



## District Council Agenda April 21, 2012

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, Refreshments & Fellowship	
08:45 - 09:15	Call to Order & Welcome	John Heise, DG
	➤ Invocation	Ian McEwan, AG
	➤ Introductions	All
09:15 - 09:45	Consent Agenda	John Heise, DG
	➤ Motion to Accept Reports	
	➤ Discussion	
09:45 – 10:00	Break	
10:00 – 12:00 PM	Strategic Planning Session	Co-Chairs, Karen Oakes, PDG & Ann Bermingham
12:00 – 12:30	Lunch	
12:30 – 2:00	Strategic Planning Session	Co-Chairs, Karen Oakes, PDG & Ann Bermingham
2:00 PM	Adjournment	



## Minutes of District Council Meeting Saturday, January 28, 2012

**Chair:** John Heise District 7090 Governor 2011-2012

**Rotarians in attendance:** 36.

**Call to Order:** DG John Heise called the meeting to order at 8:45 a.m.

**Invocation:** Invocation by Kevin Crosby – a Rotarian call to action to serve others.

**Introductions:** DG John asked that the attendees introduce themselves and share the event or project that their club is known for in its community.

**Secretary's Report:** Pene Hutton gave the Secretary's report noting that the minutes of the District Council meeting of the November 19, 2011 were posted online immediately following the meeting.

MOTION BY DGE RICH STERN TO AMEND THE MINUTES OF THE NOVEMBER MEETING TO INCLUDE THE CORRECTED SPELLING OF HIS LAST NAME "Sterne" and ALSO THAT IT WAS HIS SON THAT WENT WITH HIM TO NYC ROTARY DAY AT THE UN. DGN KEVIN CROUSE ACCOMPANIED HIM AND 3 YE STUDENTS ON ANOTHER TRIP TO NYC. MOTION SECONDED BY IPDG KAREN OAKES. MOTION CARRIED.

**Treasurer's Report:** Don DeMeo (See attached reports). Don noted the balance sheet and the profit and loss statement as of January 25, 2012. Total liabilities and equity equal \$341,515.55. Year to date net income of \$94,367.44. He also

MOTION BY CHRIS YATES TO ACCEPT TREASURER'S REPORT, SECONDED BY KEVIN CROSBY, MOTION CARRIED.

Treasurer Don also noted the Independent Auditor's Report for Year ending June 30, 2011 which was distributed separately by email delivery a couple of days before the meeting.

AUDIT MOTION BY PDG BOB BRUCE, SECONDED BY DAVID GREENFIELD, MOTION CARRIED.

*PDG Bob Bruce – NOTED THAT COL IS NOW BILLED ANNUALLY WITH RI DUES, THE DISTRICT TREASURER SHOULD REMOVE THE \$2,735 IN RESTRICTED COUNCIL ON LEGISLATION MONEY TO THE GENERAL FUND.*

**District Governor's Report:** (See attached report)

Governor John Heise commented referenced his report. He also reminded all concerned to take back to their clubs that both the District and RI websites need to be kept current.

**District Governor Elect Report:** (See attached report)

DGE Rick Sterne having just returned from his Governor's training unveiled incoming RI President Tanaka's theme for 2012-2013, *Peace through Service*. He is excited about this theme. He also commented that he saw that DGN Kevin had included in his report a copy of his photo with Tanaka to prove he was there – and that they were both wearing the “Tanaka” tie.

DGE Rick presented presidential tie to DG John, scarf to IPDG Karen. He also gave incentives to come to training next Saturday to get a presidential item.

**District Governor Nominee Report:** (See attached report)

DGN Kevin Crouse asked council members where we will be next Saturday. He used football analogy to Team 7090. He also referenced a book on change called “Click”. He noted the need to emotionally charge fellow Rotarians – analysis and direction is not enough – we need to engage emotional component. Come next Saturday to get emotionally charged.

**District Directors & Committee Reports:**

**Service:** Director Jack Amico (See attached report for complete details)

Community Service - John Crawford because of his new role at Medaille, he has resigned his Community Service chair role. They are looking for a replacement.

Vocational Service – Jack announced that Franco Olivieri is taking Canadian Co-Chair role. Franco spoke and noted that he has met with NOTL Chamber of Commerce – regarding Rotary at Work Program. He has also presented to several clubs. Director Jack noted that Bob Graczyk will be working with Andrea on US side with the Rotary at Work program.

**The Rotary Foundation:** IPDG Karen Oakes for Director Art Wing, PDG (See attached report for complete details)

Matching and District Simplified Grants – Roy Sheldrick for himself and Bob Munroe. Roy noted that the final report to RI went in for 2011 and that \$24,800 should be coming to Don DeMeo any day. No additional grants monies available until July 1 and the new round of grants cycle.

Annual Program Fund – Chair Bob Bruce, PDG. Bob announced that we are a little bit behind with our annual giving and asked all to encourage the clubs to get their money in by into TRF by April 1<sup>st</sup>.

Polio Plus – Chair Wally Ochterski. Wally stated that we are 5 months ahead of schedule in raising money for Polio Eradication. Even better – India has been taken off the list of Polio Endemic Countries.

Scholarships – Chair John Tiebert. Announced that the Peace Scholarships deadline for application is April 15. Also that the committee is busy discussing the direction that RI is going in with Future Vision and the changes to the program.

Group Study Exchange – Bob Gosselin and Dan Smith, Co Chairs. A team is structured for Brazil with wide representation for the district. Departure is April 26th to District 4660. Angela Hintz, team leader, spoke also. She noted she was originally recruited for Rotary because of GSE, in essence it's a month long advertisement for Rotary. She recognized and thanked Kevin Crosby and his business, Full Circle Studios, for producing a video for them to take.

IPDG Karen announced, The Rotary Foundation Dinner at Salvatore's in Buffalo, Friday evening, November 16, 2012.

**Membership:** Director Pravin Suchak, PDG, absent (See attached report)

**Public Relations:** Director Paul McAfee (See attached report)

PR Committee – Director Paul announced the PR grant change by RI. The application deadline is March 4<sup>th</sup>. It is a three year grant in the amount of 45,000 spread evenly over 3 years, with a District match of \$5K each year. Paul recommended we move ahead with the three year grant application and continue with the online marketing advertising.

RICK STERNE MADE MOTION TO APPROVE THE APPLICATION FOR A 3 YEAR GRANT PENDING FINANCE COMMITTEE APPROVAL. CHRIS YATES, SECOND. MOTION CARRIED.

He also noted that an email will be going out offering any club with a Facebook page, free online advertising. Paul announced that Roseanne Morrison has agreed to be PR Director in 2013 – 2014.

SOWNY eClub – President Liz Kovacs demonstrated eClub website, which is 70% complete. She showed us how to register for a program and encouraged all to do an online make-up.

**New Generations:** Director Greg Norton (See attached report)

Director Greg noted that there are a few Facebook pages for the youth. He is recruiting “likes” to maintain a momentum. Do him a favor of liking YE, New Generations and Interact. He also noted they will be adding a SlapShot page and a RYLA Facebook pages.

Youth Exchange – 26 students to go out. Same as last year. Targeting some clubs to come back into the program, West Seneca, Albion and Kenmore are among them.

SlapShot and RYLA – the two programs met together and some of the Rylarians will be helping out with SlapShot. RYLA will be sending out an email with key dates, application process soon. SlapShot is already 55% filled.

Interact - Stan Simmons is going to be handling the US side of Interact. There is a listing of the clubs in his reports. DGE Rick noted and announced that Brantford Collegiate Institute chartering its brand new Interact club this week.

**Training: Director Kevin Crosby (see attached report)**

RLI – Director Kevin reported that last Saturday, RLI was held in Hamilton. He noted that why it is doing so well is because there is a great group of faculty. There were 31 participants; 7 of them graduated having completed part 3. Next training is scheduled for March 31<sup>st</sup> at Niagara Community College. Register early, per Patty Johnson, Chair – last registration may not be able to accommodate.

Saturday, April 14<sup>th</sup> is the District Assembly at the Conference Center at Niagara Falls.

AG Development Process: Ann Bermingham, Co-Chair. Anne shared the Results from November voting power point slides.

Release Your Inner Rotarian – an Orientation Program for New Rotarians. Kick-off is Tuesday, March 13<sup>th</sup> in St. Catharines. Second offering on US in spring is being scheduled.

District Leadership Training - Skit with Karen and Kevin Crouse. Regarding the District leadership training next Saturday.

Vision and Facilitation – Co-Chairs John Boronkay and Nan Bruce reported. They noted that seeing the future is critical to a club's staying on track to get where they want to be; Visioning is the opportunity for a club to get together to look at where they want to be in 3 to 5 years. Co-Chair John noted that you can go to the Facebook page for Area 13 to see what it looks like illustrated – a set of slides of the visioning session with East Aurora. They would like every club to do a visioning session.

Club Based Training – Dr. Karen Reimers Co-Chair. She noted that 1 – there was an email yesterday to clubs on expanding the club trainer role. She noted that the Club Trainer will act as a conduit to accessing the training the club needs and as an encourager to get club members to attend trainings like RLI. She is also looking at developing a roster of speakers for the website.

DG JOHN ANNOUNCED THAT THE DISTRICT'S MOPP IS IN THE PROCESS OF BEING UPDATED. HE ASKED THAT MEMBERS LET HIM KNOW IF THERE IS SOMETHING THAT NEEDS CHANGING ETC.

Strategic Planning – Karen Oakes and Anne Bermingham, announced that the next District Council Meeting is April 21<sup>st</sup>, and that it will be very short – only 1 hour and will include only motions that need to be addressed. The Council will reconvene as a Strategic Planning session.

The process is:

- February – Develop survey
- March - Circulate survey to a greater number than in the past (Pres., and PEs will be included)

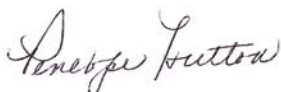
- April – Circulate results in advance of meeting
- April - Council will address results

Sections for survey:

- Explore what parts of strategic plan are of greatest benefit to them (club)
- Gather new ideas of how best to implement the 4 strategic directions in the coming year.
- How to engage their club in understanding and even being involved in strategic plan activities
- Determine what they would use to judge success.

THERE BEING NO FURTHER BUSINESS THE MEETING WAS ADJOURNED AT 11:35 A.M. BY ACCLAIM.

Respectfully submitted,



Penelope Hutton  
Executive Secretary

#### Reports Attached

District Treasurer Report  
Audited Financials Year Ending June 30, 2011  
District Governor Report  
District Governor Elect Report  
District Governor Nominee Report  
Directors & Committee Reports:

- Service Projects
- The Rotary Foundation
- Membership
- Public Relations
- New Generations/Youth Services
- Training
- Strategic Plan 2011 - 2012

## **District Governor Report**

**April 21, 2012**

**John Heise**

I would like to take a line to congratulate Jack Amico for being selected as our 2014-2015 District Governor. I am sure that Jack can count on each of us to assist him in any manner required.

With the onset of spring, my schedule has quickened. This is not to be confused with the Quicken software many are using to complete their taxes this time of the year!

