



Rotary International District 7090 Annual Business Meeting
Niagara Falls Conference Center
Niagara Falls, NY
Friday, October 28, 2010, 2:30 PM

- | | | |
|-------|--|---|
| I. | Call to Order | |
| | a. Welcome | John Heise, DG |
| | b. Invocation | Kevin Crosby, Director of Training |
| II. | R.I. President's Representative | |
| | a. Introduction | Pravin Suchak, PDG |
| | b. Greetings from RI President Kalyan Banerjee | PDG Billy Settles,
RI President's Representative |
| | c. Thank You and Resolution | Rick Sterne, DGE |
| III. | John Heise, DG, 2010 - 2011 | |
| IV. | Financial Report | |
| | a. YTD Financial Statements | Don DeMeo, Treasurer |
| | b. Audited Financial Statements | 2010-11 Treasurer Jim Jackson |
| V. | District Governor-Elect Report | Rick Sterne, DGE |
| VI. | District Governor Nominee | Kevin Crouse, DGN |
| VII. | District Conference Report | John Pedley, Conference Chair |
| | a. Conference Resolution | |
| VIII. | District Committee Reports | |
| | a. Training | Kevin Crosby, Director |
| | b. Service Projects | Jack Amico, Director |
| | c. Youth Services | Greg Norton, Director |
| | d. Public Relations | Paul McAfee, Director |
| | e. The Rotary Foundation | Art Wing, PDG, Director |
| | f. Membership | Pravin Suchak, PDG, Chair |
| | g. Strategic Planning Committee | Pravin Suchak, PDG, Chair |
| IX. | New Business | |
| | a. Resolution Ratifying Actions of Governor and District Council | Jack Amico, Service Director |
| | b. Council on Legislation Proposals | Dick Earne, PDG, COL Representative |
| X. | Announcements | |
| XI. | Adjournment | |

Annual District 7090 Meeting

October 28, 2011

District Governor's Report

As of this date I have completed 50 of 73 club visits. I expect to complete all the club visits by December 15. The visits have been very enlightening. Sandy and I have been made to feel part of each club's family during each of our visits. I have also been able to fit several additional visits to some clubs for their events.

I have been impressed with how hard our clubs are working to meet local and international needs while also continuing their contributions to our Rotary Foundation and to the Polio Plus effort. My visits have reinforced the fact that some of our clubs are being challenged by some difficult economic conditions. This has proven challenging for some club fund raising efforts and also presented clubs with additional challenges in their plans for addressing local community needs.

In my visits I have also found some clubs are having success in diversifying their membership as to sex and age. This is encouraging.

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10/18/11

Accrual Basis

Rotary International District 7090

Balance Sheet

As of June 30, 2011

	Jun 30, 11
ASSETS	
Current Assets	
Chequing/Savings	
1010 · HSBC US	42,356.66
1015 · HSBC Short Term Investment	86,261.19
1020 · BoM Cdn	82,684.00
1040 · Petty cash	1,500.00
1090 · Restricted Grants Committee	24,958.00
Total Chequing/Savings	237,759.85
Accounts Receivable	
1110 · Accounts Receivable	852.03
1115 · Accounts Receivable - Cdn	724.93
Total Accounts Receivable	1,576.96
Other Current Assets	
1021 · Exchange on CDN bank balances	-2,247.78
1450 · Prepaid Expenses	774.00
1451 · Prepaid District Conference	1,000.00
Total Other Current Assets	-473.78
Total Current Assets	238,863.03
Fixed Assets	
1700 · Equipment	2,457.44
1750 · Accum Amort - Equipment	-2,457.44
Total Fixed Assets	0.00
TOTAL ASSETS	238,863.03
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2010 · Accounts Payable	1,400.00
2020 · Accounts Payable - Cdn	1,894.10
Total Accounts Payable	3,294.10
Other Current Liabilities	
2030 · Accrued Expenses	25,600.20
Total Other Current Liabilities	25,600.20
Total Current Liabilities	28,894.30
Total Liabilities	28,894.30
Equity	
3900 · Retained Earnings	195,395.95
Net Income	14,572.78
Total Equity	209,968.73
TOTAL LIABILITIES & EQUITY	238,863.03

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10/18/11

Accrual Basis

Rotary International District 7090 Profit & Loss Budget vs. Actual July 2010 through June 2011

Ordinary Income/Expense	Jul '10 - Jun 11	Budget	Over Budget	% of Budget
Income				
4000 · Club assessment				
4010 · General assessment	83,945.55	80,450.00	3,495.55	104.3%
4020 · District Conference assessment	7,872.00	7,650.00	222.00	102.9%
4030 · Insurance Assessment	30,653.63	30,000.00	653.63	102.2%
4000 · Club assessment - Other	0.00	0.00	0.00	0.0%
Total 4000 · Club assessment	122,471.18	118,100.00	4,371.18	103.7%
4200 · District Conference				
4202 · DC - Registrations	23,138.10			
4204 · DC - Sponsorships	5,500.00			
4200 · District Conference - Other	0.00			
Total 4200 · District Conference	28,638.10			
4300 · District Governor RI reimb	12,238.88	15,700.00	-3,461.12	78.0%
4400 · AG reimbursement	0.00	1,400.00	-1,400.00	0.0%
5000 · Earned revenues				
5010 · Foundation dinner	11,363.37	14,000.00	-2,636.63	81.2%
5020 · Youth Exchange				
5025 · Orientation/Fellowship	20.00			
Total 5020 · Youth Exchange	20.00			
5030 · RYLA	31,890.44	30,000.00	1,890.44	106.3%
5035 · Slapshot	20,175.48	17,600.00	2,575.48	114.6%
5040 · PETS	33,010.21	32,850.00	160.21	100.5%
5050 · District Assembly Income	120.00	5,000.00	-4,880.00	2.4%
Total 5000 · Earned revenues	96,579.50	99,450.00	-2,870.50	97.1%
5060 · District Simplified Grants				
5200 · Interest Income	0.00	24,800.00	-24,800.00	0.0%
5400 · Other income	845.83	500.00	345.83	169.2%
5401 · Other Income	30.00			
5402 · Seminar Training Revenue	0.00			
5403 · Public Relations Income	207.55			
5404 · Rotary Now DVD Sales	181.00			
5400 · Other income - Other	0.00	1,000.00	-1,000.00	0.0%
Total 5400 · Other income	418.55	1,000.00	-581.45	41.9%
Total Income	261,192.04	260,950.00	242.04	100.1%

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10/18/11

Accrual Basis

Rotary International District 7090 **Profit & Loss Budget vs. Actual** July 2010 through June 2011

Expense	Jul '10 - Jun 11	Budget	Over Budget	% of Budget
6000 · Administration				
6010 · District Governor - RI Reimburs	14,711.34	12,700.00	2,011.34	115.8%
6020 · Assistant Governors	100.00	1,400.00	-1,300.00	7.1%
6030 · District council	2,388.50	2,400.00	-11.50	99.5%
6060 · District Website Administration	3,033.67	1,600.00	1,433.67	189.6%
6061 · District Website Club Runner	1,548.00			
6070 · District newsletter	1,125.00	3,000.00	-1,875.00	37.5%
6080 · District office				
6081 · Office Support	13,740.00	16,200.00	-2,460.00	84.8%
6082 · Phone Charges	600.00	650.00	-50.00	92.3%
6083 · Postage	166.90	100.00	66.90	166.9%
6084 · Office Supplies	278.71	500.00	-221.29	55.7%
6085 · Bank Charges	2,392.26	750.00	1,642.26	319.0%
6086 · Supplies, Treasurer	0.00	250.00	-250.00	0.0%
Total 6080 · District office	17,177.87	18,450.00	-1,272.13	93.1%
6090 · Awards & Recognition	3,748.13	2,000.00	1,748.13	187.4%
Total 6000 · Administration	43,832.51	41,550.00	2,282.51	105.5%
69800 · Uncategorized Expenses				
7000 · Directors and Committees				
7010 · Group study exchange	364.60	2,500.00	-2,135.40	14.6%
7015 · District Simplified Grants	0.00	24,800.00	-24,800.00	0.0%
7020 · Interact, Rotaract	319.81	600.00	-280.19	53.3%
7030 · Long-range planning	471.70	600.00	-128.30	78.6%
7040 · Membership	1,219.55	1,200.00	19.55	101.6%
7050 · Rotary foundation				
7055 · Paul Harris Society	0.00	200.00	-200.00	0.0%
7058 · Donations	7,000.00			
7050 · Rotary foundation - Other	304.49	1,200.00	-895.51	25.4%
Total 7050 · Rotary foundation	7,304.49	1,400.00	5,904.49	521.7%
7060 · Grants Committee	0.00	200.00	-200.00	0.0%
7065 · Rotary Scholars	513.19	300.00	213.19	171.1%
7070 · Vocational service	0.00	200.00	-200.00	0.0%
7080 · World community service	639.62	800.00	-160.38	80.0%
7090 · Youth exchange				
7096 · Other YE expenses	0.00	1,000.00	-1,000.00	0.0%
Total 7090 · Youth exchange	0.00	1,000.00	-1,000.00	0.0%
7100 · RYLA	31,705.75	30,000.00	1,705.75	105.7%
7105 · Slapshot	20,527.39	17,600.00	2,927.39	116.6%
7120 · Early Act	0.00	200.00	-200.00	0.0%
7130 · Public Relations	10,464.40	4,000.00	6,464.40	261.6%
7140 · Communications	3,185.00	4,500.00	-1,315.00	70.8%

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Accrual Basis

Rotary International District 7090 Profit & Loss Budget vs. Actual July 2010 through June 2011

	Jul '10 - Jun 11	Budget	Over Budget	% of Budget
7200 · Other committees				
7205 · Other Committees - Misc	25.41	675.00	-649.59	3.8%
7215 · District Gov - Change Over Even	674.30	500.00	174.30	134.9%
Total 7200 · Other committees	699.71	1,175.00	-475.29	59.5%
Total 7000 · Directors and Committees	77,415.21	91,075.00	-13,659.79	85.0%
7500 · Standing Committees				
7520 · District insurance	29,648.13	30,000.00	-351.87	98.8%
7530 · Finance and audit	4,245.28	4,500.00	-254.72	94.3%
Total 7500 · Standing Committees	33,893.41	34,500.00	-606.59	98.2%
8000 · Training				
8010 · District conference				
8012 · DC - Expenses	34,707.41	7,650.00	27,057.41	453.7%
8016 · DC - Bank Chges & CC Discounts	317.04			
Total 8010 · District conference	35,024.45	7,650.00	27,374.45	457.8%
8020 · PETS expenses	30,375.99	40,150.00	-9,774.01	75.7%
8030 · District Assembly Expenses	-1,804.82	5,000.00	-6,804.82	-36.1%
8036 · Visioning	100.00	600.00	-500.00	16.7%
8040 · District training	3,379.88	6,500.00	-3,120.12	52.0%
8050 · Assist Gov Training	0.00	600.00	-600.00	0.0%
8070 · Dist Gov Nominee Training	3,019.40	2,500.00	519.40	120.8%
8080 · Dist Gov Elect Training	5,713.05	7,500.00	-1,786.95	76.2%
8090 · District Gov Training	5,313.55	7,500.00	-2,186.45	70.8%
Total 8000 · Training	81,121.50	78,000.00	3,121.50	104.0%
8500 · Foundation Dinner Costs				
8504 · Rotary Now DVD Costs	8,943.70	14,000.00	-5,056.30	63.9%
8600 · Meeting Expenses	15.91			
9915 · Unbudgeted Expenses	246.67	100.00	146.67	246.7%
	0.00	1,725.00	-1,725.00	0.0%
Total Expense	245,539.66	260,950.00	-15,410.34	94.1%
Net Ordinary Income	15,652.38	0.00	15,652.38	100.0%
Other Income/Expense				
Other Expense				
5405 · Exchange Gain/Loss	1,079.60			
Total Other Expense	1,079.60			
Net Other Income	-1,079.60	0.00	-1,079.60	100.0%
Net Income	14,572.78	0.00	14,572.78	100.0%

