias may be purchased for \$20 Cdn., with \$10 being from each purchase being donated to Dignitas.
- Jos met with Chris Snyder (7070) and James Fraser (E.D., Dignitas) to discuss plans for World AIDS day, held annually on December 1st. Chris is in regular contact with R.I. president Wilf Wilkinson and is connected to the Rotary Action Group for HIV/AIDS.
- Discussion took place around the idea of “give a day to AIDS,” a program started by two Toronto physicians. Through donating a dollar a day, or through a lump sum donation equivalent to one day’s pay, Rotarians can direct a substantial amount of financial support to the HIV/AIDS related program of choice.
- The 7090 RADAR group will continue to support the Chachoka AIDS leaders through facilitation of presentations in our district.
- Chairman David is heading to Addis Ababa, Ethiopia at the end of the month and will report any potential initiatives around HIV/AIDS to the committee to follow up on.
- Under the leadership of Jos, the Welland Rotary club is hoping to have a speaker series in February 2008 featuring James Orbinski, M.D. James accepted the Nobel Peace Prize in 1999 on behalf of Medicines Sans Frontier (MSF or Doctors Without Borders) for their humanitarian work. The speaker series could feasibly be opened up to the district membership.

Meeting adjourned at 9:20 p.m. by Chair David Johnson

Next meeting: January 7, 2008 at the Holiday Inn, St. Catharines
Snow date: January 14, 2008

Family of Rotary



WHAT IS THE FAMILY OF ROTARY AND WHY IS IT IMPORTANT

As the District 7090's Family of Rotary Chairperson, I will provide information and support for Rotary clubs within our district to help them pursue the first Object of Rotary – to encourage and foster the development of acquaintance as an opportunity for service.

We know as Rotarians that it is never too late to begin with your family of Rotary. It was Paul Harris' vision that gave us this wonderful service club called Rotary. Friendship was the foundation, the rock on which Rotary service was built. A focus on Family of Rotary provides encouragement for Rotarians, their families and members of the larger Rotary family by strengthening clubs and instilling a sense of integrity, tolerance and unselfishness in the next generation.

Supporting Family of Rotary is of critical importance because it:

- ❖ Builds lifelong friendships
- ❖ Enhances our personal families' relationships
- ❖ Builds world understanding and peace
- ❖ Improves international solidarity and tolerance
- ❖ Contributes to membership growth
- ❖ Contributes to diversity of age, gender, race, ethnicity, culture, religion and profession
- ❖ Improves Rotary's public image
- ❖ Strengthens clubs and the commitment to service

To the end that Rotarians are successful, each Rotary Club in our district is encouraged to appoint a Family of Rotary Coordinator whose duties will be to establish and promote the *Family of Rotary* Objectives. This persons duties should be but not limited to:

- Establish a schedule of activities throughout the year,
- Organizing social outings on a regular basis in order to promote friendship and fellowship,
- Inviting families to attend club meetings and events,
- And identifying persons having special needs and setting up a visitation schedule to cheer up shut ins, hospitalized and recuperating members.

We are available to provide information and assistance on this important aspect of Rotary.

Mary Hirsch-Schena, District Family of Rotary Chairperson

Rotary Club of Olean

716-373-7639

E-mail – bokmanfinance@aol.com or MSchena@brcs.wnyric.org

Sandra R Stephenson, District Family of Rotary Chairperson

Rotary Club of Hamilton

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The Presidents Elect Family Picnic was held on Sunday, July 15, 2007 at Fort Niagara State Park. The 2nd annual event was a great success and plans are in the works for next year's event. For those President-Elects, District members and families that attended, thank you for coming and getting to know each other. It was a beautiful day and a wonderful time.

We expect that all clubs in our district will appoint a Family of Rotary Chairperson. It will be that chairperson's responsibility to plan and implement family of rotary events throughout the year. District Governor Bob's challenge includes the Family of Rotary. It should be noted that December is Family of Rotary month and thus all clubs should have some type of event scheduled. We will be sending out to each club a list of examples of certain types of Family of Rotary events that they can implement in their own clubs.

As always, we gladly accept any and all suggestions for incorporating the Family of Rotary into your club. We all are aware of the importance of the family in Rotary. It is our hope to help your club find more ways to create and nurture an atmosphere of warmth and caring among those in the Family of Rotary and involve them in your activities.

Finally, Sandra and I would welcome any invitations to come speak to clubs in our district about the importance of, and ways to increase, the presence of Family of Rotary in your club.

Remember, Rotary should make time for families, not take time from families.