My schedule since the last Council meeting:

- January 30-Finance Committee Go To Meeting
- February 4-District Training Seminar at NCCC
- February 9-Directors' Go To Meeting
- February 15-Area 4 Paul Harris Dinner
- February 23-Youth Exchange Go To Meeting
- February 24-Attended chartering of a Brantford Interact Club
- February 25-Worked at my club's spaghetti dinner
- March 6-St. Catharines Clubs Paul Harris Dinner
- March 8-Directors' Go To Meeting
- March 24-Attended luncheon at PETS 2 in Toronto
- March 29-Attended Albion Club's Paul Harris Luncheon
- March 30-Attended Ancaster A.M. Club's Paul Harris Dinner
- March 31-Led two sections of the RLI at NCCC
- April 1-Worked at my club's pancake breakfast
- April 3-Attended the joint luncheon of the clubs from St. Catharines and NOTL
- April 14-District Assembly
- April 15-Attend Chartering of Fredonia Interact Club
- April 16-Attend WCS meeting
- April 17-Attend NOTL Paul Harris Dinner
- April 20-Attend Delhi Loonie Auction
- April 21-District Council/GSE Farewell Dinner



## DISTRICT GOVERNOR ELECT REPORT – APRIL 21st, 2012

### RICK STERNE - DG 2012-13

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

- Feb. 3<sup>rd</sup>, - attended AG John Boronkay's Area 13 meeting at 7:45 AM in West Seneca.
- Feb. 4<sup>th</sup>, - participated in the District Team Training Seminar in Niagara Falls, NY.
- Feb. 6<sup>th</sup>, - attended AG Rich Adam's Area 10 meeting in Buffalo NY.
- Feb. 7<sup>th</sup>, - attended the Simcoe Rotary Club's Visioning Session.
- Feb. 15<sup>th</sup>, - attended with Jeanette the Hamilton Area Rotary Club's Paul Harris night.
- Feb. 21<sup>st</sup>, - participated in the Pets 2 GTM planning session.
- Feb. 21<sup>st</sup>, - attended the Lincoln Rotary Club's 15<sup>th</sup> Anniversary Dinner.
- Feb. 22<sup>nd</sup>, - was the guest speaker at the Brantford Sunrise Rotary meeting.
- Feb. 22<sup>nd</sup>, - participated in the Public Relations GTM re: our 2012-15 Funding Request.
- Feb. 23<sup>rd</sup>, - participated in the Youth Exchange Corporation GTM
- Feb. 24<sup>th</sup>, - attended the BCI (Brantford) Interact Club Charter luncheon.
- Feb. 28<sup>th</sup>, - participated in the Pets 1 session in St. Catharines.
- Feb. 29<sup>th</sup>, - participated in the Pets 1 session in Hamilton.
- Mar. 3<sup>rd</sup>, - attended the District 7070 Future Vision certification session in Whitby.
- Mar. 4<sup>th</sup>, - participated in the 2012 District Conference Committee meeting.
- Mar. 5<sup>th</sup>, - participated in the Pets 1 session in Williamsville, NY.
- Mar. 6<sup>th</sup>, - participated in the Pets 1 session in Dunkirk, NY.
- Mar. 8<sup>th</sup>, - participated in the Director's GTM.
- Mar. 23-24<sup>th</sup>, - participated in the Multi-Pets 2 session in Toronto.
- Mar. 30<sup>th</sup>, - attended with Jeanette the Ancaster AM Rotary Club's Paul Harris night.
- Apr. 3<sup>rd</sup>, - attended the Niagara Area Rotary Club's Joint Luncheon.
- Apr. 10<sup>th</sup>, - attended AG Bill Clevette's Area 1 meeting after Norfolk Sunrise Rotary.
- Apr. 11<sup>th</sup>, - attended AG Wayne Massey's Area 3 meeting in Dundas.
- Apr. 12<sup>th</sup>, - attended AG Reg Madison's Area 2 meeting after Ancaster AM Rotary.
- Apr. 14<sup>th</sup>, - participated in the District Assembly in Niagara Falls, NY.
- Apr. 16<sup>th</sup>, - attended the World Community Service Committee meeting in St. Catharines.
- Apr. 17<sup>th</sup>, - attended the 2012 District Conference Committee meeting.
- Apr. 17<sup>th</sup>, - attended the Buffalo AM Rotary Club's Visioning Session.
- Apr. 21<sup>st</sup>, - attended the District Council meeting in Kenmore, NY.
- Apr. 21<sup>st</sup>, - plan to attend the GSE Sendoff Reception in Buffalo.





## DISTRICT GOVERNOR Nominee REPORT – April 21, 2012

### Kevin Crouse - DG 2013-14

This past quarter, I have participated in the following events:

On January 30, I attended the District Finance Committee meeting

On February 4, I participated in the District Team training Seminar.

On February 15 – I attended 2013 District Conference Planning Committee meeting

On February 15 - I attended The Hamilton Area Paul Harris Night

On February 23 - I participated in the Youth Exchange Corporation Meeting

On February 28, 29 – I attended the PETS 1 Meetings in St. Catharines and Hillfield

On March 3 – I attended The District 7070 Future Vision Meeting in Oshawa

On March 23, 24 – I attended the PETS 2 Session in Toronto

On April 11 - I attended the Area 3 meeting in Dundas

On April 14 – I participated in the District Assembly in New York (See Discussion Summary on Creating More Effective Board Meetings next page)

On April 17 – I participated in the Buffalo A.M. Visioning session



## What can we do to make Board Meetings more interactive, enjoyable and effective?

- Set a time limit for the business part of the meeting
- Set an agenda ahead of time and circulate it to all concerned.
- Don't micromanage- let committees do the work
- Honour committee decisions
- Email discussion summaries as soon as possible
- Clarify results of all brainstorming
- Keep meeting format simple
- Change meeting locations – hotel, members' homes, etc.
- Provide food for all meetings
- Try a breakfast meeting
- Limit discussion times for all agenda items
- Focus on next steps, results
- Make the agenda flexible- deal with those who have submitted reports first
- Start with recommendations
- Decide on the next step
- Do a club visioning session
- Structure meetings so that all objectives are achieved
- Avoid open-ended discussions – stay on-topic
- Focus on measurable, achievable goals
- Set a time limit for each topic with fines for going overtime
- Set up discussion format that encourages everyone to contribute
- Serve treats – wine, champagne, fun foods
- Don't judge during brain-storming stage
- Clarify action items in the minutes
- Have the Minutes sent out the following day
- Present You tube and social media as information items
- Vary meeting times
- Bring in a speaker to clarify issues
- Invite all members to attend
- Rotate the meeting chair
- Send reports out ahead of time
- Have meetings focus on discussion and action items

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## **PUBLIC RELATIONS COMMITTEE REPORT DISTRICT COUNCIL, APRIL 21, 2012**

### **First Quarter Facebook Ad Campaign Results**

Attached are final reports from PR Director Paul McAfee for Facebook and LinkedIn ads run on behalf of the District. Paul has provided examples of leads from this initial campaign. Clubs have expressed interest in participating in a second campaign upon Paul's return.

### **Social Media Seminar, District Assembly April 14, 2012**

The PR Committee organized a Social Media seminar for the April 14<sup>th</sup>, 2012 District Assembly entitled, "Connecting for Growth: Best Social Media Practices for Rotary".

In the program, attendees read:

"You will receive an introduction to social media for non-profits. An overview of the social space, including Facebook, Twitter, You Tube, LinkedIn, Pinterest, and Google Plus, which space is best for different uses and how to use them effectively, will be covered. Examples of good Facebook pages and the do's and don'ts when posting will be shown. The Facebook timeline and its new applications and tools will be highlighted. How to use Facebook ads to attract different types of fans at very little cost will also be explained. And you will see how to measure your success. Learn about many useful online resources, such as eventbrite.ca and more!"

Seminar presenters included Mr. Philipp Beckermann, President of Interactive Media Productions Canada (IMP Canada), Mr. John McClive and Miss Christine Collins from the Rotary Club of Buffalo, and Miss Chrissy Casillio from Clarence Rotary Club (also a Co-Chair of the PR Committee on the American side).

By way of background, IMP Canada partners with Facebook, Google, Twitter, and others to help brands and companies with their social media and web presence. Clients include the Canadian Cancer Society, Jacuzzi Hot Tubs, Carlsberg Beer, the Ontario Liberal Party, and many more.

Philipp's power point and handout are attached for reference.

John and Christine referenced their club's facebook page and website, the power of You Tube, and their process in engaging their membership to embrace social media.

Christine Casillio spoke to the Clarence Rotary Club's recently launched facebook page and the best practices she recommends for effective social media use.

The real time club examples provided by John, Christine, and Chrissy really helped round out the presentation.

As there was a lot of information to cover in one hour, it is hoped that participants (48 in the first session and 22 in the second session) found the presentation understandable and helpful. If Kevin Crosby and Marlee Diehl can share feedback on the Social Media seminar with Paul McAfee and the PR Committee, it would be greatly appreciated.

It is noteworthy that Philipp Beckermann enjoyed his research and involvement in Rotary and has expressed interest in joining the Rotary Club in Waterdown.