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Accrual Basis

Rotary International District 7090

Profit & Loss

July 2010 through June 2011

	Jul '10 - Jun 11
Ordinary Income/Expense	
Income	
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4010 · General assessment	83,945.55
4020 · District Conference assessment	7,872.00
4030 · Insurance Assessment	30,653.63
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4200 · District Conference - Other	0.00
Total 4200 · District Conference	28,638.10
4300 · District Governor RI reimb	12,238.88
5000 · Earned revenues	
5010 · Foundation dinner	11,363.37
5020 · Youth Exchange	
5025 · Orientation/Fellowship	20.00
Total 5020 · Youth Exchange	20.00
5030 · RYLA	31,890.44
5035 · Slapshot	20,175.48
5040 · PETS	33,010.21
5050 · District Assembly Income	120.00
Total 5000 · Earned revenues	96,579.50
5200 · Interest income	845.83
5400 · Other income	
5401 · Other Income	30.00
5402 · Seminar Training Revenue	0.00
5403 · Public Relations Income	207.55
5404 · Rotary Now DVD Sales	181.00
Total 5400 · Other income	418.55
Total Income	261,192.04
Expense	
6000 · Administration	
6010 · District Governor - RI Reimburs	14,711.34
6020 · Assistant Governors	100.00
6030 · District council	2,388.50
6060 · District Website Administration	3,033.67
6061 · District Website Club Runner	1,548.00
6070 · District newsletter	1,125.00
6080 · District office	
6081 · Office Support	13,740.00
6082 · Phone Charges	600.00
6083 · Postage	166.90
6084 · Office Supplies	278.71
6085 · Bank Charges	2,392.26
Total 6080 · District office	17,177.87
6090 · Awards & Recognition	3,748.13
Total 6000 · Administration	43,832.51
69800 · Uncategorized Expenses	70.75
7000 · Directors and Committees	
7010 · Group study exchange	364.60
7020 · Interact, Rotaract	319.81
7030 · Long-range planning	471.70
7040 · Membership	1,219.55

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Accrual Basis

Rotary International District 7090

Profit & Loss

July 2010 through June 2011

	Jul '10 - Jun 11
7050 · Rotary foundation	
7058 · Donations	7,000.00
7050 · Rotary foundation - Other	304.49
Total 7050 · Rotary foundation	7,304.49
7065 · Rotary Scholars	513.19
7080 · World community service	639.62
7100 · RYLA	31,705.75
7105 · Slapshot	20,527.39
7130 · Public Relations	10,464.40
7140 · Communications	3,185.00
7200 · Other committees	
7205 · Other Committees - Misc	25.41
7215 · District Gov - Change Over Even	674.30
Total 7200 · Other committees	699.71
Total 7000 · Directors and Committees	77,415.21
7500 · Standing Committees	
7520 · District insurance	29,648.13
7530 · Finance and audit	4,245.28
Total 7500 · Standing Committees	33,893.41
8000 · Training	
8010 · District conference	
8012 · DC - Expenses	34,707.41
8016 · DC - Bank Chges & CC Discounts	317.04
Total 8010 · District conference	35,024.45
8020 · PETS expenses	30,375.99
8030 · District Assembly Expenses	-1,804.82
8036 · Visioning	100.00
8040 · District training	3,379.88
8070 · Dist Gov Nominee Training	3,019.40
8080 · Dist Gov Elect Training	5,713.05
8090 · District Gov Training	5,313.55
Total 8000 · Training	81,121.50
8500 · Foundation Dinner Costs	8,943.70
8504 · Rotary Now DVD Costs	15.91
8600 · Meeting Expenses	246.67
Total Expense	245,539.66
Net Ordinary Income	15,652.38
Other Income/Expense	
Other Expense	
5405 · Exchange Gain/Loss	1,079.60
Total Other Expense	1,079.60
Net Other Income	-1,079.60
Net Income	14,572.78



DISTRICT GOVERNOR ELECT

Report to District Council

October 29th, 2011

RICK STERNE - DG 2012-13

This year as your District Governor Elect, has so far, been very busy, but rewarding. Jeanette and I attended our tenth Rotary International Convention last May in New Orleans. It didn't disappoint. Bill Gates challenged everyone to lobby their respective Governments to continue to fund the fight against Polio. His recognition of Canada's and the USA's support was inspirational.

During the summer we attended several fundraising and social events. One of the highlights was a boat cruise in Toronto harbour, organized by the Toronto Rotary Club in support of their convention bid. Obviously we did a good job lobbying the selection committee members, as they won the 2018 RI Convention. Maybe their outstanding bid package also had something to do with their success.

Jeanette and I attended the Governor Elect Training Session (GETS) and the Zone 24/32 Institute in Boston at the end of August. We made many new friends as we got to know our fellow DGEs from across the Zone. We heard many speakers on a variety of topics. As a result of meeting them at GETS we have confirmed two great keynote speakers for our District Multi Pets 2 next March, Jeff Cadorette and Ann Lee Hussey.

DGN Kevin Crouse and I attended the Zone 24 Multi-District Training Session in Toronto, and took our three Rotary exchange students from the Netherlands, Denmark, and Taiwan, to the Eastern Cities Dinner in Rochester to hear RI President Kalyan Banerjee speak.

I had the opportunity to address the Hamilton Rotary Club on behalf of DG John Heise, and was the keynote speaker at a New Member Orientation Night for Area 3 in Dundas with 70 in attendance. I've attended two RI Foundation and Future Vision Seminars and a District World Community Service committee meeting. I was most inspired by the exciting international projects that our District is involved with. I've also participated in two District Multi-Pets committee planning meetings.

I have completed my draft club visitation plan for the fall of 2012, which begins after Labour Day.

Jeanette and I are booked to participate in the International Assembly in San Diego, January 15-21, 2012, and the RI Convention in Bangkok, Thailand, May 3-9, 2012.

My son Eric and I will be attending the Rotary UN Day in New York on Saturday, November 5, 2011.

We are most excited about the Rotary journey ahead and look forward to working with each of you.

Service to humanity is indeed the best work of life.

Yours in Rotary

A handwritten signature in dark ink, appearing to read "Rick Sterne". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

RICK STERNE

DGE 7090



DISTRICT GOVERNOR Nominee REPORT – October 28, 2011

Kevin Crouse - DG 2013-14

Since our last District Council Meeting, I have participated in the following events:

On September 24, I attended the Zone Success Seminar in Brampton

On September 26, I participated in the Foundation Go-to-meeting.

On September 29 – I attended the Brantford Sunrise Paul Harris dinner

On October 4 - I attended The Eastern Cities Fellowship dinner in Rochester

On October 18 - I attended the Foundation Seminar in St. Catharines

On October 23 – I made a tentative reservation for 200 rooms at the Marriott Gateway on the Falls Hotel in Niagara Falls, Canada (formerly Sheraton Fallsview) for the October 2013 District conference.



www.rotary7090.org

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District Training Report for 2011 Annual Meeting

Submitted by Kevin Crosby, Director of Training

2010-2011 Rotary Year

In July, 2010, the Director of Training appointed a District-wide Training Advisory Committee comprised of PDGs, AGs, and current and past club presidents. This committee met several times (using GoToMeeting) to offer suggestions for training activities.

In November, the Director of Training conducted an online training survey. 325 Rotarians responded. The survey assessed preferences for training topics and methods of delivery. The two attached graphs summarize the results of this survey, which will inform decisions on what training should be delivered and how it should be delivered.

For the first time in memory, we held a District Team Training Seminar, with good participation from AGs, Directors and Chairs. Evaluations were very positive.

We conducted four regional PETS 1 sessions that were well-received. Our multi-district PETS 2 session was very successful, receiving high marks from participants and faculty alike.

We conducted three well-attended offerings of Rotary Leadership Institute and graduated our first group of Rotarians who completed all three levels.

District Assembly was also very successful. We offered 30 sessions with several tracks (agenda attached). The program was well-attended and received very positive evaluations.

2011 – 2012 Rotary Year

In July, the Director of Training appointed Chairs for ten areas of focus, including several new initiatives: AG Development, New Member Orientation, Club-based Training and E-learning, and Training Registration and Promotion. A document providing the job description for each of these roles is attached. This year should see a significant enhancement of the training opportunities available to Rotarians throughout the District. In addition to maintaining the high level of quality for traditional programs like PETS, RLI and District Assembly, we will be developing several new programs for the development of AGs and orientation of new Rotarians, and programs to enhance the knowledge and skills of club members.



www.rotary7090.org

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Job Descriptions for District Training Team

Introduction

District 7090 shall appoint Chairs (or Co-chairs) for the following areas of responsibility that are part of the District Training function. Together, these Chairs will comprise the District Training Team, under the leadership of the Director of Training.

- PETS 1
- PETS 2 (multi-district)
- District Assembly
- RLI (Rotary Leadership Institute)
- Club Vision Facilitation
- District Team Training Seminar
- Club-based and E-learning
- Training Registration & Promotion
- New Member Orientation
- AG Development

Duties

Chair of PETS 1

- Confer with the DGE, PE Trainer(s), Chair of PETS 2, and the Director of Training to plan the agenda, dates and locations for PETS 1 sessions
- Schedule the venues for all PETS 1 sessions
- In collaboration with the Chair of Training Registration and Promotion, prepare the online registration website pages and communication plan, subject to approval of the DGE, PE Trainer(s) and Director of Training
- In collaboration with the DGE, PE Trainer(s), Director of Training and the facilitators, coordinate the development of the presentations and preparation of all handouts
- In collaboration with the Chair of Training Registration and Promotion and Chair of PETS 2, develop and implement a strategy for ensuring that PEs register for PETS 1
- In collaboration with the DGE, PE Trainer(s), Director of Training and the facilitators, prepare an evaluation form for PETS 1 and prepare a summary of the results for the DGE, PE Trainer(s), Director of Training and facilitators.

Chair of PETS 2

- Confer with the DGEs, PE Trainers, and Directors of Training of all three districts involved in PETS 2 to plan the agenda, dates and locations for PETS 2



- In collaboration with the Chair of Training Registration and Promotion, prepare the online registration website pages and communication plan, subject to approval of the DGE, PE Trainer(s) and Director of Training
- In collaboration with the DGEs, PE Trainers, Directors of Training and the facilitators from all three districts, assist with the development of the presentations and preparation of all handouts as needed
- In collaboration with the Chair of Training Registration and Promotion and Chair of PETS 1, develop and implement a strategy for ensuring that PEs register for PETS 2
- In collaboration with the DGEs, PE Trainers, Directors of Training and the facilitators from all three districts, assist with the preparation of an evaluation form for PETS 2 and preparation of a summary of the results

Chair of District Assembly

- Confer with the DGE, PE Trainer(s), and the Director of Training to plan the agenda, session leaders, date and location for District Assembly
- Schedule the venue and catering for District Assembly
- In collaboration with the Chair of Training Registration and Promotion, prepare the online registration website page and communication plan, subject to approval of the DGE, PE Trainer(s) and Director of Training
- In collaboration with the DGE, PE Trainer(s), Director of Training and the session leaders, coordinate the development of the presentations and preparation of all handouts
- In collaboration with the Chair of Training Registration and Promotion and Chair of PETS 2, develop and implement a strategy for ensuring that Rotarians register for District Assembly
- In collaboration with the DGE, PE Trainer(s), Director of Training and the facilitators, prepare an evaluation form for District Assembly and prepare a summary of the results for the DGE, PE Trainer(s), Director of Training and session leaders.

Chair of RLI (Rotary Leadership Institute)

- Confer with the District Director of Training and District RLI Coordinators from other Districts in the Shining Waters Division to plan the schedule and venues for RLI sessions for the Rotary year
- Schedule the venues for all RLI sessions
- In collaboration with the Chair of Training Registration and Promotion, prepare the online registration website pages and communication plan for promoting RLI events
- In collaboration with the Director of Training and other RLI facilitators, coordinate the recruitment, selection and preparation of qualified RLI facilitators



- In collaboration with the Chair of Training Registration and Promotion develop and implement a strategy for effectively managing the registration and payment process for RLI sessions
- In collaboration with the Chair of Training Registration and Promotion prepare the participant materials for each session and certificates of completions for participants who complete all three levels
- In collaboration with the Chair of Training Registration and Promotion develop a system to maintain records of participants enrolled in RLI programs
- In collaboration with the Director of Training, develop and use an evaluation tool and prepare a summary of the results for each session.

Co-chairs of Club Vision Facilitation (one in US and one in Canada)

- Communicate with interested clubs discussing the parameters of expectation for facilitation; exchange email and phone dialogue with the club Rotarian defined as that club's **Club Coordinator** to conclude interest
- In collaboration with the Club Coordinator and the facilitation team, identify the date for the event.
- Email information and forms to the Club Coordinator to collect data and prepare club leadership for the facilitation event and ensure that forms are completed and returned in a timely manner
- Schedule members of the facilitation team for each event, assign roles and responsibilities for bringing equipment and supplies, and distribute the club profile and results of the RVQ to the facilitation team
- Follow through on event preparations with the Club Coordinator confirming the number in attendance, the location and direction to site as well as the readiness of the facility and food.
- Facilitate a post-session evaluation with members of the facilitation team.
- Follow-up with the Club Coordinator (or delegate this task) approximately four weeks after a session to assure that the club is following through on assigned tasks.

Co-chair of Club-based and E-learning

- In collaboration with the Director of Training, conduct periodic assessments of training needs not addressed by PETS, District Assembly, RLI and Club Vision Facilitation
- In collaboration with the Director of Training, plan and coordinate the offering of training programs and brief seminars, delivered through the most appropriate modality (e.g., online and club-based training sessions)
- In collaboration with the Director of Training, develop a list of qualified seminar leaders in the District



- In collaboration with the Director of Training, develop guidelines for the role of “ClubTrainer” and develop a plan for promoting this role to clubs
- Develop a network of Club Trainers for soliciting information about needs and communicating information about available programs and resources
- In collaboration with the Director of Training, provide assistance to other Directors to develop and deliver training programs (e.g., for area membership representatives, area Foundation representatives, New Generations club leaders, etc.)
- In collaboration with the Director of Training, survey available online training resources available through RI, TRF and the District. Develop a process for clubs to become aware of these resources and to access them for the training of the club as a group or individuals.
- Promote the use of online meeting and webinar tools and other online resources throughout the District in order to promote collaboration and easy access to training programs and reduce the time and travel expense normally associated with these activities.
- Serve as a resource to the District and individual clubs that want to take advantage of online resources and information technology.

Chair of Training Registration and Promotion

- Form a support team to assist with administrative functions
- In collaboration with the Director of Training, develop a system for managing the registration process for training events and maintenance of a permanent database of program participants
- Develop tools for promoting training events, working in collaboration with the chairs of those events
- Contact potential participants who have failed to register for training events by their respective deadlines
- Disseminate pre-work and other communications participants prior to training events
- Arrange for the staffing of the registration table at training events
- Provide follow-up communication with participants after training events as needed
- Provide summary reports on participants in training events as needed
- Other duties as requested by the District Training Team

Chair of New Member Orientation

- In collaboration with the Director of Training, research best practices for the orientation of new members of Rotary and develop a database of best practices that clubs can access
- In collaboration with the Director of Training, develop a two-tier model for orienting new members. Tier one would include orientation to the new member’s club and culture. Normally, this

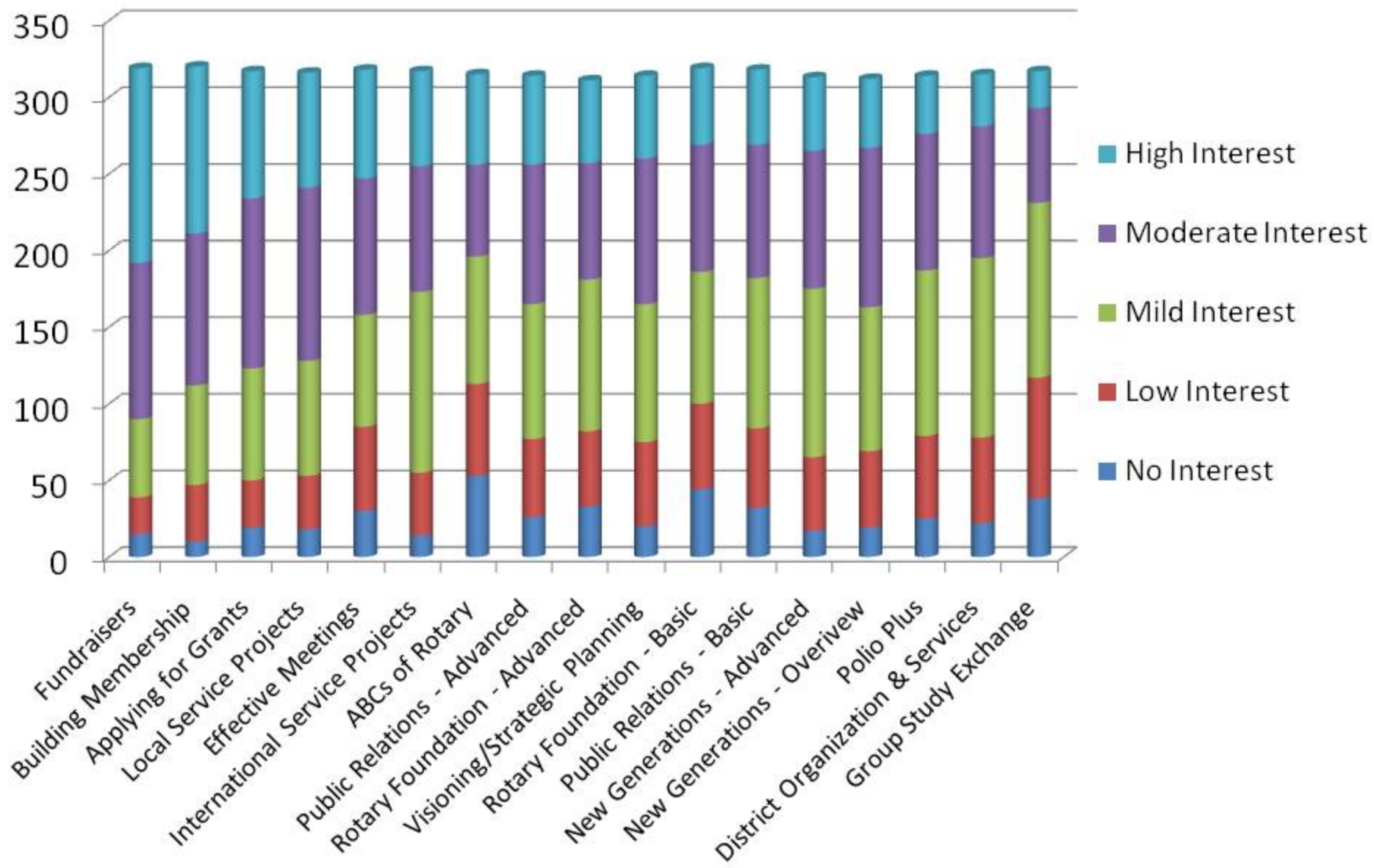


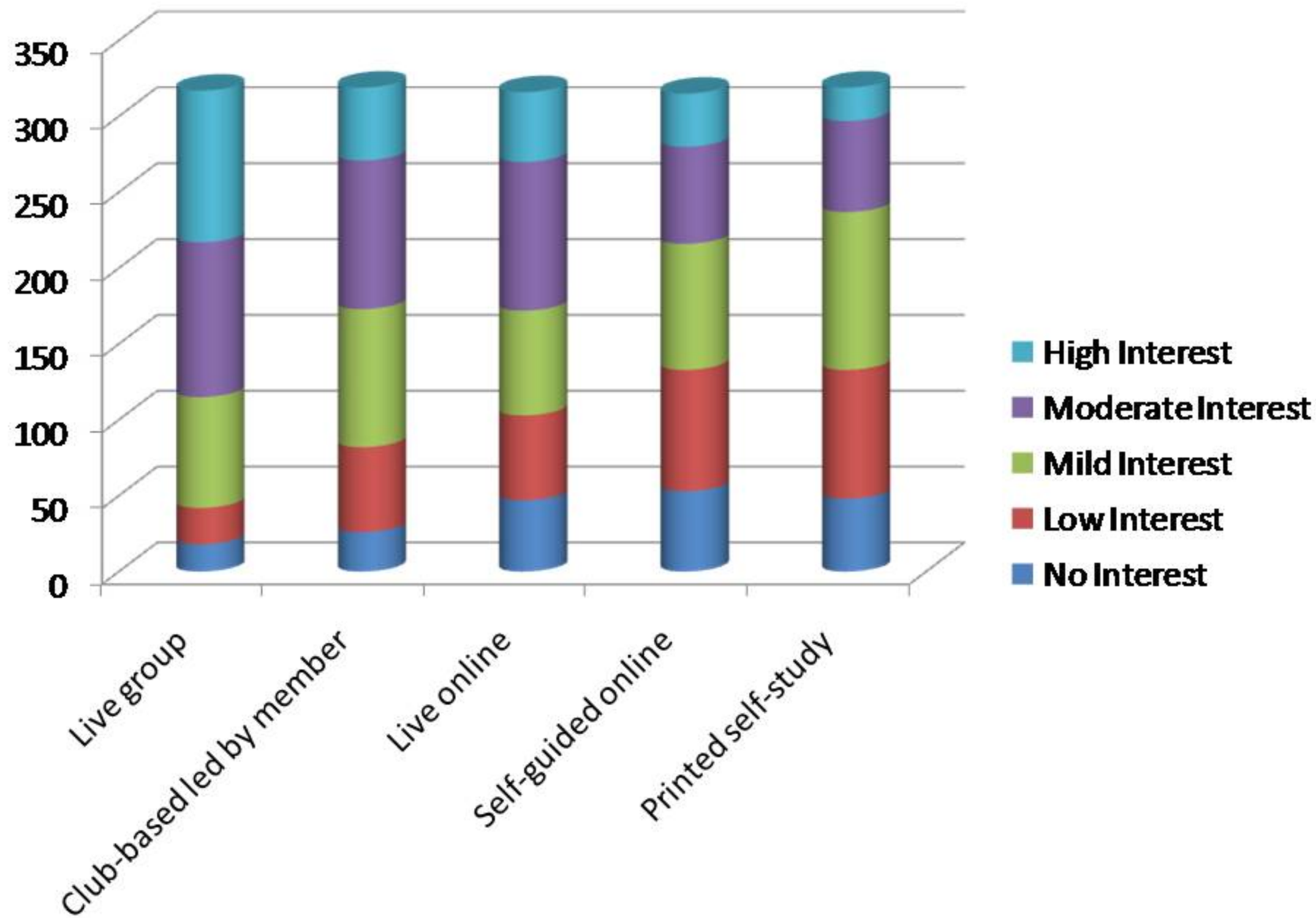
would be done by the member's club. Tier two would focus on orienting the new member to the District, RI and The Rotary Foundation. This component could be conducted by the club or on a regional basis for new members of several clubs. This model would be recommended and promoted to clubs, but not mandated.