Respectfully submitted,

Roseanne Morissette, on behalf of Paul McAfee and Chrissy Casillio

Date	Campaign	Ad Name	Impressions	Social Impressions	Social %	Clicks	Social Clicks	CTR	Social CTR	CPC	CPM	Spent	Connections
November 1, 2011	Rotary Club of Amherst East	Amherst East Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
December 1, 2011	Rotary Club of Amherst East	Amherst East Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
January 1, 2012	Rotary Club of Amherst East	Amherst East Page Post Ad	90,752	-	0.00%	15	-	0.02%	0.00%	\$ 1.01	\$ 0.17	\$ 15.09	2
February 1, 2012	Rotary Club of Amherst East	Amherst East Page Post Ad	1,378,946	-	0.00%	228	-	0.02%	0.00%	\$ 1.60	\$ 0.26	\$ 364.18	30
March 1, 2012	Rotary Club of Amherst East	Amherst East Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
November 1, 2011	Rotary Club of Ancaster Test	Rotary Club of Ancaster Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
December 1, 2011	Rotary Club of Ancaster Test	Rotary Club of Ancaster Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
January 1, 2012	Rotary Club of Ancaster Test	Rotary Club of Ancaster Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
February 1, 2012	Rotary Club of Ancaster Test	Rotary Club of Ancaster Page Post Ad	3,536,915	-	0.00%	662	-	0.02%	0.00%	\$ 0.94	\$ 0.18	\$ 624.64	71
March 1, 2012	Rotary Club of Ancaster Test	Rotary Club of Ancaster Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
November 1, 2011	Rotary Club of Dundas Valley Sunrise Test	Dundas Valley Sunrise Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
December 1, 2011	Rotary Club of Dundas Valley Sunrise Test	Dundas Valley Sunrise Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
January 1, 2012	Rotary Club of Dundas Valley Sunrise Test	Dundas Valley Sunrise Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
February 1, 2012	Rotary Club of Dundas Valley Sunrise Test	Dundas Valley Sunrise Page Post Ad	800,497	-	0.00%	438	-	0.06%	0.00%	\$ 1.14	\$ 0.63	\$ 501.38	29
March 1, 2012	Rotary Club of Dundas Valley Sunrise Test	Dundas Valley Sunrise Page Post Ad	592,772	-	0.00%	194	-	0.03%	0.00%	\$ 0.62	\$ 0.20	\$ 120.00	9
November 1, 2011	Rotary Club of East Aurora Test	Rotary Club of East Aurora Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
December 1, 2011	Rotary Club of East Aurora Test	Rotary Club of East Aurora Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
January 1, 2012	Rotary Club of East Aurora Test	Rotary Club of East Aurora Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
February 1, 2012	Rotary Club of East Aurora Test	Rotary Club of East Aurora Page Post Ad	1,466,600	-	0.00%	281	-	0.02%	0.00%	\$ 1.74	\$ 0.33	\$ 489.59	50
March 1, 2012	Rotary Club of East Aurora Test	Rotary Club of East Aurora Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
November 1, 2011	Rotary Club of Flamborough AM	Rotary Club of Flamborough AM Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
December 1, 2011	Rotary Club of Flamborough AM	Rotary Club of Flamborough AM Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
January 1, 2012	Rotary Club of Flamborough AM	Rotary Club of Flamborough AM Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
February 1, 2012	Rotary Club of Flamborough AM	Rotary Club of Flamborough AM Page Post Ad	1,090,128	-	0.00%	273	-	0.03%	0.00%	\$ 0.67	\$ 0.17	\$ 182.25	21
March 1, 2012	Rotary Club of Flamborough AM	Rotary Club of Flamborough AM Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
November 1, 2011	Rotary Club of Fonthill Test	Ad from a Page post	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
December 1, 2011	Rotary Club of Fonthill Test	Ad from a Page post	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
January 1, 2012	Rotary Club of Fonthill Test	Ad from a Page post	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
February 1, 2012	Rotary Club of Fonthill Test	Ad from a Page post	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
March 1, 2012	Rotary Club of Fonthill Test	Ad from a Page post	149,967	-	0.00%	61	-	0.04%	0.00%	\$ 1.09	\$ 0.44	\$ 66.39	1
November 1, 2011	Rotary Club of Fort Erie Test	Fort Erie Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
December 1, 2011	Rotary Club of Fort Erie Test	Fort Erie Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
January 1, 2012	Rotary Club of Fort Erie Test	Fort Erie Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
February 1, 2012	Rotary Club of Fort Erie Test	Fort Erie Page Post Ad	604,628	-	0.00%	167	-	0.03%	0.00%	\$ 1.29	\$ 0.36	\$ 215.99	26
March 1, 2012	Rotary Club of Fort Erie Test	Fort Erie Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
November 1, 2011	Rotary Club of Hamilton Sunset Test	Rotary Club of Hamilton Sunset Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
December 1, 2011	Rotary Club of Hamilton Sunset Test	Rotary Club of Hamilton Sunset Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
January 1, 2012	Rotary Club of Hamilton Sunset Test	Rotary Club of Hamilton Sunset Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
February 1, 2012	Rotary Club of Hamilton Sunset Test	Rotary Club of Hamilton Sunset Page Post Ad	483,855	-	0.00%	55	-	0.01%	0.00%	\$ 0.78	\$ 0.09	\$ 43.05	7
March 1, 2012	Rotary Club of Hamilton Sunset Test	Rotary Club of Hamilton Sunset Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
November 1, 2011	Rotary Club of Lincoln Test	Rotary Club of Lincoln Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
December 1, 2011	Rotary Club of Lincoln Test	Rotary Club of Lincoln Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
January 1, 2012	Rotary Club of Lincoln Test	Rotary Club of Lincoln Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
February 1, 2012	Rotary Club of Lincoln Test	Rotary Club of Lincoln Page Post Ad	2,272,760	-	0.00%	635	-	0.03%	0.00%	\$ 0.77	\$ 0.22	\$ 489.81	41
March 1, 2012	Rotary Club of Lincoln Test	Rotary Club of Lincoln Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
November 1, 2011	Rotary Club of Lockport Test Campaign	Rotary Club of Lockport Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
December 1, 2011	Rotary Club of Lockport Test Campaign	Rotary Club of Lockport Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
January 1, 2012	Rotary Club of Lockport Test Campaign	Rotary Club of Lockport Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
February 1, 2012	Rotary Club of Lockport Test Campaign	Rotary Club of Lockport Page Post Ad	814,693	-	0.00%	325	-	0.04%	0.00%	\$ 0.71	\$ 0.28	\$ 229.75	19
March 1, 2012	Rotary Club of Lockport Test Campaign	Rotary Club of Lockport Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
November 1, 2011	Rotary Club of Norfolk Sunrise Campaign	Rotary Club of Norfolk Sunrise Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
December 1, 2011	Rotary Club of Norfolk Sunrise Campaign	Rotary Club of Norfolk Sunrise Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
January 1, 2012	Rotary Club of Norfolk Sunrise Campaign	Rotary Club of Norfolk Sunrise Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
February 1, 2012	Rotary Club of Norfolk Sunrise Campaign	Rotary Club of Norfolk Sunrise Page Post Ad	1,211,060	-	0.00%	385	-	0.03%	0.00%	\$ 0.66	\$ 0.21	\$ 254.92	34
March 1, 2012	Rotary Club of Norfolk Sunrise Campaign	Rotary Club of Norfolk Sunrise Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
November 1, 2011	Rotary Club of St Catharines South Test	Rotary Club of St Catharines South Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
December 1, 2011	Rotary Club of St Catharines South Test	Rotary Club of St Catharines South Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
January 1, 2012	Rotary Club of St Catharines South Test	Rotary Club of St Catharines South Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
February 1, 2012	Rotary Club of St Catharines South Test	Rotary Club of St Catharines South Page Post Ad	2,807,777	-	0.00%	544	-	0.02%	0.00%	\$ 1.04	\$ 0.20	\$ 564.05	54
March 1, 2012	Rotary Club of St Catharines South Test	Rotary Club of St Catharines South Page Post Ad	530,119	-	0.00%	99	-	0.02%	0.00%	\$ 1.15	\$ 0.21	\$ 113.82	16
November 1, 2011	Rotary Club of St. Catharines Sunrise Test	Rotary Club of St. Catharines Sunrise Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
December 1, 2011	Rotary Club of St. Catharines Sunrise Test	Rotary Club of St. Catharines Sunrise Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
January 1, 2012	Rotary Club of St. Catharines Sunrise Test	Rotary Club of St. Catharines Sunrise Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
February 1, 2012	Rotary Club of St. Catharines Sunrise Test	Rotary Club of St. Catharines Sunrise Page Post Ad	2,096,694	-	0.00%	265	-	0.01%	0.00%	\$ 1.05	\$ 0.13	\$ 277.76	37
March 1, 2012	Rotary Club of St. Catharines Sunrise Test	Rotary Club of St. Catharines Sunrise Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-
November 1, 2011	Rotary Club of West Seneca Test	Rotary Club of West Seneca Page Post Ad	-	-	0.00%	-	-	0.00%	0.00%	\$ -	\$ -	\$ -	-

DATE	CAMPAIGN NAME	AD HEADLINE	AD LINE	IMPRESSIONS SHOWN	CLICKS	PROFILE CLICKS	TOTAL CLICKS	CLICK THROUGH RATE	AVERAGE CPC	AVERAGE CPM	TOTAL SPENT	CLICK URL
11/1/2011	Rotary District 7090	Rotary District 7090	Learn about Rotary. Local Rotary Clubs invite new members. Contact us.	97,218	18	-	18	1.90%	\$ 3.75	\$ 0.70	\$ 67.58	<a href="http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?accountid=50043&amp;pid=47592&amp;sid=83083">http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?accountid=50043&amp;pid=47592&amp;sid=83083</a>
12/1/2011	Rotary District 7090	Rotary District 7090	Learn about Rotary. Local Rotary Clubs invite new members. Contact us.	95,301	22	-	22	2.30%	\$ 3.60	\$ 0.83	\$ 79.34	<a href="http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?accountid=50043&amp;pid=47592&amp;sid=83083">http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?accountid=50043&amp;pid=47592&amp;sid=83083</a>
1/1/2012	Rotary District 7090	Rotary District 7090	Learn about Rotary. Local Rotary Clubs invite new members. Contact us.	228,953	37	2	39	1.60%	\$ 3.80	\$ 0.61	\$ 140.71	<a href="http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?accountid=50043&amp;pid=47592&amp;sid=83083">http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?accountid=50043&amp;pid=47592&amp;sid=83083</a>
2/1/2012	Rotary District 7090	Rotary District 7090	Learn about Rotary. Local Rotary Clubs invite new members. Contact us.	214,284	41	3	44	1.90%	\$ 5.11	\$ 0.98	\$ 209.89	<a href="http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?accountid=50043&amp;pid=47592&amp;sid=83083">http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?accountid=50043&amp;pid=47592&amp;sid=83083</a>
3/1/2012	Rotary District 7090	Rotary District 7090	Learn about Rotary. Local Rotary Clubs invite new members. Contact us.	33,084	4	1	5	1.20%	\$ 5.42	\$ 0.66	\$ 21.71	<a href="http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?accountid=50043&amp;pid=47592&amp;sid=83083">http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?accountid=50043&amp;pid=47592&amp;sid=83083</a>
11/1/2011	Rotary e-Club of SOWNY (District 7090)	Rotary e-Club of SOWNY	Rotary e-Club. Tell us if you would like to join Rotary. We meet online.	79,977	22	1	23	2.80%	\$ 3.36	\$ 0.93	\$ 74.06	<a href="http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g">http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g</a>
12/1/2011	Rotary e-Club of SOWNY (District 7090)	Rotary e-Club of SOWNY	Rotary e-Club. Tell us if you would like to join Rotary. We meet online.	40,077	6	1	7	1.50%	\$ 3.57	\$ 0.54	\$ 21.47	<a href="http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g">http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g</a>
1/1/2012	Rotary e-Club of SOWNY (District 7090)	Rotary e-Club of SOWNY	Rotary e-Club. Tell us if you would like to join Rotary. We meet online.	158,608	27	3	30	1.70%	\$ 3.90	\$ 0.67	\$ 105.51	<a href="http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g">http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g</a>
2/1/2012	Rotary e-Club of SOWNY (District 7090)	Rotary e-Club of SOWNY	Rotary e-Club. Tell us if you would like to join Rotary. We meet online.	193,034	33	6	39	1.70%	\$ 5.16	\$ 0.88	\$ 170.60	<a href="http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g">http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g</a>
3/1/2012	Rotary e-Club of SOWNY (District 7090)	Rotary e-Club of SOWNY	Rotary e-Club. Tell us if you would like to join Rotary. We meet online.	58,523	8	-	8	1.40%	\$ 5.85	\$ 0.80	\$ 46.86	<a href="http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g">http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g</a>
11/1/2011	Rotary e-Club of SOWNY (District 7090)	Rotary e-Club at UB	Rotary e-Club. Tell us if you would like to join Rotary. We meet online.	46,989	9	-	9	1.90%	\$ 3.68	\$ 0.71	\$ 33.18	<a href="http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?did=7090&amp;pid=47592">http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?did=7090&amp;pid=47592</a>
12/1/2011	Rotary e-Club of SOWNY (District 7090)	Rotary e-Club at UB	Rotary e-Club. Tell us if you would like to join Rotary. We meet online.	7,574	2	-	2	2.60%	\$ 3.68	\$ 0.97	\$ 7.37	<a href="http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?did=7090&amp;pid=47592">http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?did=7090&amp;pid=47592</a>
11/1/2011	Rotary e-Club of SOWNY at UB	Rotary e-Club of SOWNY	Rotary e-Club. Tell us if you would like to join Rotary. We meet online.	5,659	-	-	-	0.00%	\$ -	\$ -	\$ -	<a href="http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?did=7090&amp;pid=47592">http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?did=7090&amp;pid=47592</a>
12/1/2011	Rotary e-Club of SOWNY at UB	Rotary e-Club of SOWNY	Rotary e-Club. Tell us if you would like to join Rotary. We meet online.	47	-	-	-	0.00%	\$ -	\$ -	\$ -	<a href="http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?did=7090&amp;pid=47592">http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?did=7090&amp;pid=47592</a>
11/1/2011	Rotary e-Club of SOWNY at UB	Rotary e-Club at UB	Rotary e-Club. Tell us if you would like to join Rotary. We meet online.	8,982	3	-	3	3.30%	\$ 3.75	\$ 1.25	\$ 11.25	<a href="http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g">http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g</a>
12/1/2011	Rotary e-Club of SOWNY at UB	Rotary e-Club at UB	Rotary e-Club. Tell us if you would like to join Rotary. We meet online.	13,904	8	-	8	5.80%	\$ 3.46	\$ 1.99	\$ 27.71	<a href="http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g">http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g</a>
2/1/2012	Rotary e-Club of SOWNY at UB	Rotary e-Club at UB	Rotary e-Club. Tell us if you would like to join Rotary. We meet online.	40,421	17	1	18	4.20%	\$ 4.74	\$ 2.00	\$ 80.74	<a href="http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g">http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g</a>
3/1/2012	Rotary e-Club of SOWNY at UB	Rotary e-Club at UB	Rotary e-Club. Tell us if you would like to join Rotary. We meet online.	8,636	3	-	3	3.50%	\$ 4.24	\$ 1.48	\$ 12.74	<a href="http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g">http://www.linkedin.com/groups?gid=4159206&amp;trk=hb_side_g</a>
<b>Total</b>				<b>1,331,271</b>	<b>260</b>	<b>18</b>	<b>278</b>	<b>0.02%</b>	<b>\$ 4.00</b>	<b>\$ 0.83</b>	<b>\$ 1,110.72</b>	