- In collaboration with the Director of Training, develop resources for clubs to use in orienting new members and make them easy for clubs to access and use.

Chair of AG Development

- In collaboration with the Director of Training, develop a comprehensive strategy for the initial training of newly-appointed Assistant Governors and the ongoing development of all AGs; this should be based on a survey of AGs to assess training needs and interests and research of "best practices" for AG development from other Districts
- Develop or acquire AG development programs to supplement existing programs (District Team Training Seminar, District Assembly)
- Develop and implement a plan for evaluating the effectiveness of AG development





DIRECTOR'S REPORT – DISTRICT 7090 SERVICE PROJECTS

For the October 28, 2011 Annual Business Meeting

COMMUNITY SERVICE COMMITTEE:

After a successful first time District Challenge Blood Drive (patterned on the Governors' Challenge drive in a multi-district area in Texas, USA) to end FY 2010-2011, we have committed to continue and, hopefully, expand the drive in the January, 2012 to July 2012 period.

We are also exploring some kind of affiliation between a large group of dentists in the WNY area who do international service on an independent and casual basis with our ongoing WCS projects. This has been initiated by our District Community Service Chair, John Crawford.

VOCATIONAL SERVICE COMMITTEE:

Our co-chairs have been active last year and this in reaching out to individual clubs to present the concept of Vocational Service and to encourage expansion of their activities in this Avenue of Service.

The committee has also embraced the Rotary At Work program (currently active in District 7070) and has been encouraging individual clubs to adopt such a program (provides job opportunities for physically and mentally challenged individuals).

WORLD COMMUNITY SERVICE COMMITTEE:

International projects within our District are overseen by a committee whose membership spans the geographic range of District 7090 with members from as far west as Delphi ON, as far east as Holley, NY and as far south as Westfield-Mayville, NY. All members are actively involved in international projects and well versed in the workings of managing as well as funding such projects. We have thirteen on-going projects currently in our WCS catalog (approved for club-to-club fund raising) with three projects pending submission for approval by the District Council at its next meeting in November.

We also have a pending project to partner with Siemens AG for distribution of refurbished computers from their inventory on a pilot basis in District 7090. They and we are hopeful of expanding this on an international basis in the next few years.

Pene Hutton

From: Greg Norton [norton620@me.com]
Sent: Thursday, October 27, 2011 9:36 PM
To: Penelope Hutton
Subject: YE report

Pene-

Here is the YE report

All inbound students have arrived safely and are doing well, no issues of concern have been reported thus far. Most outbounds report to be very happy, 4-8 weeks after arriving at their destination. A few indicated minor issues relating to host families and in one case we have intervened to have the student moved to a different family. No major problems that we are aware of.

Students are at the conference this weekend and will perform on Sunday morning. With the YE committee we will have a display in the HoF on Saturday to raise awareness of the program in in our district.

We have placed 3 of the 5 January arrivals and the 4th is 50% certain. We have declined 1 arrival, as we simply can't find a host club. Our committee will have a serious discussion about January arrivals, as they prove difficult to place for a variety of reasons. We are encouraging clubs to recruit outbounds at the moment.

Greg

Rotary District 7090 PR & Communications Strategic Priorities

PR & Communications Report

October 2011

Strategic Priority #3: To improve the 2-way communication between the district and you – both in terms of messages and use of technology (Chris Yates)

- To have 50% of district leadership using social network and other 2-way communication (district web; linked in); To have 25% of club leadership doing the same (may include some orientation and training)
 - PR/Communications Chair launched District 7090 **LinkedIn** site in June with 76 members to date; Club Vision Facilitation Team looking at establishing discussion group;
 - **Facebook** Group established 2010, with 112 members to date. slight usage increase for Club event announcements;
 - User statistics for District website being investigated;
 - Promotion of **ClubRunner™** webinars for new **ClubRunner** Rotary Clubs being launched.
- To have 70% of club leadership and 95% of district leadership increasing their usage of RI and district materials that are available
- To increase the use of web-based training and communication tools – at least one meeting or seminar takes place using these mediums by district directors & chairs for their committee membership; 3 webinar opportunities for district Rotarians developed by 3 district directors (3 of the 5 avenues of service)
 - Circulating request form to District Directors and Program Chairs for assistance in set up/administration of webinar/go-to-meeting tools;
 - Meet with Training Director to investigate development of individual training modules for club officers/district leaders.

Other Priorities (Chrissy Casilio, Roseanne Morissette, Paul McAfee)

- To submit an RI PR Grant Application (Paul McAfee)
 - Done.
 - RI granted the full \$15,000, which the District will match with \$5,000. Implementation is beginning as of this report
 - Implementation will include purchase of Internet Pay-Per-Click (PPC) marketing in Google, on Facebook, and on LinkedIn.
 - We will provide numerous GoToMeeting sessions to help the clubs understand what we are doing, to teach them about Internet marketing, and to help them if they want to piggy-back on our campaigns.
- RI PR Grant Application implementation team, supporting Paul McAfee
 - Assistance in Canada (Roseanne Morissette).
 - Assistance in USA (Chrissy Casilio).

Rotary District 7090

Our Rotary Foundation Committee Report To District 7090 Annual Meeting Friday October 28, 2011

Our Rotary Foundation

Our Rotary Foundation has had continuing support of the vast majority of our clubs for many years.

See attached-

1-2004-2011 District 7090 Annual Fund Contribution History

2-2020-11 Final Club Foundation Annual Fund/Polio Goals and donations

This past year we were supported by all but 5 of our 73 clubs. Annual Fund Co-chairs PDG Bob Bruce and PDG Pravin Suchak worked very closely with our clubs during this past year.

Most clubs continue to target and donate a minimum of \$100 per member with funds raised by local fundraising projects. This past year the average per member contribution reached \$134.

The major change over the last few years has been a District wide promotion of the EREY, Sustaining Member program by recent Past District Governors and the Foundation committee.

	2010	2011
Every Rotarian Every Year Clubs	5	14
Sustaining Member Clubs	6	5
Polio Donor Clubs (over \$2,000)	19	26

In addition a Paul Harris Society program that was begun several years ago has a total of 40 active members who donate a minimum of \$1,000 per year to Our Rotary Foundation.

Polio

Under the leadership of our Polio co-chairs PDG Wally Ochterski and Valerie Bailey-Phillips our Clubs and members have continued to support the Eradication of Polio campaign since it's inception in 1985 when PDG Gerry Wool (St. Catharines RC) chaired the first Canadian Polio campaign and raised \$3,000,000.

Our District Clubs, individuals and the Foundation committee and Clubs donated over \$212,000 last year and over \$585,000 since December 2007 for the latest campaign

-see attachment #2

Since October 1999 our District and Clubs have donated over \$2 million to help in the eradication of Polio. Many of our club members have participated in NID programs in various locations in Africa and Asia.

Grants Program.

Our District has a very active and effective Grants Committee. During the last three years under the leadership of Roy Sheldrick our District was very active in all aspects of the grants program and maintained a very close relationship with the District World Community Service committee.

By the end of the last Rotary year, all but 14 of our clubs had participated in the District Simplified Grant program with local and International project being almost evenly split.
See Attachment #3 -2003-11 District Simplified Grants.

In preparation for Future Vision, we have moved to a Grants chair, Bob Munroe who is looking after District Simplified Grants (soon to be District Grants) and a Matching Grants (soon to be Global Grants) chair Roy Sheldrick.

This year under the leadership of Bob Munroe, we gave the 14 clubs a chance to be first in line for a DSG for the months of July and August and nearly half of the clubs have been successful in receiving a DSG for this year. We hope that we can achieve 100% participation prior to July 1 2013.

Our District Clubs and members have a very active history in the Matching Grant program and under the leadership of Roy Sheldrick we currently have 9 open International Matching grant programs with a number of other grant applications in process.

Open grants as of October 24, 2011

GRANT NUMBER ROTARY CLUB PROJECT HOST COUNTRY AMOUNT

69431	Rotary Club of Brantford	Literacy	Pakistan	\$46,000.00
71550	Rotary Club of Ancaster	Wells and Latrines	Haiti	\$43,033.00
72176	Rotary Club of Niagara Falls	Medical Ship	Bolivia	\$30,000.00
72435	Rotary Club of Waterdown	Rain Water Collection System	Philippines	\$11,120.00
72460	Rotary Club of Waterdown	Books, Medicines and Food	Philippines	\$10,155.00
73216	Rotary Club of Ancaster	100 Latrines	Haiti	\$65,210.00
75054	Rotary Club of Ancaster	10 Wells, 262 Latrines	Haiti	\$156,515.00
75347	Rotary Club of Grand Island	Medical Equipment	Haiti	\$35,834.00
No number yet	Rotary Club of Welland	Water System	Philippines	\$25,650.00

Rotary Scholar

Our District has an active Scholar program and annually selects a worthy recipient. In addition, we normally host a scholar in our District –this year the Buffalo RC is hosting a student from Japan.

Group Study Exchange

Our District has been involved with 40+ GSE programs. Last year South Korea, currently Brazil and next year the Philippines. Our clubs have really benefited from hosting our incoming GSE teams over the years.

District Profile –see #4 attached.

The summary indicated the history of our Annual fund contribution and recognition history. There are a significant number of Sustaining members -954 indicated in the summary.

2011-12

In preparation for the implementation of the Future Vision program, our District Foundation committee has established a Future Vision Planning and Transition team and appointed 6 Area of Focus Advisors/Specialists.

Our District has appointed IPDG Karen Oakes to the position of Foundation Director elect and the Foundation committee has appointed her as Chair of our Future Vision Planning and Transition team. In addition we are fortunate to have PDG Bob Bruce on our team as Annual Fund Chair and on the Transition team. Bob also holds the position of Assistant Regional Rotary Foundation Coordinator for Zone 24 East.

The Foundation committee has reduced the 17 Area Foundation Representatives to 8 Regional Foundation Representatives.

The Committee has moved the Grants Committee to as structure that will match the requirements for Future Vision in 2013.

During the past few weeks the Foundation committee has offered 4 Regional training sessions. The program –see 5-attached –combined a review of the current Foundation programs and a beginning look at Future Vision.

Our Scholars committee under the leadership of John Teibert has begun discussions regarding the new Future Vision opportunities for 2013. In the spring of 2012, the committee will select scholars for 2013 under the changed criteria. The committee will be making some suggestions to District Council in November 2011 regarding possible directions for the committee.

Once the GSE committee has completed the arrangements for the return team's visit to Brazil, the committee will begin addressing the opportunities available under the new terms of reference for 2013.

We are in the process of planning further trainings dealing with Future Vision-including PETS 1 and 2, District Assembly and District Council.

Respectfully submitted by

PDG Art Wing
Director
District Rotary Foundation Committee

District 7090 Annual Programs Fund Contribution History
2004-2011

	2010-11	2009-10	2008-9	2007-8	2006-7	2005-6	2004-5
Akron-Newstead	7600		2,000		3,100	4,800	5,200
Albion	3150		3,000	4,000	2,050	4,200	4,000
Amherst East	2985	3050	1,250	3,100	2,900	3,700	3,100
Amherst North	1480	2774	2,204	2057	1,493	2,100	2,586
Amherst South	2070	2425	1,500	1,881	1,755	760	1,400
Ancaster	10760	8422	7,979	9,878	6,358	3,508	2,590
Ancaster A.M.	9582	6263	7,092	4,810	11,417	99	6,047
Batavia		6000	6,500		6,020	100	6,000
Brantford	12029	13034	11,077	11,303	10,690	10,300	10,568
Brantford Sunrise	9545	9066	6,362	7,800	12,600	1,900	5,233
Buffalo	26175	4850	18,050	19,550	19,800	16,255	21,870
Buffalo Sunrise	2932	1900	1,700	200			250
Caledonia	1531	1400		1,025	870	1,000	1,540
Cheektowaga	250				1,500	1,500	
Clarence	6600	275	6,100	6,600	7,630	4,380	6,475
Delhi	5912	2741	2,230	3,862	2,640	2,588	1,916
District 7090				1,809	1,481	1,265	84
Dundas	6416	5136	5,194	6,018	5,379	4,351	4,871
Dundas Valley Sunrise	11932	12605	9,124	13,650	6,892	4,637	9,031
Dunkirk	2714	2990	2,650	1,975	2,750	2,525	2,000
Dunnville	1456		2,550	3,000	3,000	2,304	2,650
East Aurora	4000		2,250	3,000	2,600	100	3,500
Eastern Hills Sunrise	1000	1000	3,250	2,000	1,000	2,250	2,000
Ellicottville	700	500	500	750	100	600	2,775
Falconer		2025	1,700	2,000	1,700	1,000	1,000
Flamorough AM	2133	1686	1,376	1,400	1,499	1,700	2,544
Fonthill	2436	2455	1,639	4,291	3,449	4,569	2,303
Fort Erie	917	300	361	2,607	87	171	
Fredonia	5550	2890	1,470	2,490	2,200	2,775	3,770
Grand Island	4350	2310	2,740	4,305	4,850	4,300	7,100
Greater Jamestown AM	2350	2428	2,258	2,200	2,250	2,600	2,880
Grimsby	966	2358	622	1,900	890	285	2,400
Grimsby Noon	1300	2675	1,306	1,404	581	2,952	1,206
Hamburg		250	1,350	2,000		1,400	100
Hamburg Sunrise	6805	1100	2,700	200	1,700	400	1,300
Hamilton	9673	8573	7,614	14,891	11,276	13,449	12,988
Hamilton AM	15183	16524	15,510	17,368	15,472	14,159	17,120
Hamilton Mountain	6284	2454		3,300	3,636	3,570	4,048
Hamilton Sunset	1782	1000	1,300	1,429		1,200	1,008
Hamilton-East Wentworth	2100	4279	1,807	2,645	2,400	342	2,000
Holley	1213	50	550	500	100	550	500
Jamestown	10000		10,000	11,000	8,150	8,850	7,185
Kenmore	2050		1,000	1,531		4,000	195
Lakewood-Chautauqua South	782		920	1,200	1,100		1,300
Lancaster-Depew	1050		300	2,400	100	2,500	
Le Roy	2100	4175	1,400	1,100	4,680	2,900	1,700
Lewiston/NOL	1639	1876	1,448	2,563	2,192	2,574	2,011
Lincoln	3109	5414		3,700	3,800	3,273	3,852
Lockport	5770	6145	1,970	4,671	3,220	3,800	7,660
Medina	950	1100	600	300	100	100	455
Middleport	1000	750	1,000		700	100	1,000
Niagara County-Central	1000		1,000	2,200		3,300	1,225
Niagara Falls Sunrise	6109	3100	3,104		3,360	3,000	3,000
Niagara Falls, NY		2027	2,000	1,375	1,080		675
Niagara Falls, ON	34457	11927	11,195	11,778	13,031	7,012	18,902
Niagara-on-the-Lake	4711	5924	5,329	18,007	7,461	8,922	7,091
Norfolk Sunrise	5495	5725	5,665	6,122	6,740	7,483	10,979
Olean	4239	3305	3,070	5,095	5,123	5,444	1,990
Orchard Park	1000		2,131				200
Port Colborne Centennial	2137		1,057	2,969	1,000	992	
Salamanca	1000	1000	2,000	1,000	1,000	1,000	1,000
Simcoe	2239	6556	7,521	6,000	5,910	6,384	4,823
South Shore of Blasdell-Lackawanna		1500	1,500	1,500	100	1,273	1,000
St. Catharines	21660	20540	18,861	22,466	20,297	17,643	19,386
St. Catharines South	4590	4558	5,182	5,616	6,217	3,672	4,558
St. Catharines Sunrise	1660	4582	4,914	4,272	3,183	4,132	
St. Catharines-Lakeshore	5416	4676	5,870	5,238	5,417	4,088	4,559
Stoney Creek	2325	2213	2,500	2,415	2,052	1,587	1,566
The Tonawandas	1200	50	375	2,200	2,500	2,600	2,500
Waterdown	7449	7365	6,545	4,202	7,494	6,971	5,041
Welland	5385	4800	5,619	10,021	16,640	9,731	9,235
West Seneca	10173	4852	4,500	4,715	4,883	4,550	4,775
Westfield-Mayville	3810	1000				4,000	2,000
Williamsville	2550	200	2,000	3,000	2,000	1,000	1,000
Total	349916	253148	267,907	321,853	305,646	263,526	306,144
No donation	8	11	5	6	5	2	3

District 7090 2010-11 Club Foundation Annual Fund, Polio Goals, Donations-as of June 30/2011												
Club	Club		#	Average /	Club APF	Annual Fund	Average /	PolioPlus	Donation	Average/	Dec 1/07	
Number	Name		Members	Member	Goal	Donation June 30/11	Member	Goal	June 30/11	Member	June 30/11	
26305	Akron-Newstead		1	39	\$55	\$2,000	\$7,600	\$195	\$1,000	\$2,100	\$54	\$3,025
4721	Albion		1	34	\$75	\$2,775	\$3,150	\$93	\$2,500	\$1,000	\$29	\$1,917
25380	Amherst East		1	22	\$100	\$3,000	\$2,985	\$136	\$2,000	\$474	\$22	\$2,999
4722	Amherst North		1	11	\$100	\$1,700	\$1,480	\$135	\$1,000	\$538	\$49	\$874
4723	Amherst South		1	26	\$100	\$2,600	\$2,070	\$80	\$1,500	\$1,367	\$53	\$17,667
4689	Ancaster		1	19	\$200	\$4,800	\$10,760	\$566	\$1,000	\$1,440	\$76	\$5,248
28117	Ancaster A.M.		1	51	\$100	\$5,000	\$9,582	\$188	\$4,000	\$4,179	\$82	\$9,052
4724	Batavia		1	88	\$50	\$4,250		\$0	\$12,000		\$0	\$16,066
4690	Brantford		1	71	\$100	\$7,500	\$12,029	\$169	\$5,000	\$5,254	\$74	\$14,627
29643	Brantford-Sunrise		1	54	\$200	\$10,000	\$9,545	\$177	\$7,500	\$9,042	\$167	\$18,853
4725	Buffalo		1	154	\$100	\$16,000	\$25,175	\$163	\$1,000	\$12,486	\$81	\$15,403
30381	Buffalo-Sunrise		1	18	\$100	\$2,100	\$2,932	\$163	\$1,500	\$507	\$28	\$1,162
30716	Caledonia		1	14	\$100	\$1,300	\$1,531	\$109	\$1,000	\$1,763	\$126	\$4,812
4726	Cheektowaga		1	7	\$100	\$700	\$250	\$36	\$0	\$383	\$55	\$1,083
4727	Clarence		1	62	\$100	\$6,000	\$6,600	\$106	\$2,000	\$2,200	\$35	\$8,835
4694	Delhi		1	12	\$100	\$1,100	\$5,912	\$493	\$1,000	\$2,021	\$168	\$4,523
4695	Dundas		1	35	\$100	\$3,900	\$6,416	\$183	\$3,000	\$51,483	\$1,471	\$60,605
52949	Dundas Valley Sunrise		1	47	\$100	\$5,000	\$11,932	\$254	\$2,000	\$2,284	\$49	\$7,465
4728	Dunkirk		1	27	\$100	\$2,800	\$2,714	\$101	\$1,000	\$2,430	\$90	\$4,705
29662	Dunnville		1	23	\$100	\$2,800	\$1,456	\$63	\$2,000	\$2,595	\$113	\$5,839
4729	East Aurora		1	26	\$111	\$2,900	\$4,000	\$154	\$1,000	\$2,000	\$77	\$3,000
28911	Eastern Hills Sunrise			26			\$1,000	\$38			\$0	\$2,150
52046	Ellicottville		1	25		\$700	\$700	\$28			\$0	\$335
4732	Falconer			22				\$0		\$1,230	\$56	\$1,230
53345	Flamborough AM		1	14	\$100	\$1,200	\$2,133	\$152	\$3,000	\$1,942	\$139	\$3,911
28116	Fonthill		1	22	\$100	\$2,500	\$2,436	\$111	\$1,000	\$146	\$7	\$1,815
4696	Fort Erie		1	11	\$40	\$400	\$917	\$83	\$400	\$457	\$42	\$2,591
4733	Fredonia		1	49	\$50	\$2,450	\$5,550	\$113	\$1,100	\$4,120	\$84	\$7,445
4734	Grand Island			35			\$4,350	\$124		\$2,160	\$62	\$7,130
27868	Greater Jamestown AM		1	23	\$100	\$2,700	\$2,350	\$102	\$1,000	\$1,230	\$53	\$2,430
4698	Grimsby		1	28	\$41	\$1,100	\$966	\$35	\$2,500	\$1,531	\$55	\$5,421
59744	Grimsby @ Noon		1	21	\$100	\$2,100	\$1,300	\$62	\$1,000	\$1,385	\$66	\$2,505
4735	Hamburg		1	26	\$50	\$1,350		\$0	\$2,000	\$2,231	\$86	\$6,015
28054	Hamburg Sunrise		1	18	\$100	\$1,800	\$6,805	\$378	\$500	\$1,000	\$56	\$3,000
4699	Hamilton		1	117	\$100	\$12,600	\$9,673	\$83	\$1,000	\$1,020	\$9	\$5,614
23427	Hamilton "A.M."		1	42	\$298	\$12,800	\$15,183	\$362	\$2,000	\$3,439	\$82	\$12,260
4701	Hamilton Mountain		1	27	\$100	\$3,000	\$6,284	\$233	\$2,000	\$1,002	\$37	\$2,205
26582	Hamilton Sunset		1	17	\$59	\$1,000	\$1,782	\$105	\$1,000	\$2,231	\$131	\$4,050
4700	Hamilton-East Went		1	21	\$100	\$2,300	\$2,100	\$100	\$2,000	\$1,100	\$52	\$3,393
4736	Holley		1	14	\$100	\$1,700	\$1,213	\$87	\$2,000	\$1,168	\$83	\$2,168
4737	Jamestown		1	108	\$96	\$10,000	\$10,000	\$93	\$3,000	\$2,126	\$20	\$14,002
4738	Kenmore			55			\$2,050	\$37		\$1,000	\$18	\$11,338
4739	Lakewood-Chautauqua South		1	12	\$91	\$1,000	\$782	\$65	\$1,000	\$1,230	\$103	\$1,480
4740	Lancaster-Depew			26		\$1,000	\$1,050	\$40		\$333	\$13	\$433
4741	Le Roy		1	36	\$60	\$2,160	\$2,100	\$58	\$1,000	\$1,877	\$52	\$2,927
4742	Lewiston/Niagara Lake		1	14	\$100	\$1,500	\$1,639	\$117	\$1,000		\$0	\$2,000
50055	Lincoln		1	31	\$100	\$3,000	\$3,109	\$100	\$2,000	\$2,041	\$66	\$4,493
4744	Lockport		1	57	\$100	\$6,000	\$5,770	\$101	\$2,000	\$2,000	\$35	\$8,397
4745	Medina			10			\$950	\$95			\$0	\$125
4746	Middleport			13			\$1,000	\$77		\$950	\$73	\$1,175
24800	Niagara County-Central		1	19	\$1	\$25	\$1,000	\$53	\$2,000		\$0	\$2,066
27545	Niagara Falls Sunrise		1	44	\$100	\$4,200	\$6,109	\$139	\$2,000	\$3,213	\$73	\$8,725
4747	Niagara Falls, NY		1	20	\$150	\$3,450		\$0	\$2,000	\$0	\$0	
	Niagaa Falls ON		1	62	\$100	\$6,000	\$34,457	\$556	\$3,000	\$3,989	\$64	\$35,536
	Niagara on the Lake		1	48	\$100	\$5,100	\$4,711	\$98	\$2,000	\$4,460	\$93	\$7,722
31593	Norfolk Sunrise		1	50	\$100	\$5,200	\$5,495	\$110	\$1,000	\$485	\$10	\$3,468
4748	Olean		1	35	\$100	\$3,500	\$4,239	\$121	\$2,000	\$1,437	\$41	\$6,786
4749	Orchard Park			20			\$1,000	\$50		\$1,000	\$50	\$1,000
66814	Port Colborne Centennial		1	20	\$63	\$1,200	\$2,137	\$107	\$1,000	\$1,157	\$58	\$3,092
4750	Salamanca		1	10	\$100	\$1,000	\$1,000	\$100	\$500	\$500	\$50	\$1,500
4713	Simcoe		1	49	\$135	\$7,500	\$2,239	\$46	\$1,000	\$5,298	\$108	\$15,022
4751	South Shore of Blasdell-Lackawanna			26				\$0		\$500	\$19	\$2,100
4711	St. Catharines		1	137	\$130	\$17,550	\$21,660	\$158	\$2,500	\$4,348	\$32	\$14,487
28928	St. Catharines Sunrise.		1	15	\$100	\$1,500	\$1,660	\$111		\$102	\$7	\$3,102
4712	St. Catharines South		1	40	\$100	\$4,000	\$4,590	\$115	\$1,000	\$1,000	\$25	\$3,339
23879	St. Catharines-Lakeshore		1	36	\$70	\$2,590	\$5,416	\$150	\$2,000		\$0	\$2,465
30595	Stoney Creek		1	18	\$139	\$2,500	\$2,325	\$129			\$0	\$2,940
4753	Tonawandas, The		1	23	\$100	\$2,400	\$1,200	\$52	\$2,000		\$0	\$425
4716	Waterdown		1	39	\$110	\$4,180	\$7,449	\$191	\$2,000	\$1,572	\$40	\$6,588
4718	Welland		1	35	\$100	\$4,000	\$5,385	\$154	\$2,000	\$250	\$7	\$5,648
4755	West Seneca		1	43	\$100	\$4,300	\$10,173	\$237	\$2,000	\$1,420	\$33	\$4,795
4754	Westfield-Mayville		1	34	\$100	\$3,500	\$3,810	\$112	\$2,000	\$3,230	\$95	\$6,280
4756	Williamsville		1	36	\$100	\$3,200	\$2,550	\$71	\$1,000	\$1,983	\$55	\$4,083
	District DDF											\$2,679
All	Total for District 7090		64	2619		\$249,480	\$349,916	\$134	\$118,500	\$180,439	\$69	
	District DDF Polio								\$32,000			\$112,265
	Goals 65 of 73			June 30 2010			\$253,227		\$129,182	\$212,439		\$585,911