# Connecting for Growth: Best Social Media Practices for Rotary



# Social Media Best Practices

## CLAIM YOUR LAND

As you get more and more involved in using social media, be sure to claim your land by creating your organization's Facebook page, Twitter account, YouTube channel, LinkedIn profile, etc. Think about it like when the Internet became popular — you wanted to secure your domain even if you didn't plan on using it right away so others wouldn't register it.

## FILL OUT YOUR PROFILE COMPLETELY

Make sure to take advantage of all the profile space you have by adding a picture, putting up information about your organization, providing links back to your website and so on. This way others know you're a real nonprofit doing real things.

## SPEND SOME TIME OBSERVING (AKA LISTENING)

Twitter is different than Facebook, and Facebook is different than LinkedIn. Spend some time observing how others interact, speak, share and communicate before you dive in. Creating a social-media listening dashboard helps as you get started.

## LOCATE YOUR SUPPORTERS

Once you've begun to get acclimated with the culture and overall way to interact on each social site, start to look for those who are talking about or interested in things you find interesting. This allows you to engage with people who are interested in the things you do and who might become supporters of yours one day.

## ENGAGE, BUT DON'T YELL (OR ASK FOR DONATIONS)

After you've been observing for a while and locating like-minded organizations and individuals, you want to begin building relationships with them. The key point to remember here is that you should not start by selling your wares or promoting your programs or asking for donations. Even though Social Fundraising is a great way to empower your supporters it shouldn't be the first thing you focus on.

## BUILD YOUR FAN BASE (JUST LIKE BUILDING YOUR HOUSE FILE)

As you start to engage with the right individuals and organizations, you naturally begin to build your fan base — it's the organic way of doing things on the social Web. In addition to that, once you've developed a solid presence, part of your fan-, friend- and follower-growth strategy should include promoting your presence on social-media sites to your current supporter base.

## CREATE MEANINGFUL RELATIONSHIPS

Now that you're building a nice-sized following and engaging with the right crowd, you should focus on building relationships that are useful to others.





# Social Media Best Practices

## IDENTIFY AND INTERACT WITH INFLUENCERS

A key part of any social-media strategy involves identifying influencers — those who have nice-sized online networks can effectively spread your message and are able to activate others. These individuals can help you reach more people because of the trusted relationships they've already built.

## ADD USEFUL INFORMATION AND CONTENT

Think of participating on the social Web like you think about your website. Would people come back if you failed to update your website with useful information on a regular basis? Doubtful. The same holds true on the social Web, so make sure to consistently share great content that's relevant and useful to your fan base. Keep in mind that it doesn't have to be content that you wrote or created. It can be news stories, resources from other websites, information from a partner organization, etc. The key is that you become valuable by sharing useful content.

## SAY THANK YOU

Good manners apply in any social setting, and the Web is no different. Make sure to continually show appreciation when your fans support you by donating, volunteering, sharing your content, retweeting a tweet, liking a Facebook status update, attending an event or any other action you've requested them to take. It shows that you're paying attention and that you're grateful for every bit of support. That keeps people coming back to support you every time you need them.



# Facebook Wall Updates that Work

Your Rotary fan page is a great way to communicate with your members and supporters. It's important to remember that content you post to your wall must be engaging and receive "LIKES" or comments to keep reaching your audience.

Here are some wall update ideas:

## Photos or Videos work best:

"Hey Fans, can you guess where this photo was taken?" (attached photo of Rotary Event or worldwide cause and give hints)

"What do you think of this new .... (embed video, just cut and paste the link from YouTube)

"Share and LIKE this photo to show your support" (attached a photo that has your branding on it)

"Add a caption to this photo" (Get fans to comment their caption to a photo, make sure to add your name and contact info)

## In your community:

"Help us spread the word on our event..." Post link to event and goal



# Online Tools & Resources

Check out some of these great tools and resources to help your social media efforts:

## Social Media News and Tips:

[www.searchenginejournal.com](http://www.searchenginejournal.com)

[www.mashable.com](http://www.mashable.com)

## Social Media Monitoring:

[www.twitsprout.com](http://www.twitsprout.com)

TwitSprout delivers one-page dashboards to measure and visualize social media activity.

[www.hootsuite.com](http://www.hootsuite.com)

With HootSuite, you can monitor keywords, manage multiple Twitter, Facebook, LinkedIn, Foursquare, Ping.fm and WordPress profiles, schedule messages

[www.sproutsocial.com](http://www.sproutsocial.com)

Sprout Social is a social media management tool created to help businesses find new customers & grow their social media presence

## Facebook Tools:

[www.pagemodo.com](http://www.pagemodo.com)

Want to make custom Facebook Pages? Get free Fan Page design from Pagemodo.

## YouTube Tools:

[www.animoto.com](http://www.animoto.com)

Animoto turns your photos and video clips into professional video slideshows in minutes.

[www.youtube.com/nonprofits](http://www.youtube.com/nonprofits)

YTLAYOUTS.net is the first YouTube Layouts site dedicated to delivering high quality YouTube backgrounds for your YouTube channel.

## Twitter Tools:

[www.timely.is](http://www.timely.is)

How it works? 1. Add your tweets to Timely. 2. We publish them when they'll have the highest impact. 3. You get more retweets, mentions and followers!



# facebook 2012

THE LATEST ON EVERYBODY'S FAVORITE SOCIAL NETWORK



1 of every 5  
OF ALL PAGE VIEWS

845  
million



MONTHLY  
ACTIVE  
USERS



100 billion  
CONNECTIONS

## FACEBOOK & THE WORLD

NUMBER OF USERS & PERCENTAGE OF POPULATION

NORTH AMERICA  
174,586,680

50.2%  
of population

EUROPE  
223,376,640

22.5%  
of population

MIDDLE EAST  
18,241,080

5.4%  
of population

THE CARIBBEAN  
6,218,960

15%  
of population

AFRICA  
37,739,380

3.4%  
of population

ASIA  
183,963,780

6.7%  
of population

LATIN AMERICA  
141,612,220

15.5%  
of population

OCEANIA/AUSTRALIA  
13,353,420

3.7%  
of population

## FACEBOOK USER AVERAGES



250 million  
PHOTOS  
UPLOADED DAILY



2.7 billion  
LIKES  
EVERY DAY



37 million  
PAGES  
WITH 10+ LIKES



425 million  
MOBILE USERS



USERS BY GENDER



20 minutes  
TIME SPENT PER VISIT

48% OF 18 TO 34 YEAR OLDS  
CHECK FACEBOOK  
RIGHT WHEN THEY WAKE UP...

ABOUT 28% CHECK THEIR FACEBOOK  
ON THEIR SMART PHONES  
BEFORE GETTING OUT OF BED.



## FACEBOOK & MONEY

net  
income



where  
it comes from



Zynga games accounted for 12% of Facebook's total revenue in 2011.

## IPO

February 1, 2012

date Facebook files for an Initial Public Offering

\$1.00

Mark Zuckerberg's Salary  
from January 1, 2012

\$10 billion

amount Facebook could raise

FB

Facebook's Stock  
Ticker Symbol

\$24 billion

Mark Zuckerberg's personal worth  
based on his 28.4% of FB shares

## FACEBOOK'S PEOPLE



Mark  
ZUCKERBERG

\$500,000  
Current Base Salary

CEO

facebook.com/suck

\$17.5 billion

Personal Worth

Named TIME  
Magazine's 2010  
Person of the Year

Sheryl  
SANDBERG

\$300,000  
Current Base Salary



COO

facebook.com/sheryl

\$31 million  
Earned in 2011

#16 on Fortune's  
50 Most Powerful  
Women in Business

"The loss of Mark Zuckerberg, Sheryl S. Sandberg, or other key personnel could harm our business."  
from Facebook's 2011 filing, February 1, 2012

48% OF YOUNG AMERICANS  
SAID THEY FIND OUT ABOUT

NEWS  
THROUGH FACEBOOK.



A RECORD-BREAKING  
750 MILLION PHOTOS  
WERE UPLOADED TO FACEBOOK  
OVER NEW YEAR'S WEEKEND.





# very Pinteresting

**\$100,000+**

Annual Household Income



28.1% of users are well off



NORDSTROM  
WHOLE FOODS  
west elm  
ModCloth  
Mashable

Brands on Pinterest



Nordstrom - 9,276 followers



Whole Foods - 12,808 followers



West Elm - 10,438 followers



ModCloth - 10,678 followers



Mashable - 9,596 followers



Million Visitors Every Day

Average Daily Visitors



1.36 million visitors a day

Made by:

**modena**

Sources

Shareaholic Blog  
comScore  
Tech Crunch



Average Time Spent on Site



Pinterest - 15.6 minutes



Youtube - 15.4 minutes



Facebook - 12.1 minutes



Twitter - 3.3 minutes

Total Unique Visitors Increased

**2,702.2%**

Since May 2011

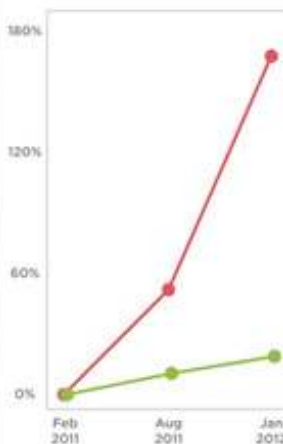
Unique Visitors



7,516,000 visitors in Dec. 2011



11,716,000 visitors in Jan. 2012



Annual Company Growth



Pinterest employees



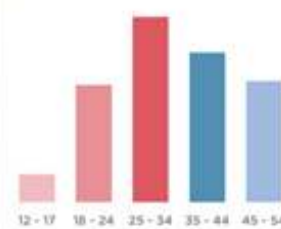
Employees at similar companies



Pinterest Users with Children



50% of users have kids



Age Demographics



12 to 17 - 4.7%



18 to 24 - 17.3%



25 to 34 - 27.4%



35 to 44 - 22.1%



45 to 54 - 17.9%



Pins by Method



Repin



Pinmarklet



Other

31.8%

68.2%



Gender Breakdown



68.2% of users are women

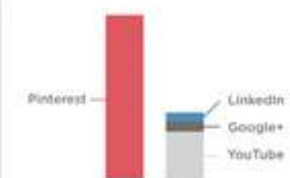


Facebook Fans



97% of fans are women

Pinterest has more than these combined.