District Membership Committee Report
Rotary District 7090
Annual Business Meeting
October 28, 2011
Pravin D. Suchak

Strategic Priority #1: To find new and innovative ways to help clubs address membership issues

- To have six regional membership meetings (3 on each side of border) open to those interested in membership – will include one on-line meeting. Sessions to consider focusing on unique club issues (issues found in small clubs different than issues found in large clubs; also need to have advanced sessions – not everyone is new to this topic)
- To publish online monthly ideas exchange of ways to increase fun at their meetings
- Decrease member attrition by having a district membership committee who goes out to clubs to share ideas of why it happens and what clubs can do about it

1) Highlights of what has been accomplished since July 1, 2011:

- a) Conducted an analysis of the historical membership trend of all the clubs in the district.
 - i) Group A - At least 10 clubs have been consistently losing membership
 - ii) Group B --At least 20 clubs have under 20 members
 - iii) Group C--At least 23 clubs have had an increase of more than one member last year
 - iv) Group D--The rest of the clubs are holding their own
- b) Conducted extensive research on membership programs in zones and districts all over the world to learn what are some of the programs that have produced positive results.
- c) Studied and compiled a list of resources available from RI and other sources for membership growth such as Zone and other district web sites
- d) Studied membership issues in other Non Profit organizations and see how these organizations address challenges for membership growth

2) What are some actions that you are committing to lead / ensure are accomplished between now and next Council meeting relative to the Strategic Priority #1 of the District Strategic Plan?

- i) Work on organizing the membership web pages and putting up current membership resources on the district web site
- ii) Work with the District Governor and the District Conference Program Committee to offer two membership sessions on Saturday morning during the conference. One would be on recruiting younger members and “integrating” them in the club. The second session would be on addressing the issues of Membership Retention.

District Membership Committee Report
Rotary District 7090
Annual Business Meeting
October 28, 2011
Page 2

- iii) Hold at least three regional membership workshops which will focus on recruitment, member orientation and building strong, effective and vibrant clubs. There will be tracks for small clubs and large clubs.
- iv) With the help of Kevin Crosby, Paul McAfee, Chris Yates and others evaluate the use of webinars to address specific membership challenges. The objective is to offer at least two webinars to determine if this medium will be effective and whether clubs are receptive to this type of training.
- v) Work with the Member Orientation Committee created by the Director of Training to create two new member orientation training modules – one that the clubs can customize to conduct club based orientation and the second one that the district can use at area and regional level to offer new member orientation on Rotary programs and Rotary beyond the clubs and beyond District 7090.
- vi) Offer one on one assistance to clubs in Group A above to help them reduce the rate of attrition. This could involve working at the club's board level, working with the membership committees and eventually working with the club membership.
- vii) Offer one on one assistance to clubs in Group B above to help them increase their membership. Once again this could involve working at the club's board level, working with the membership committees and eventually working with the club membership.
- viii) Develop a pool of speakers from clubs who have been successful in growing membership both with successful recruitment strategies and effective retention programs.

3) Is there an item that you would like to bring to council for decision relative to the strategic plan? If yes, please state the item for discussion.

No.

4) Is there an item that you would like 'input' from council (ideas – not decision) relative to the strategic plan?

I would like the members of the Council to help me in finding Rotarians who have been successful in helping their clubs resolve any membership challenges. Do not assume that these Rotarians may or may not agree to help the district. Just email me the names and a brief description of what they have done. I also would like assistance in identifying Rotarians with expertise in Human Resource development, Public Relations, Marketing, Communications and Social media that we can use as resources in the district.

5) Are there any other comments you would like to make at this time relative to your part in helping our District deliver its strategic plan?

No.

Strategic Planning Committee Report
Rotary District 7090
Annual Business Meeting
October 28, 2011
Pravin D. Suchak

For the past several years, Rotary District 7090 has conducted Strategic Planning exercise to determine the vision, strategic outcomes and priorities for the Rotary year ahead. It is a process that is led by the District Strategic Planning Committee. While there are many steps associated with this process, the most significant is the actual planning day itself – which took place this year on Saturday March 5, 2011.

The session was once again facilitated by AG Anne Bermingham and I would to take this opportunity to thank Anne for a phenomenal job she has done with the Strategic Planning process in the district for the last two years.

Prior to this planning session, we asked 120 of the District leaders to complete an on-line survey. These leaders included the District Governor, the members of District Council as well as several past club presidents and president elects. A Power Point Presentation of the survey results was created and circulated in advance of the March 5th planning session that summarized the feedback received by those who completed the survey. A summary of the survey results is attached to this report.

As a result of the March 5th session, a District Strategic Planning Guide was created. We have also created a graphics design of the District 7090 Strategic Plan and how do District 7090 Strategic Priorities align with the Rotary International's Strategic Plan. This guide and the graphics design are also attached to this report.

Strategic Planning Committee Report

Page 2

Rotary District 7090
Annual Business Meeting
October 28, 2011

Common Reporting Form

To keep the strategic plan on everyone's mind and to assist with regular updates at district council, a common reporting form has been given to each director. The reporting template follows:

Strategic Plan Template for Directors

District Director Portfolio

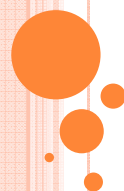
The Strategic Plan Goals, as written in plan, to which you are taking the lead:

1. Highlights of what has been accomplished since the last council meeting as it relates to these strategic plan goals outlined in our district plan:
2. What are some actions that you are committing to lead / ensure are accomplished between now and next meeting relative to the council strategic plan?
3. Is there an item that you would like to bring to council for decision relative to the strategic plan? If yes, please state the item for discussion.
4. Is there an item that you would like 'input' from council (ideas – not decision) relative to the strategic plan?
5. Are there any other comments you would like to make at this time relative to your part in helping our District deliver its strategic plan?



Pravin D. Suchak

Chair, District Strategic Planning Committee



HIGHLIGHTS FROM 2011 DISTRICT SURVEY FOR 7090

Survey conducted as part of District 7090
Strategic Planning Process
Created by Anne Bermingham, 2WA Consulting
February 27, 2011

METHODOLOGY

- Over 120 Rotarians were invited to complete the survey – these included individuals from District Council, presidents, past-presidents etc...
- In total – 56 individuals completed the survey (47% response rate).
- Last year – we had 41/83 responses = 49% response rate

PROFILE OF THOSE WHO RESPONDED

- **Age of Respondents?**
 - Under 40 years = 2%
 - Between 40 and 60 = 39%
 - Over 60 and getting younger = 59%
- **Years in Rotary?**
 - Less than 4 years = 7%
 - Between 4 and 14 years = 43%
 - Over 15 years in Rotary = 50%
- **Part of District Council?**
 - 47% were part of district council
 - 45% were NOT part of district council
 - 7% were not sure if part of district council

STRENGTHS OF DISTRICT TODAY?

At least 20% of respondents mentioned:

- Experienced outstanding leadership at district level (includes continued involvement of PDGs)
- Flow of communication; use of technology; resources and information available
- Commitment and passion for international programs & service above self – polio plus, foundation, GSE; student exchange
- Promote and provide ways for Rotarians across the border to network and share new ideas
- Training opportunities that abound
- Support to clubs is available and offered

WEAKNESSES OF DISTRICT TODAY?

At least 20% of respondents noted:

- Declining membership numbers overall
- Lack of younger members; lack of effective overall recruitment strategy
- District leadership that is not always connected to the clubs – don't know each other well
- Lack of club collaboration
- Several weak clubs that are not changing
- Distance & border makes face to face connections difficult between clubs and district
- Communication is not always two way – does not always get to all that need to know nor do all respond

GOAL #1: TO FIND NEW AND INNOVATIVE WAYS TO HELP CLUBS ADDRESS MEMBERSHIP ISSUES

○ To what extent have you seen evidence of the district taking strides in this area?

- | | |
|----------------------------|-----|
| • 1 (no evidence) | 4% |
| • 2 | 36% |
| • 3 | 36% |
| • 4 | 17% |
| • 5 (significant evidence) | 6% |
| • Not applicable | 1% |

• **Mean = 2.85 / 5.00**

GOAL #2: TO TAKE AN IMPROVED APPROACH TO EDUCATING ROTARIANS ABOUT THE LARGER WORLD OF ROTARY AND HOW OUR DISTRICT IS HERE TO HELP EACH CLUB.

○ To what extent have you seen evidence of the district taking strides in this area?

- | | |
|----------------------------|-----|
| ○ 1 (no evidence) | 6% |
| • 2 | 21% |
| • 3 | 27% |
| • 4 | 34% |
| • 5 (significant evidence) | 11% |
| • Not applicable | 1% |

• **Mean = 3.25 / 5.00**

GOAL #3: TO IMPROVE THE TWO-WAY COMMUNICATION BETWEEN THE DISTRICT AND YOU - BOTH IN TERMS OF MESSAGES AND THE USE OF TECHNOLOGY.

○ To what extent have you seen evidence of the district taking strides in this area?

- | | |
|----------------------------|-----|
| ○ 1 (no evidence) | 2% |
| • 2 | 6% |
| • 3 | 26% |
| • 4 | 53% |
| • 5 (significant evidence) | 13% |
| • Not applicable | 0% |

• **Mean = 3.70 / 5.00**

GOAL #4: TO USE OUR WORK WITH YOUTH TO REALLY EXCITE AND ENGAGE CURRENT AND POTENTIAL ROTARIANS

- To what extent have you seen evidence of the district taking strides in this area?

• 1 (no evidence)	3%
• 2	10%
• 3	34%
• 4	45%
• 5 (significant evidence)	8%
• Not applicable	0%

• **Mean = 3.43 / 5.00**

SOME POSITIVE COMMENTS ABOUT PROGRESS

- Development of RLI, e-club and new generation is a great step forward
- Like fact district has a strategic plan and is trying to focus using it as a guide
- Surveying associated with strategic plan is a positive step in engaging and informing
- Great activities are available for youth (slapshot, RYLA) but too few Rotarians know about them
- Getting PETs and membership seminars out to areas is a good step forward
- PR campaign on radio is great

SOME CONSTRUCTIVE COMMENTS THAT ADDRESS WHY LIMITED PROGRESS

- Lack of education of Rotarians about the strategic plan and what district was doing in these areas
- Same old approach by clubs to membership
- Still too disconnected to technology
- Not yet really aware and focused on needs of younger members
- Still need to work on more 2-way communication between district and clubs
- There are some great resources out there at district and RI level but too few are using them

GOAL 1: TO FIND NEW AND INNOVATIVE WAYS TO HELP CLUBS ADDRESS MEMBERSHIP ISSUES.

- Think about the needs of these clubs and the Rotarians themselves. In your opinion, how important is it for the district to make this goal a strategic area of focus in the coming Rotary Year 2011-2012.

• 1 (not important)	0%
• 2	4%
• 3	7%
• 4	23%
• 5 (very important)	66%

Mean = 4.51 out of 5

GOAL 2: TO TAKE AN IMPROVED APPROACH TO EDUCATING ROTARIANS ABOUT THE LARGER WORLD OF ROTARY AND HOW OUR DISTRICT IS HERE TO HELP EACH CLUB.

- | | |
|----------------------|-----|
| • 1 (not important) | 0% |
| • 2 | 4% |
| • 3 | 32% |
| • 4 | 30% |
| • 5 (very important) | 34% |

Mean = 3.94 out of 5

GOAL 3: TO IMPROVE THE TWO-WAY COMMUNICATION BETWEEN THE DISTRICT AND YOU - IN BOTH TERMS OF MESSAGES AND USE OF TECHNOLOGY.

- | | |
|----------------------|-----|
| • 1 (not important) | 0% |
| • 2 | 8% |
| • 3 | 17% |
| • 4 | 43% |
| • 5 (very important) | 32% |

Mean = 4.00 out of 5

GOAL 4: TO USE OUR WORK WITH YOUTH TO REALLY EXCITE AND ENGAGE CURRENT AND POTENTIAL ROTARIANS

- | | |
|----------------------|-----|
| • 1 (not important) | 0% |
| • 2 | 4% |
| • 3 | 21% |
| • 4 | 32% |
| • 5 (very important) | 43% |

Mean = 4.15 out of 5

ON WHY THEY ARE IMPORTANT

- I believe that Rotary's success in gaining new members is very dependent on its ability to excite and engage youth
- I feel that the District will need to take a more proactive stance with the number of Clubs who may not have the relationships or tools to reach out to District level help.
- I know quite a lot about the district's work and the good people doing it. Most Rotarians do not know either of these.
- Membership recruitment and membership education seem to require more training and travel and this is where the clubs seem to balk. Is there a way to take it more local?

MORE ON WHY IMPORTANT...

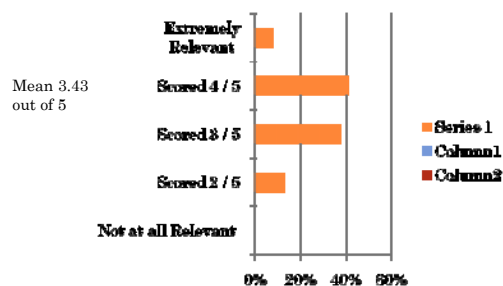
- Communication Goal begs the question -- how can we better utilize club runner and what professional development programs can we offer to help Rotarians organize and encode messages in the world of virtual communication???
- New Generations (#4) should focus on "...work with youth..." rather than as an avenue to "...excite and engage..." -- the latter will follow the former if our work with youth is successful.
- We need to continue to make goal achievement a priority

ROTARY INTERNATIONAL PRIORITIES

- See attached RI Strategic Plan ...
- Generally support for three RI priorities is being incorporated into our strategic plan
 - Support and strengthen clubs
 - Focus on increased humanitarian service
 - Enhance public image and awareness

Read the many suggestions about what district could achieve in these areas in next year. Fundamental question -- do we need a fourth priority ...

IN YOUR OPINION, HOW RELEVANT IS THE DISTRICT TODAY TO YOUR CLUB AND ITS ACTIVITIES (1 = NOT AT ALL RELEVANT AND 5 = EXTREMELY RELEVANT)?



"IT IS EASY TO ACCESS DISTRICT SPECIALISTS - WHEN NEEDED".

- Please rate the accuracy of the following statement - drawing on your experience. Use a scale where 1 – not at all true and 5 – definitely true.
- | | |
|---------------------|-----|
| 1 (not at all true) | 2% |
| 2 | 8% |
| 3 | 25% |
| 4 | 38% |
| 5 | 26% |
| Not applicable | 1% |

PLEASE RATE THE ACCURACY OF THIS OTHER STATEMENT - "MY DISTRICT LIAISON, NAMELY ASSISTANT GOVERNOR, IS VISIBLE AND AVAILABLE TO OUR CLUB AS NEEDED".

- | | |
|-----------------------|-----|
| ○ 1 (not at all true) | 4% |
| ○ 2 | 14% |
| ○ 3 | 14% |
| ○ 4 | 27% |
| ○ 5 (definitely true) | 37% |

TO WHAT EXTENT DO YOU BELIEVE THAT THE DISTRICT IS EFFECTIVE TODAY IN KEEPING THE FUN OF ROTARY ALIVE?

- | | |
|------------------|-----|
| • 1 (not at all) | 4% |
| • 2 | 21% |
| • 3 | 38% |
| • 4 | 29% |
| • 5 | 6% |
| • N/A | 2% |

ON DISTRICT AND MORE FUN...

- | | |
|--|--|
| ○ The convention was fun and different | ○ Overhaul district assembly – been the same for long time – offer more social |
| ○ Have mini festivals or area activities | ○ Have a fun and fellowship committee at district level – geared to giving clubs ideas |
| ○ Remember to make them spouse and kid friendly | ○ Have pond hockey tournament; district golf tournament |
| ○ Have more social events | ○ Not really a district priority |
| ○ Encourage clubs to do more on area level | |
| ○ Have more events that are cheaper than foundation dinners, etc.. | |

FINAL ADVICE FOR STRATEGIC PLAN

- | | |
|---|---|
| ○ Be specific in what you want to achieve | ○ Focus on tactics – right strategic directions already in place |
| ○ Be focused | ○ Ensure emphasis placed on communication |
| ○ Think outside of box | ○ Do what you have been doing – in terms of strategic direction – just do it better |
| ○ Make sure you engage with clubs more | |
| ○ Don't be afraid to let go of tradition | |
| ○ Embrace new ideas, new technology | |

ROTARY DISTRICT 7090 – STRATEGIC PLAN TO GUIDE DISTRICT FROM JULY 2011 TO JUNE 2012

On March 5, 2011 – members of the Rotary District 7090 gathered to determine the key strategic priorities for the year ahead. They reviewed survey data, talked of what worked well in implementing last year's strategic plan and talked of needs in the district today. By the end of the session, we had agreed on the following strategic priorities that are to guide the district in the year to come.

Note that in the information provided is both the strategic priority – the one person accountable in the district for ensuring this priority is implemented and the measurable goals / outcomes expected by June 2012.