Referral Traffic Percentages



Pinterest - 3.6%



Youtube - 1.05%



Google+ - 0.22%



LinkedIn - 0.2%

0.98%

July

1.87%

Sep

3.83%

Dec

Apparel Retailer Referral Traffic



Rose 289% from July - Dec. 2011





**GOOD!****OK.****BAD!****WEBSITE****CUSTOMER COMMUNICATION****BRAND EXPOSURE****TRAFFIC TO YOUR SITE****SEO**

A microblogging site that enables users to send 'tweets', or messages of 140 characters or less

Use keyword search monitoring through a program such as Hootsuite, Twitjump or Radian 6 to track what people are saying about you and your competitors.

Offers unique opportunities for Web site integration and to engage with customers in a viral way, helping your company stand out from the masses.

Potential can be large, but promotion is an art form -- promote your brand too heavily and turn off followers, yet don't promote enough and receive little attention.

Value to your site's SEO is limited, but tweets will rank high in search results -- good for ranking your profile name and breaking news, though shortened URLs are of little benefit.



A social networking site where users can add friend, send messages and build their own profile

Great for engaging people who like your brand, want to share their opinions, and participate in giveaways and contests.

Facebook brand pages are great for brand exposure. Jump-start your brand exposure through the ad platform, or hire a Facebook consultant to help you grow your brand presence.

Traffic is decent and on the rise thanks to share buttons and counters, but don't expect massive numbers of unique visitors to go to your site.

Little to no value, aside from blogs picking up and featuring your posted links. Not worth the time expenditure.



An image and video hosting website where community members can share and comment on media

Unnecessary to spend too much time on this, though properly tagged photosets of company events can help customers put a face on the team behind your brand.

Participation in industry-related groups might get your photos, and thus your brand, viewed by people with similar interests, but numbers will be small.

Even if you get tens of thousands of visits to a photo hyperlinked with your URL, click-through rates are among the lowest around.

Heavily indexed in search engines, passing links and page ranks. Also helps images rank higher in Google Images and in building inbound links.



A social networking site for business professionals

Not the primary focus, but customer engagement opportunities are possible by answering industry-related questions, establishing yourself as an expert in the field.

Effective for personal branding and demonstrating your organization's professional prowess. Encouraging employees to maintain complete profiles to strengthen your team's reputation is advisable.

Unlikely to drive any significant traffic to your site, though you never know who those few visits might be from -- perhaps a potential client or customer.

Very high page rank -- almost guaranteed on the first page of search results -- especially for your company name or individual employees' names, but that's about it.



A video sharing website where users can share and upload new videos

Whether you seek to entertain, inform, or both, video is a powerful channel for quickly engaging your customers, responding to complaints, and demonstrating your social-media savvy.

One of the most powerful branding tools on the Web when you build your channel, promote via high-traffic sites, and brand your videos.

Traffic goes to the videos. If the goal is to get traffic back to your site, then add a hyperlink in the video description, but don't expect traffic to correlate closely with video views.

Very good for building links back to your site because videos rank high. Also a tried-and-true way for your brand to gain exposure.



A social news site where users can discover and share content

Not the site's primary strength, though occasionally an objective third-party writeup as a PR effort, perhaps to counteract bad press or customer sentiment, can be promoted.

Opportunities are huge, especially for promoting objective press/blog coverage of your brand. Make sure content doesn't read like an ad, or your site might be banned for being overly commercial.

The grandfather of traffic spikes, so become active in the community or find someone who is. If your site is corporate, then consider launching an industry blog on a noncommercial Web domain to establish yourself as a thought leader.

Very good because even if your story doesn't become popular, then your page will still be indexed quickly. If your story does become popular, this is likely the best site in terms of getting linked to by bloggers.



A social news community where members discover and share webpages

Paid StumbleUpon traffic can be a very targeted method of communicating, but whether you're reaching your existing customers is purely random and costly to determine.

A paid campaign can be good for brand awareness, especially following efforts to get free, organic traffic to your home page. Targeting is very accurate, but keep in mind you're paying 5 cents per visit (\$50 CPM).

Enables a diverse range of content to discover your content and share links via the su.pr link shortener on Twitter. Tagging helps, but you don't want the same people repeatedly giving you a thumbs-up.

Very good if your story makes it to the top page for its tag. StumbledUpon's large user base enables many people to find and link to your stories. For vanity name searches, profile pages rank well, too.



A social news site where community members can vote on stories

Editor-driven and moderated, so this shouldn't be your primary focus.

Noncommercial sites are heavily favored by moderators, so business sites should not waste time in this uphill battle.

Get in the moderators' good graces, and you have a chance to hit absolutely massive numbers -- but it's a long shot.

If you make the front page of Yahoo, then you will get a ton of backlinks, but chances are unlikely unless you are a large, established brand.



**District Membership Committee Report  
District Council Meeting  
April 21, 2012  
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 last council meeting:**

1. Joined the other District Directors and rest of the district leadership at PETS1 to train the Club President Elects. This was a great opportunity to meet all the PEs face to face and update them on what the district has done on membership since July 1 and presented them with the RI and District membership issues, concerns and goals.
2. District Assembly - Did two workshops on membership growth, retention and recruitment of younger members. Since the District Assembly was scheduled on the Saturday which is the busiest Saturday at my tax office I could not run the workshops. I would like to thank PDG Dick Earne for doing the workshops on my behalf. I know it wasn't easy for him step in on a short notice. I would also like to thank Chrissy Cassilio of the Clarence Rotary Club who did the portion on recruiting and integrating younger members into the club. As part of the workshop we handed out several documents that would be helpful to the Club Membership Chairs. Since there wasn't enough time in the one hour we were given, we plan to follow up with the clubs on how best to use these materials and other strategies that were presented. 32 clubs participated and AS USUAL several of the clubs that REALY need assistance were not there.
3. In January with assistance from Pene I sent of a membership survey to clubs. The goal of the survey was to get the membership count as of December 31<sup>st</sup> as well as the club's projection on its membership at the end of June. Close to 20 clubs have not responded despite several reminders.
4. I handed out a Membership Goal form at PETS1 with a follow up email for request for the completed form (which was attached). As of Wednesday of this week I have received only a dozen forms.

**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?**

1. Run a Membership Seminar/workshop in the "southern tier" – possibly in Ellicottville.

2. Follow up with the clubs on how to use the resources that were handed out at the District Assembly.
3. Follow up with clubs on getting back the completed Membership Goal form and passing on the District total goal to DGE Rick Sterne for submission to RI.
4. I plan to attend all Area meetings (once per area) held by the AG between now and June 30<sup>th</sup> to do a brief presentation on Membership and I have suggested that AGs invite club membership chairs to attend the meetings. This will give me an opportunity to interact with a few PEs at a time and it will give the PEs an opportunity to present ant opportunities and concerns they may have.
5. Continuing my efforts to get a reasonably correct club membership count and numbers as of June 30<sup>th</sup>. I have attached the form with this report. I would appreciate if you would give a printed copy of the form to your club's PE and ask them to complete and send the form to me if they have sent the form to yet. If they have already submitted the form they can just ignore this request.
6. Offer one on one assistance to clubs with low membership to help them increase their membership. This could involve working at the club's board level, working with the membership committees and eventually working with the club membership.
7. Offer one on one assistance to clubs consistently losing members 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.
8. Develop a pool of speakers from clubs who have been successful in growing membership both with
9. 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?**

**HELP ME build an Area Membership Team** – 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.

Pravin D. Suchak





## 2012 – 2013 ROTARY INTERNATIONAL CLUB GOAL FORM FOR MEMBERSHIP

In preparation for taking office, club presidents-elect should complete the *Planning Guide for Effective Rotary Clubs* and submit a copy of it to their assistant governor by 1 July. The *Planning Guide for Effective Rotary Clubs* is included in the *Club Presidents Manual* (222-EN), and can also be downloaded from [www.rotary.org](http://www.rotary.org).

**To highlight the importance of membership development, club presidents-elect should collaborate with all members of the club to set the membership growth goal for the upcoming year.** This year the RI President is encouraging clubs and districts to challenge themselves and set a more aggressive goal than the 3% increase recommended by the RI Board of Directors during its September 2011 meeting and the net 1 member required to achieve the Presidential Citation. If you require assistance with the development of the club's goal, your governor-elect is charged with helping clubs set achievable goals for membership during the President-elect Training Seminar (PETS) and District Membership Chairs and Rotary Coordinators are charged with helping clubs develop and implement strategies to reach their membership goals. Once the goal has been set, use this form to submit your club's membership increase goal to your district governor-elect.

**This form is due to your district governor-elect by 1 June.** This information will be used by your district governor to report the district's overall membership growth goal to Rotary International for the upcoming Rotary year. Governors-elect will keep this information for their records, **please do not forward this form directly to Rotary International.**

### **CLUB INFORMATION**

Today's Date \_\_\_\_\_

District Number \_\_\_\_\_

Club Name \_\_\_\_\_  
*please print*

Club ID Number \_\_\_\_\_

### **Projected overall membership goals for 1 July – 31 March**

Current Membership \_\_\_\_\_

Projected Net Membership Increase \_\_\_\_\_

Number of new clubs sponsored \_\_\_\_\_

Club President-elect: \_\_\_\_\_

Club President-elect Signature: \_\_\_\_\_

Club President-elect email address: \_\_\_\_\_

Chair John and members of the committee are continuing to make contacts throughout the 'District and are prepared to make presentations to clubs as requested.

### **Grants Committee Reports on District Simplified Grants-chair Bob Munroe**

The District Simplified Grant Summary lists the 15 approved grants to date for a total of \$24,729.21 leaving \$70.79 not spent in the District Simplified Grant # 74407 for 2011\2012.

Three final reports have been received from Niagara Falls Sunrise, Lakewood Chautauqua, and Jamestown AM. One Cheque to Niagara Falls Sunrise and two Checks to Lakewood and Jamestown AM are in process of being presented to a club meeting.

This year we gave a head start opportunity to the clubs who had not participated in the District Simplified Grant Program

5clubs – Greater Jamestown AM, Lakewood Chautauqua, Niagara Falls Sunrise, Orchard Park, and Westfield Mayville were approved for a District Simplified Grant for the first time.

The following 10 clubs have yet to participate in the DSG opportunity

Brantford Sunrise	Dundas	Eastern Hill Sunrise	Ellicottville	Fort Erie
Grimsby @ noon	Hamilton East Wentworth,	Holley	Simcoe	
Stoney Creek				

In the next month Grant mentors will be assigned to each of the ten clubs to encourage them to participate and prepare to apply early in the next Rotary year.

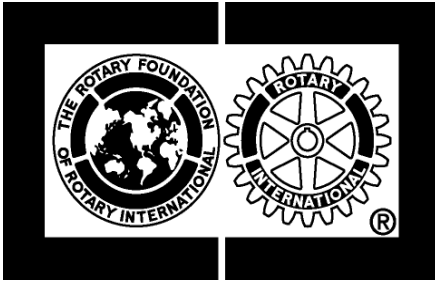
### **Matching Grants-chair Roy Sheldrick**

Our District has 6 open grants with all but one up to date with the reporting cycle.

An addition matching grant application has been approved by the Foundation committee chairs for the Grand Island -Nepal-stoves and latrines -\$14,000 DDF total project \$49,000

Chair Roy and his wife Norma have put together a valuable 5 year Matching Grant Summary showing the last 25 matching grants in our District dealing with 14 different countries (some more than once)

Total District 7090 funds	\$369,000
International and host clubs	\$ 29,000
Total District 7090 DDF	\$209,000
Total Rotary Foundation	\$319,000
Total Project Funding	\$969,224



## District 7090 Rotary Foundation Committee

### District Council Report

April 21, 2012

Art Wing, Director, District 7090 Rotary Foundation

#### **Annual Program Fund Contributions-Chair PDG Bob Bruce**

The latest Monthly Contribution Reports and Club Goal reports and donation are available on the District Website.

The Club Goal Report and Donation Summary as of April 12:  
 Club donations at \$217,000 are at 72% of the goal for the year  
 Club donations are only 62% of the \$349,000 attained last year

18 Clubs have exceeded their goal for the year  
 26 Clubs have met or exceeded the \$100/ member benchmark  
 12 Clubs have yet to make a donation during this Rotary year.

The report lists 12 clubs who have yet to make a donation during this Rotary year  
 The attached EREY-Annual Fund Report indicates that we are 21% behind last year's contributions to the end of December, 2011.

A reminder to clubs to complete their goal for the year as soon as possible in order to assure credit for this Rotary year.

#### **Annual Fund**

##### **Top 10 average per member**

Ancaster	\$ 640
Delhi	301
Waterdown	295
Hamilton AM	279
Dundas Valley Sunrise	277
Simcoe	239
Grimsby @ noon	199
St. Catharines Sunrise	196
Welland	164
Brantford Sunrise	161

##### **Top Ten Giving Clubs**

St. Catharines	\$ 19,335
Hamilton AM	12,855
Dundas Valley Sunrise	12,760
Simcoe	12,451
Waterdown	10,015
Brantford Sunrise	9,310
Ancaster	8,955
Norfolk Sunrise	8,277
Clarence	7,535
Welland	6,575

#### **Polio**

##### **Top 10 Giving Clubs**

Niagara Falls Sunrise	\$ 8,009
Brantford	5,504
Niagara Falls Ontario	5,081
Norfolk Sunrise	4,054
Clarence	3,600
Simcoe	3,032
Welland	2,597
Stoney Creek	2,268
Buffalo	2,200
Grimsby	2,152

#### **Permanent Fund Committee- Chair John Mullen**

Chair John made an excellent presentation at the District Assembly on Saturday April 14<sup>th</sup>.

**Polio –Chair PDG Wallace Ochterski**

Polio donations as of April 12 are \$72,445 -72% of the Club goals

Contributions since December 2007- from Clubs	\$542,750
- from DDF	\$112,265
Total District	\$655,015

22 Clubs have met or exceeded their Club goal for the year  
25 Clubs have yet to make their Polio donation for this year

**Group Study Exchange-co-chairs Dan Smith and Bob Gosselin**

Our GSE team is finalizing preparations for their departure on Saturday April 28<sup>th</sup> for their month long adventure in Brazil

A farewell dinner is being held on Saturday April 21<sup>st</sup> at 4 pm.

Co-chairs Bob Gosselin and Dan Smith and the Group Study Exchange team are beginning to recruit clubs to host our incoming GSE team from the Philippines during the month of October

**Scholars Committee -chair John Tiebert**

The committee is having ongoing discussions with regard to the changes for the scholar program in 2013.

## **Future Vision Transition – PDG Karen Oakes**

Presentations regarding Our Rotary Foundation and Future Vision were made at the following meetings:

PETS 1 – PDG Karen Oakes at each of the 4 sessions  
PETS 2 – PDG Karen Oakes and PDG Bob Bruce  
District Assembly –Future Vision – PDG Karen Oakes  
District World Community Service –PDG Karen Oakes

As part of the qualification requirement for Future Vision all clubs are required to have at least 2 members attend the Future Vision meeting on Saturday September 29<sup>th</sup>.

Respectfully  
PDG Art Wing  
Director  
District 7090 Rotary Foundation

## Attachments

1. April 12 2012 Club Goal Reports and Donation Summary
2. District Simplified Grant approvals for the 2011-12 Rotary year
3. 5 Year Matching Grant Summary

	A	B	C	D	E	F	G	H	I	J	K
1	Club	Club		#	Average /	Club APF	Average/	Annual Fund	PolioPlus	PolioPlus	Polio Dec 2007
2	Number	Name		Members	Member	Goal	Member	Donation to Date	Goal	Donation	to April 2012
3	26305	Akron-Newstead	1	42	\$ 50	\$ 2,000			\$1,000		\$ 3,025
4	4721	<b>Albion</b>	1	32	\$ 90	\$ 3,000	\$ 137	\$ 4,380	\$1,000	\$ 1,000	\$ 2,917
5	25380	Amherst East	1	22	\$ 100	\$ 2,500	\$ 80	\$ 1,751	\$750		\$ 2,998
6	4722	Amherst North	1	9	\$ 100	\$ 1,300	\$ 136	\$ 1,225	\$1,000		\$ 874
7	4723	Amherst South	1	25	\$ 100	\$ 2,500	\$ 84	\$ 2,100	\$1,500	\$ 600	\$ 18,267
8	4689	<b>Ancaster</b>	1	14	\$ 200	\$ 3,000	\$ 640	\$ 8,955	\$1,000	\$ 1,000	\$ 6,248
9	28117	Ancaster A.M.	1	39	\$ 100	\$ 4,200	\$ 3	\$ 120	\$4,000	\$ 97	\$ 9,149
10	4724	Batavia	1	89	\$ 50	\$ 4,450	\$ 24	\$ 2,180	\$2,000	\$ 1,870	\$ 17,936
11	4690	Brantford	1	78	\$ 100	\$ 7,500	\$ 44	\$ 3,409	\$5,000	\$ 5,504	\$ 20,131
12	29643	Brantford-Sunrise	1	58	\$ 150	\$ 9,300	\$ 161	\$ 9,310	\$7,500	\$ 350	\$ 19,202
13	4725	Buffalo	1	144	\$ 100	\$ 16,000	\$ 9	\$ 1,350	\$1,000	\$ 2,200	\$ 17,603
14	30381	<b>Buffalo-Sunrise</b>	1	19	\$ 100	\$ 2,100	\$ 116	\$ 2,200	\$1,500	\$ 308	\$ 1,470
15	30716	Caledonia	1	15	\$ 100	\$ 1,500	\$ -		\$1,000	\$ 1,050	\$ 5,861
16	4726	Cheektowaga	1	9	\$ 100	\$ 900	\$ -		\$0		\$ 1,083
17	4727	<b>Clarence</b>	1	63	\$ 100	\$ 6,400	\$ 120	\$ 7,535	\$2,000	\$ 3,600	\$ 12,435
18	4694	<b>Delhi</b>	1	10	\$ 100	\$ 900	\$ 301	\$ 3,010	\$1,000	\$ 987	\$ 5,510
19	4695	<b>Dundas</b>	1	39	\$ 100	\$ 3,800	\$ 158	\$ 6,168	\$1,000	\$ 1,363	\$ 61,968
20	52949	<b>Dundas Valley Sunrise</b>	1	46	\$ 106	\$ 5,000	\$ 277	\$ 12,760	\$3,000		\$ 7,464
21	4728	Dunkirk	1	26	\$ 100	\$ 2,600	\$ 52	\$ 1,350	\$1,000		\$ 4,705
22	29662	Dunnville	1	21	\$ 100	\$ 2,500	\$ 107	\$ 2,250	\$2,000	\$ 1,941	\$ 7,781
23	4729	East Aurora	1	27	\$ 111	\$ 2,900	\$ 4	\$ 100	\$1,000		\$ 3,000
24	28911	Eastern Hills Sunrise	1	30	\$ 100	\$ 2,900	\$ -		\$1,000		\$ 2,150
25	52046	Ellicottville	1	18	\$ 39	\$ 700	\$ -		\$ -	\$ 368	\$ 703
26	4732	Falconer	1	23	\$ 90	\$ 2,000	\$ 43	\$ 1,000	\$1,000		\$ 1,230
27	53345	Flamborough AM	1	18	\$ 100	\$ 1,500	\$ 14	\$ 250	\$2,000		\$ 3,911
28	28116	Fonthill	1	19	\$ 120	\$ 2,400	\$ 13	\$ 240	\$1,000	\$ 1,200	\$ 3,014
29	4696	Fort Erie	1	9	\$ 35	\$ 350	\$ -		\$400		\$ 2,591
30	4733	Fredonia	1	45	\$ 51	\$ 2,250	\$ 39	\$ 1,750	\$1,000	\$ 430	\$ 7,875
31	4734	Grand Island	1	28	\$ 100	\$ 3,300	\$ 11	\$ 305	\$1,000	\$ 252	\$ 7,382
32	27868	Greater Jamestown AM	1	20	\$ 100	\$ 2,200	\$ 40	\$ 791	\$1,000		\$ 2,430
33	4698	Grimsby	1	24	\$ 100	\$ 2,900	\$ 96	\$ 2,303	\$2,500	\$ 2,152	\$ 7,572