Strategic Priority #1: To find new and innovative ways to help clubs address membership issues (Pravin Suchak)

- To have six regional membership meetings (3 on each side of border) open to those interested in membership – will include one on-line meeting. Sessions to consider focusing on unique club issues (issues found in small clubs different than issues found in large clubs; also need to have advanced sessions – not everyone is new to this topic)
- To publish online monthly ideas exchange of ways to increase fun at their meetings
- Decrease member attrition by having a district membership committee who goes out to clubs to share ideas of why it happens and what clubs can do about it

Strategic Priority #2: To take an improved approach to educate Rotarians about the larger world of Rotary and how the District is here to help each club (Kevin Crosby)

- To train and prepare speakers that are available throughout the district to speak effectively about Rotary and what is happening in our district – involves us developing standards, curriculum and preparation of our speakers
- To expand by 50% the number of Rotarians attending district hosted events (includes district conference; district assembly plus new forums like 'new member orientation' done by district)
- To enhance the training of Assistant Governors, district directors and district chairs (includes establishment of a curriculum)
- To improve functioning of AGs - mentorship and more 2-way interaction between AGs and clubs
- To pilot the club trainer role by having 15 clubs participating in the pilot (includes establishment of role description)

Strategic Priority #3: To improve the 2-way communication between the district and you – both in terms of messages and use of technology (Chris Yates)

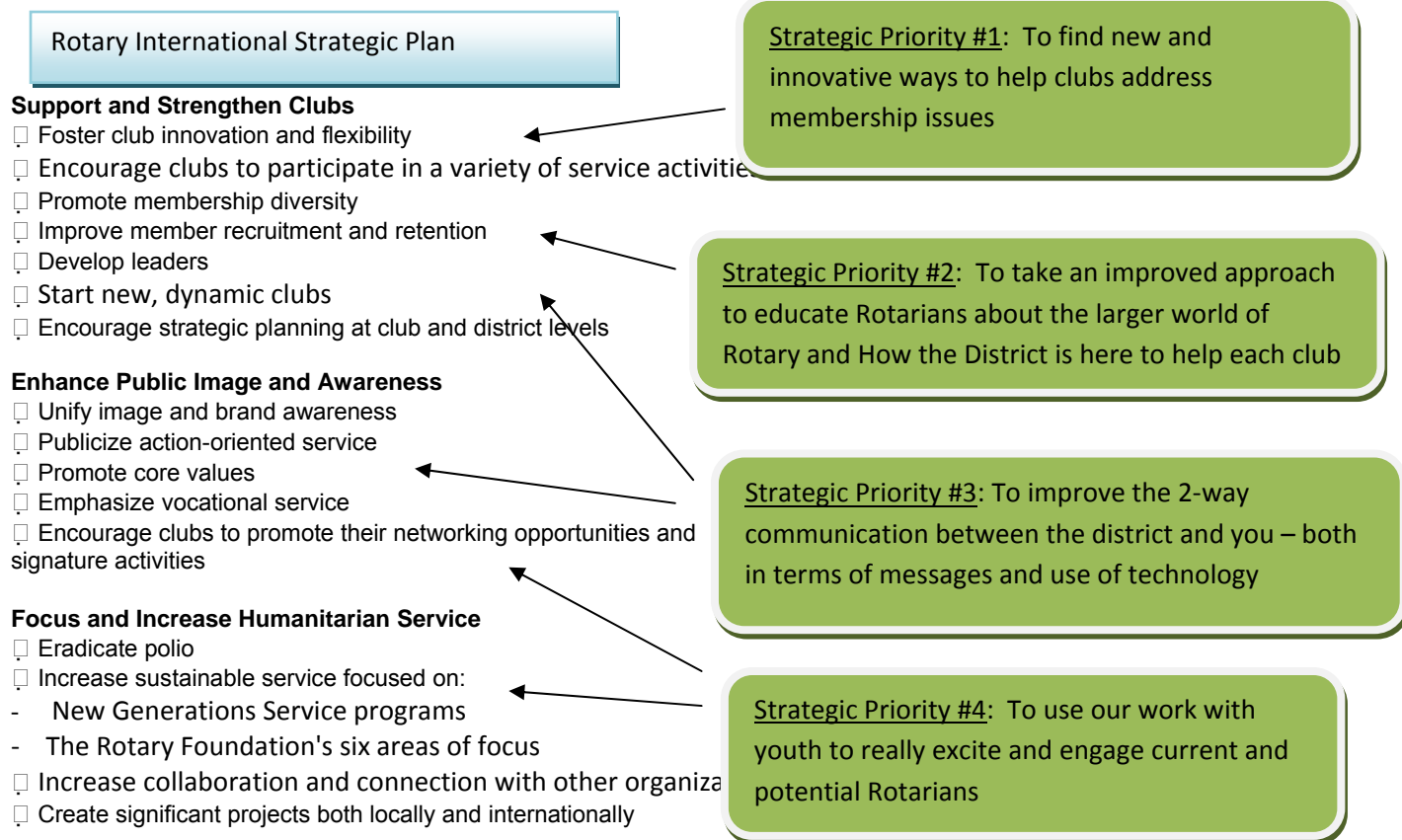
- To have 50% of district leadership using social network and other 2-way communication (district web; linked in); To have 25% of club leadership doing the same (may include some orientation and training)
- To have 70% of club leadership and 95% of district leadership increasing their usage of RI and district materials that are available
- To increase the use of web-based training and communication tools – at least one meeting or seminar takes place using these mediums by district directors & chairs for their committee membership; 3 webinar opportunities for district Rotarians developed by 3 district directors (3 of the 5 avenue of service)

Strategic Priority #4: To use our work with youth to excite and engage current and potential Rotarians (Greg Norton)

- To expand district leadership involvement – so that the committee will be 9 members per side of the board (3 for early act; 3 for interact; 3 for Rotaract)
- To see 4 new early act clubs (2 per side); 4 new interact clubs and 2 new Rotaract clubs (1 per side of border)
- To develop a plan to engage young Rotarians (for ages 22-30)
- To promote the new generations program by presenting 12 presentations

How do our four strategic priorities align with Rotary International's Strategic Plan?

The revised strategic plan, effective 1 July 2010, identifies three strategic priorities supported by 16 goals:



How to significantly advance our strategic plan?

- Review the goals at each district council meeting
- Identify champion for each strategic area (done)
- Ask champion to report at April meeting – making all goals measurable
- Use (perhaps refine) the reporting format that focuses us on strategic plan
- Send plan out to club leadership and encourage them to share with their clubs; get them to consider including part of district plan into their plans)
- Identify 20 current presidents and some past presidents we want to get involved in implementing this plan
- At the district assembly – present the strategic plan and get some input on implementation
- Find ways to increase or redirect district resources to support strategic plan
- Have John include district plan in his PETS 2 address
- Establish one person to collect data on progress as it relates to goals
- Find ways to communicate regularly with clubs on our progress in achieving this plan (hold district accountable)
- Use / share the value that we bring to clubs – perhaps even empower them more – give them more as a district so relevance increased
- To develop more tailored communications to clubs based on their needs
- Need to be thinking about how the role of district changes with FUTURE VISION (Karen responded that this was being looked after by Foundation committee)



SERVICE ABOVE SELF



DISTRICT 7090 STRATEGIC PLAN

July 1, 2011 - June 30, 2012



Reach Within to Embrace Humanity

www.rotary7090.org

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District Governor Elect
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District Governor Nominee
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Arthur Wing

The Rotary Foundation Director
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Kevin Crosby

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Mission Statement

District 7090 models Rotary in Action through co-operation and co-ordination of people in two nations within a single district working toward world peace and service.

STRATEGIC PRIORITY #1: TO FIND NEW AND INNOVATIVE WAYS TO HELP CLUBS ADDRESS MEMBERSHIP ISSUES

- Hold six regional membership workshops and one on-line workshop. Sessions to focus on unique club issues; highlight issues unique to small clubs verses issues found in large clubs; also need to have advanced sessions.
- Publish online monthly ideas exchange of ways to increase fun at meetings
- Decrease attrition by having a district membership committee who goes out to clubs to share ideas of why it happens and what clubs can do about it.

STRATEGIC PRIORITY #2: TO TAKE NEW AND IMPROVED APPROACH TO EDUCATE ROTARIANS ABOUT THE LARGER WORLD OF ROTARY AND HOW THE DISTRICT IS HERE TO HELP EACH CLUB

- Train and prepare speakers that are available throughout the district to speak effectively about Rotary and what is happening in our district – involves us developing standards, curriculum and preparation of our speakers
- Expand the number of Rotarians attending district hosted events (includes district conference; district assembly plus new forums like 'new member orientation' done by district) by 50%.
- Enhance the training of Assistant Governors, district directors and district chairs (includes establishment of a curriculum)
- Improve functioning of AGs - mentorship and more 2-way interaction between AGs and clubs
- Pilot club trainer role by having 15 clubs participating in the pilot (includes establishment of role description)

STRATEGIC PRIORITY #3: TO IMPROVE THE 2-WAY COMMUNICATION BETWEEN THE DISTRICT AND YOU - BOTH IN TERMS OF MESSAGES AND USE OF TECHNOLOGY

- Have 50% of district leadership using social network and other 2-way communication (district web; linked in); To have 25% of club leadership doing the same (may include some orientation and training)
- Have 70% of club leadership and 95% of district leadership increasing their usage of RI and district materials that are available
- Increase the use of web-based training and communication tools – at least one meeting or seminar takes place using these mediums by district directors & chairs for their committee membership; 3 webinar opportunities for district Rotarians developed by 3 district directors (3 of the 5 avenue of service)

STRATEGIC PRIORITY #4: TO USE OUR WORK WITH YOUTH TO EXCITE AND ENGAGE CURRENT AND POTENTIAL ROTARIANS

- Expand district leadership involvement – so that the committee will be 9 members from each side of the border (3 for early act; 3 for interact; 3 for Rotaract)
- Increase early act clubs by 4 (2 per side); interact clubs by 4 (2 per side) and Rotaract clubs by 2 (1 per side of border)
- Develop a plan to engage young Rotarians (for ages 22-30)
- Promote the new generations program by doing 12 presentations



How do DISTRICT 7090 FOUR STRATEGIC PRIORITIES ALIGN WITH ROTARY INTERNATIONAL'S STRATEGIC PLAN?



Rotary International Strategic Plan

The Rotary International Plan identifies three strategic priorities supported by 16 goals:

Support and Strengthen Clubs

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new, dynamic clubs
- Encourage strategic planning at club and district levels

Enhance Public Image and Awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities

Focus and Increase Humanitarian Service

- Eradicate polio
- Increase sustainable service focused on:
 - New Generations Service programs
 - The Rotary Foundation's six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally

District 7090 Strategic Plan

STRATEGIC PRIORITY #1:

TO FIND NEW AND INNOVATIVE WAYS TO HELP CLUBS ADDRESS MEMBERSHIP ISSUES

STRATEGIC PRIORITY #2:

TO TAKE NEW AND IMPROVED APPROACH TO EDUCATE ROTARIANS ABOUT THE LARGER WORLD OF ROTARY AND HOW THE DISTRICT IS HERE TO HELP EACH CLUB

STRATEGIC PRIORITY #3:

TO IMPROVE THE 2-WAY COMMUNICATION BETWEEN THE DISTRICT AND YOU - BOTH IN TERMS OF MESSAGES AND USE OF TECHNOLOGY

STRATEGIC PRIORITY #4:

TO USE OUR WORK WITH YOUTH TO EXCITE AND ENGAGE CURRENT AND POTENTIAL ROTARIANS

Items to be Proposed and Endorsed by the District 7090 District Conference 2011-12
for submittal to the 2013 Council on Legislation

1. Submittals by the Rotary Clubs of: Waterdown, Lancaster-Depew and St Catharines Sunrise to change Article 6 of the Club Constitution Meetings, Section 1 to provide instead of meeting once weekly to regular meetings at least twice per calendar month.
2. Tentative, to be proposed by District Conference, amend Rotary Constitution Article 5 Membership Section 2, Rotary International Bylaws, Article 4, Membership in Clubs and Standard Rotary Club Constitution Article 7 membership. Purpose: To include a third type of membership Corporate Membership to expand membership by including individuals who might not have time to attend as an individual but as a group from the same employer to meet the attendance requirement.
3. To request the RI Board to Consider lowering the minimum age for membership in Interact from 14 to 11.
Purpose: If RI Board recognizes EarlyAct or RotaKids as a structured program of RI, it would end at either 10 to 12 years of age when they go to either Middle School or Junior High School. If Interact starts with High school there would be a break between EarlyAct and Interact. It is important that there be continuity.
4. To request the RI Board to consider recognizing EarlyAct as a structured program of RI.
Purpose: To expose young children to the objectives of Rotary at a young age and to hopefully proceed to Interact etc. The youngsters have parents who could be potential members of Rotary.