	A	B	C	D	E	F	G	H	I	J	K
34	59744	<b>Grimsby @ Noon</b>	1	18	\$ 100	\$ 1,800	\$ 199	\$ 3,577	\$1,000	\$ 1,000	\$ 3,505
35	4735	Hamburg	1	27	\$ 100	\$ 2,600	\$ 4	\$ 100	\$1,000	\$ 1,200	\$ 7,215
36	28054	Hamburg Sunrise	1	21	\$ 100	\$ 2,200	\$ 48	\$ 1,000	\$1,000	\$ 1,000	\$ 4,000
37	4699	Hamilton	1	110	\$ 100	\$ 11,600	\$ 45	\$ 4,910	\$1,000	\$ 690	\$ 6,303
38	23427	<b>Hamilton "A.M."</b>	1	46	\$ 100	\$ 4,500	\$ 279	\$ 12,855	\$2,000	\$ 608	\$ 12,869
39	4701	Hamilton Mountain	1	29	\$ 100	\$ 3,300	\$ 72	\$ 2,102	\$2,000		\$ 2,205
40	26582	Hamilton Sunset	1	20	\$ 100	\$ 1,900	\$ 4	\$ 75	\$1,900		\$ 4,050
41	4700	Hamilton-East Went	1	23	\$ 100	\$ 2,300	\$ 99	\$ 2,277	\$2,000	\$ 100	\$ 3,492
42	4736	Holley	1	16	\$ 31	\$ 500	\$ 14	\$ 225	\$2,000	\$ 150	\$ 2,318
43	4737	Jamestown	1	107	\$ 97	\$ 10,000	\$ 47	\$ 5,000	\$3,000	\$ 600	\$ 14,602
44	4738	Kenmore	1	53	\$ 38	\$ 2,000	\$ 2	\$ 100	\$ -		\$ 11,337
45	4739	<b>Lakewood-Chautauqua Sou</b>	1	12	\$ 91	\$ 1,092	\$ -	\$ -	\$1,000		\$ 1,480
46	4740	<b>Lancaster-Depew</b>	1	23	\$ 38	\$ 1,000	\$ 48	\$ 1,100	\$250	\$ 100	\$ 533
47	4741	<b>Le Roy</b>	1	36	\$ 67	\$ 2,412	\$ 78	\$ 2,825	\$1,000	\$ 1,230	\$ 4,157
48	4742	Lewiston/Niagara Lake	1	12	\$ 100	\$ 1,400	\$ 108	\$ 1,300	\$1,000	\$ 500	\$ 2,500
49	50055	Lincoln	1	27	\$ 100	\$ 3,300	\$ 100	\$ 2,702	\$2,000	\$ 1,001	\$ 5,493
50	4744	<b>Lockport</b>	1	56	\$ 60	\$ 3,600	\$ 100	\$ 5,590	\$2,000	\$ 2,000	\$ 10,397
51	4745	Medina	1	8	\$ 100	\$ 900	\$ 100	\$ 800	\$0		\$ 125
52	4746	<b>Middleport</b>	1	14	\$ 71	\$ 1,000	\$ 143	\$ 2,000	\$1,000		\$ 1,175
53	24800	Niagara County-Central	1	25	\$ 38	\$ 1,000	\$ 21	\$ 525	\$0	\$ 25	\$ 2,091
54	27545	Niagara Falls Sunrise	1	47	\$ 100	\$ 4,200	\$ 60	\$ 2,801	\$2,000	\$ 8,009	\$ 16,734
55	4747	Niagara Falls, NY	1	16	\$ 150	\$ 2,400	\$ -		\$2,000	\$ -	\$ -
56	4706	Niagara Falls, ON	1	56	\$ 100	\$ 6,000	\$ 96	\$ 5,385	\$3,000	\$ 5,081	\$ 40,617
57	29972	Niagara-on-the-Lake	1	45	\$ 100	\$ 4,800	\$ 16	\$ 716	\$2,000	\$ 1,460	\$ 9,181
58	31593	<b>Norfolk Sunrise</b>	1	54	\$ 100	\$ 5,000	\$ 152	\$ 8,227	\$1,000	\$ 4,054	\$ 7,522
59	4748	Olean	1	35	\$ 100	\$ 3,500	\$ 90	\$ 3,167	\$2,000	\$ 750	\$ 7,536
60	4749	Orchard Park	1	16	\$ 91	\$ 2,000	\$ -		\$2,000	\$ 1,000	\$ 2,000
61	66814	Port Colborne Centennial	1	20	\$ 63	\$ 1,260	\$ -		\$1,000		\$ 3,091
62	4750	<b>Salamanca</b>	1	8	\$ 100	\$ 1,000	\$ 125	\$ 1,000	\$500	\$ 1,161	\$ 2,661
63	4713	<b>Simcoe</b>	1	52	\$ 113	\$ 6,000	\$ 239	\$ 12,451	\$3,000	\$ 3,032	\$ 18,055
64	4751	South Shore of Blasdell-Lac	1	26	\$ 38	\$ 1,000	\$ -		\$500		\$ 2,100
65	4711	<b>St. Catharines</b>	1	135	\$ 100	\$ 14,000	\$ 143	\$ 19,335	\$2,500	\$ 1,000	\$ 15,487
66	28928	<b>St. Catharines Sunrise.</b>	1	16	\$ 100	\$ 1,700	\$ 196	\$ 3,133	\$1,000		\$ 3,102



**District 7090 District Simplified Grant #74407, 2011-2012 for US \$24,800.00****Approved Grants of April 16, 2012****Note: Once 50% of these DSGs are finalized we will receive funds for 2012-2013**

#	Date Received	Club	Project Description	Amount US \$	Date Approved	Final Report Received
133	July 1, 2011	Niagara Falls Sunrise	Computers and office furniture for Cultural Centre Guatemala	\$2000.00	July 29, 2011	March 9, 2012
134	July 7, 2011	Westfield/Maryville	Tables for Chautauqua Children's village	\$1996.00	August 8, 2011	
135	August 10, 2011	Lakewood/Chatauqua	Boulevard Banners	\$535.61	August 15, 2011	January 18, 2012
136	August 26, 2011	Jamestown AM	Community Terraced Garden	\$2000	September 2, 2011	February 1, 2012
137	August, 2011	St. Catharines Lakeshore	Reading Materials	\$2000	September 8, 2011	
138	September 22, 2011	Niagara Falls	Rabies treatment, Uganda	\$2000	September 26, 2011	
139	September 2011	West Seneca	Literacy Development, Guatemala	\$2000	October 19, 2011	
140	October 2011	Akron-Neustead	Latrines in Mexico	\$2000	November 4, 2011	
141	October 31, 2011	Amherst North	Computers for treatment centre Buffalo	\$2000	November 15, 2011	
142	November 2011	Welland	Literacy Supplies for Welland Schools	\$2000	November 23, 2011	
143	November 2011	Orchard Park	Dental Supplies for Domi5932 nican Republic	\$1003	November 30 2011	



144	November, 2011	LeRoy	Literacy Materials for LeRoy area	\$429	December 5, 2011	
145	November 2011	Waterdown	Dictionaries for Waterdown schools	\$765.60	December 13, 2011	
146	December, 2011	Hamilton Mountain	Water Filters for Cambodia	\$2000.00	December 21, 2011	
147	January 2012	Falconer	Equipment for Emergency Food Services	\$2000.00	March 29, 2012	
<b>Totals</b>		<b>15</b>	9 for local; 6 for international	<b>\$24,729.21</b>		

Robert B. Munroe, Chair  
1 King Street West, 10<sup>th</sup> Floor  
Hamilton, ON L8P 1A4  
Ph: (905)572-5832, Fax: (905)526-0732  
E-mail: [rbm@rossmcbride.com](mailto:rbm@rossmcbride.com)

Bob Bruce, Vice Chair  
3345 Ryerson Rd.,  
Burlington, ON L7N 3S3  
Ph: (905)632-6528  
E-mail: [pdgbob@cogeco.ca](mailto:pdgbob@cogeco.ca)

GRANT NO.	CLUB	PROJECT COUNTRY	7090 CLUB CLUB AMT.	INTERNATIONAL CLUB AMT.	HOST CLUB AMOUNT	7090 DDF AMOUNT	HOST DDF	OTHER INTER DDF	TRF AMOUNT	TOTAL AMOUNT	TYPE OF PROJECT	AREA OF FOCUS AND YEAR
69431	Brantford	Pakistan	\$ 10,000.00		\$ 4,000.00	\$ 12,500.00			\$ 19,500.00	\$ 46,000.00	Literacy	Education & Literacy - 2009/10
71550	Ancaster	Haiti	\$ 24,131.00		\$ 100.00	\$ 18,802.00				\$ 43,033.00	Water	Water & Sanitation - 2009/10
72176	Niagara Falls	Bolivia	\$ 18,250.00		\$ 1,000.00	\$ 8,750.00	\$ 2,000.00			\$ 30,000.00	Medical Boat	Disease Prevention - 2009/10
72435	Waterdown	Philippines	\$ 1,300.00	\$ 2,500.00	\$ 100.00	\$ 2,220.00		\$ 5,000.00		\$ 11,120.00	Water Collection	Water & Sanitation 2009/10
72460	Waterdown	Philippines	\$ 1,500.00	\$ 1,910.00	\$ 300.00	\$ 2,625.00		\$ 3,820.00		\$ 10,155.00	Books Medicine	Education & Literacy - 2009/10
73216	Ancaster	Haiti	\$ 30,706.00		\$ 100.00	\$ 9,500.00			\$ 24,903.00	\$ 65,209.00	Latrines	Water & Sanitation - 2009/10
75054	Ancaster	Haiti	\$ 66,237.00		\$ 100.00	\$ 28,505.00			\$ 61,673.00	\$ 156,515.00	Wells & Latrines	Water & Sanitation - 2009/10
75347	Grand Island	Haiti	\$ 10,456.00		\$ 100.00	\$ 10,000.00			\$ 15,278.00	\$ 35,834.00	Medical Equipment	Disease Prevention - 2009/10
76325	Welland	Philippines	\$ 4,500.00		\$ 600.00	\$ 4,500.00	\$ 4,500.00		\$ 11,550.00	\$ 25,650.00	Water	Water & Sanitation - 2011/12
76405	Brantford	Pakistan				\$ 10,000.00	\$ 7,000.00	\$ 8,000.00	\$ 27,000.00	\$ 52,000.00	Literacy	Education & Literacy - 2011/12
65096	St. Catharines	South Africa	\$ 9,743.00		\$ 2,400.00	\$ 10,000.00			\$ 16,072.00	\$ 38,215.00	Literacy	Education & Literacy - 2009/10
69431	Brantford	Pakistan	\$ 10,000.00		\$ 4,000.00	\$ 12,500.00			\$ 19,500.00	\$ 46,000.00	Literacy	Education & Literacy - 2008/09
67301	Ancaster	Haiti	\$ 29,400.00		\$ 100.00	\$ 10,000.00			\$ 24,750.00	\$ 64,250.00	Water	Water & Sanitation - 2008/09
64142	Ancaster	Haiti	\$ 46,700.00		\$ 100.00				\$ 23,400.00	\$ 70,200.00	Water	Water & Sanitation - 2007/08
61022	Ancaster	Haiti	\$ 46,700.00		\$ 100.00				\$ 23,400.00	\$ 70,200.00	Water	Water & Sanitation - 2006/07
72221	Hamilton	Mali	\$ 8,000.00		\$ 100.00	\$ 11,000.00				\$ 19,100.00	Malaria	Disease Prevention - 2009/10
71946	St. Catharines	Brazil	\$ 3,573.00		\$ 1,064.00	\$ 4,162.00		\$ 1,200.00	\$ 5,000.00	\$ 14,999.00	Transport Vehicle	Disease Prevention - 2009/10
72225	Olean	Niger	\$ 9,800.00		\$ 200.00	\$ 19,900.00				\$ 29,900.00	Water Wells	Water & Sanitation - 2009/10
65233	Waterdown	Philippines	\$ 2,450.00	\$ 1,217.00	\$ 100.00	\$ 9,000.00	\$ 10,000.00			\$ 22,767.00	Literay Training	Education & Literacy - 2007/08
69251	Grand Island	Ethiopia	\$ 14,115.00		\$ 200.00	\$ 12,500.00			\$ 19,657.00	\$ 46,472.00	Water & Bridge	Water, Sanitation & Literacy - 2007/08
69517	Hamilton AM	Uganda	\$ 3,000.00		\$ 100.00	\$ 3,500.00			\$ 5,050.00	\$ 11,650.00	Books	Education & Literacy - 2007/08
69102	Waterdown	Uganda	\$ 6,000.00	\$ 1,875.00	\$ 500.00	\$ 3,940.00	\$ 500.00		\$ 7,690.00	\$ 20,505.00	Water Tanks	Water & Sanitation - 2007/08
67981	St. Catharines	Bulgaria	\$ 1,500.00		\$ 1,100.00	\$ 3,750.00			\$ 5,050.00	\$ 11,400.00	Education	Education & Literacy - 2008/09
67137	Hamilton	India	\$ 5,000.00		\$ 5,000.00				\$ 5,000.00	\$ 15,000.00	School Desks	Education & Literacy - 2007/08
68337	Batavia/St. Kitts	Zambia	\$ 6,000.00		\$ 100.00	\$ 1,950.00			\$ 5,000.00	\$ 13,050.00	Kitchen Equipment	Maternal & Child Health - 2007/08
			\$ 369,061.00	\$ 7,502.00	\$ 21,564.00	\$ 209,604.00	\$ 24,000.00	\$ 18,020.00	\$ 319,473.00	\$ 969,224.00		
									\$ 969,224.00			

Literacy	\$ 253,187.00	26%
Water & Sanitation	\$ 603,054.00	62%
Disease Presention	\$ 99,933.00	10%
Maternal & Child Health	\$ 13,050.00	1%
	\$ 969,224.00	100%

Peace & Conflict	NIL
Economic Development	NIL

# **SERVICE PROJECTS REPORT**

## **District 7090 District Council meeting 4/21/2012**

All three Service Committees contributed to an excellent Service Projects presentation at the District Assembly on April 14. Incoming Director of Service Projects, Andy Skrypnik presented the Hamilton AM Uganda AIDS education program and discussed the International Service aspect of Rotary. Outgoing Chair of Community Service, John Crawford (of the Williamsville Rotary Club) explained the District's outreach to Pass Christian, Missouri after Hurricane Katrina as well as the similar project in Gowanda following the floods of '09. Kerry Thomas of Welland is a member of the Vocational Service Committee and is an advocate of the Rotary At Work program (employing the physically and mentally challenged). He wrapped up the presentation with an explanation of how Rotary at Work works.

### **Community Service Committee** Reporting for Chair John Crawford:

Cathy Henry of St. Catharines South Rotary Club has agreed to act as the Canadian co-chair of this committee. Her American counterpart has not been officially named, but will hopefully be joining the committee later this year. As the two co-chairs become situated in their roles, they will be developing new goals for the committee based on the District Manual of Policies and Procedures. One of the early tasks will be to develop a best-practices guide for district clubs.

### **World Community Service Committee** Reporting for Co-chairs David Johnson and John Harbison:

WCS had a very productive meeting on Monday, April 16<sup>th</sup> at the Best Western Conference Centre in St. Catharines. We had the following updates:

- David Johnson (Grand Island) expanded on the current project in Nepal to provide vented cooking stoves and latrines to service the Himalayan Health Care project.
- John Harbison (Grand Island), reported on the progress of the new medical clinic in Maniche, Haiti.
- Sabih Uddin (Brantford) discussed the extension of an earlier educational grant to provide education to an additional 2800 children in Pakistan.
- Jim Wakeman (Westfield-Mayville) is extending the Vahl's (Olean) project for wells in Niger with the support of his club.
- Jack Dean (Westfield-Mayville) updated the committee on the African Youth Peace Call project in Ghana.

Additionally, we reviewed the following new projects:

- Keith Hatswell (Akron-Newstead) presented that club's plans to drill water wells in Sierra Leone. Keith has recently done some exploratory work in that country for his club. They have already built one well in Sierra Leone, plan to build one or two more this year. They are in the process of identifying a Sierra Leone Rotary Club with which to partner for future grant applications. The committee agreed to recommend approval of this project for inclusion in the District World Community Service Catalog, pending submission of a formal request to the committee as the project develops.
- Katie Biggie (Amherst East) presented the Buffalo Tanzania Education Project, which encompasses several areas of activity including a water well, pre-primary school, secondary school, clinic, et al in Tanzania. This overall project is active within the SUNYaB community and Buffalo Sunrise Rotary Club has already built a water well and sanitary facilities on the site and will assist Katie, Amherst East and BTEP in extending the project. They have already identified Rotary Club partners in the area. The committee agreed to recommend approval of this project for inclusion in the District World Community Service Catalog, pending submission of a formal request to the committee as the project develops.
- Cathy Henry (St. Catharines South) described a reforestation project for developing countries which centers on planting food producing trees, specifically the breadfruit. It is being piloted in Jamaica and has the endorsement of the government and 24 Rotary clubs in Jamaica. So far 5000 saplings have been planted. They are hybrid dwarf trees which mature in three years. Breadfruit flour is an off-shoot economic endeavor with promise. Their project will provide trees at the locations of the Ancaster (Roy Sheldrick) wells currently in Haiti, along with new wells as they are developed. As soon as they can identify Rotary partners for this project, a formal request will be made to the committee for approval for Club to Club fundraising. The committee agreed to recommend approval of this project for inclusion in the District World Community Service Catalog, pending submission of that formal request.

DGE Rick Sterne challenged the committee to develop a presentation of successful and active projects for his Conference in fall 2012, with specific clubs also participating in the House of Friendship with their own projects on display. Chairman David Johnson accepted the challenge and WCS will have a spot on the agenda in October.

PDG Karen Oakes provided a complete overview of the Future Vision project status and its relevance to the World Community Service committee. She carefully outlined the policies and procedures applicable in the next Rotary Fiscal year ('12-'13) and explained how those policies and procedures would change in the following Rotary Fiscal Year ('13-'14).

**Vocational Service Committee** Reporting for Co-Chairs Andrea Aldinger and Franco Olivieri:

The (newly expanded) committee met with incoming District Director of Service Projects Andy Skrypniak in March to develop a more structured approach to getting the committee's information out to individual clubs. Andrea and Franco will present Vocational Service overview programs to D 7090 clubs. As specific interest develops, Kerry Thomas and Bob Graczyk will provide the detailed presentations of the Rotary at Work program.

Separate from our specific areas of service, I'm pleased to say that the Siemens' Laptop Program is continuing to move forward. The committee chair has, unfortunately, had to resign due to relocation out of the area, but the Hamilton Sunset club is continuing on the proscribed course. Celine Legret and SueAnn Ward are coordinating their club's activity in the program currently. There will be a roll-out of laptops in May with Siemens employees and Hamilton Sunset Rotarians working together to get them scrubbed, updated and distributed. It is anticipated that they will place between 100 and 120 laptops at that time.

Based on the success of the rollout and any problems which develop at that time, it is planned to expand to one or more US side clubs in the fall for the next step in the program. We already have a couple of US clubs who have exhibited interest in participating.

**Rotary District 7090**  
**Report of Training Director, April 2012**

**Strategic Goals for Education & Training**

**Goal #1:** To strengthen the role of the AG in helping the district to support the educational needs of the clubs.

**Goal #2:** To develop measurement tools that enable the district to assess the needs as well as satisfaction of Rotarians throughout the district as it relates to education and training; and to collect the needs and satisfaction ratings of Rotarians in district and ensure that actions are taken annually to meet needs and increase satisfaction.

**Goal #3:** Improve utilization of education programs at club level – as measured by achieving a 30% utilization rate of these offerings. The goal of “30% utilization rate” is interpreted to mean that at least 30% of members in each club participate in at least one training/educational program

**Goal #4:** Form Education Committee by July 1, 2010 to focus on orientation of new members and continued growth of current members.

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:
  - a.) On February 4, we conducted the District Team Training Seminar at NCCC for AGs and District Directors and Chairs. It was well-attended and received positive evaluations. DGE Rick presented the 2012-13 RI Theme as well as his own “High 5” theme for the year. DGN Kevin led a session on managing change.
  - b.) On Feb 28 (St. Catharines), Feb 29 (Hamilton), Mar 6 (Amherst) and Mar 7 (Dunkirk), we conducted PETS 1 sessions, which received very positive evaluations.
  - c.) On Mar 13, we launched the new district orientation program for new Rotarians, Release Your Inner Rotarian” in St. Catharines. Approximately 21 Rotarians participated and the evaluations were very positive.
  - d.) On Mar 23 & 24, we participated in multi-district PETS 2 with D7070 and D7080. This event received very positive evaluations from participants.
  - e.) On Mar 31, we conducted all three parts of RLI at NCCC. The event was well attended and the evaluations were very positive. Seven people completed Part 3.
  - f.) On April 14, we conducted District Assembly in Niagara Falls, NY, with over 200 participants and 25 workshops. The participant evaluations were very positive. The structure of District Assembly was based on feedback from a district-wide online survey of clubs.
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?
  - a) The Club-based Training and E-learning committee has developed a plan for promoting and facilitating access to training programs at the club level and individual member level and piloting the role of Club Trainer. A roster of Club Trainers will be created and a one-hour webinar will orient Club Trainers to their role and responsibilities. We will provide Club Trainers with guidelines for assessing training needs at the club level and corresponding training resources to meet those needs. (Although we had hoped to accomplish this by now, the extremely busy training schedule between January and April has forced us to delay this to the time period between now and the next DC meeting.
  - b) We will attempt to schedule the major training events for 2012-13 so dates and venues can be “locked in” and preliminary planning can begin. We will also attempt to select the Chairs for the major training activities of 2012-13.
  - c) I will begin working with the next District Trainer, John Heise, to ensure a smooth transition as of July 2013.
- 3.
4. 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

5. Is there an item that you would like 'input' from council (ideas – not decision) relative to the strategic plan? - NO
6. 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?

I believe we have made substantial progress in expanding the training programs and activities available throughout our district to address goals of our strategic plan. There is more work to be done, but we have made good progress.

**SLAPSHOT --- Student Leadership Award Program for Students High On Training**  
**REPORT to District Council – April 21, 2012**

**A.     READY TO GO – APRIL 27, 28, 29, 2012**

The seventh annual SLAPSHOT is upon us next weekend at Canterbury Hills, Ancaster, Ontario, CANADA – [www.canterburyhills.ca](http://www.canterburyhills.ca) Uptake for this youth leadership development program came fast and furiously as registration was ‘sold out’ by the Early Bird Registration Deadline on February 29, 2011. By that date, we had 100 students (maximum capacity) registered!

**SLAPSHOT 2012 STATISTICS**

**100 participants** – high school student leaders (15-18 years)

**36 male students & 64 female students**

Sponsored by **32 Rotary Clubs** across District 7090

**11 US Clubs & 21 Canadian Clubs**

Estimated **TOTAL COST** for the program = **\$22,200**

**B.     SLAPSHOT 2012 TEAM**

I pay special tribute to my **SLAPSHOT Committee** – what a great team! All members have been incredibly supportive in streamlining registration procedures, planning & organization for the weekend program and recruiting volunteer cabin leaders. Throughout the process, we’ve benefitted greatly from our joint committee meetings with the **RYLA Committee**, under the leadership of Sue O’Dwyer, Chair. Most SLAPSHOT Committee members are members of the RYLA Committee and vice versa.

To date, we’ve recruited **14 volunteer leaders** to add to our cadre of SLAPSHOT Committee members involved. They include Rotarians, a Family of Rotary member, Rotaractors, RYLA & Rotex alumnus. From the outset, our goal was to recruit enough volunteers to serve as CABIN LEADERS in pairs – for 11 cabins, we need 22 volunteers. We’ve reached our goal for male volunteer cabin leaders but are still working on finding **FOUR FEMALE volunteers** to complete the roster. ***The word is out...any leads will be most gratefully received!***

In addition, we look forward to welcoming **Stan Simmons, US Chair, Interarct Committee & Aad Vermeyden, Chair, Youth Exchange Committee**, as SLAPSHOT 2012 leaders. An important session during Saturday’s ‘round robin’ program at SLAPSHOT focuses on building awareness among participants about the realm of Rotary youth programs available to them with specific emphasis on Interact and YE.

**C.     THE “CROUSTER AWARD”**

The SLAPSHOT 2012 Committee is very pleased to announce that the **first annual “Crouster Award”** will be presented to a **SLAPSHOT Student Leader Extraordinaire**. This award has been established in tribute to **Rotarian Kevin Crouse** for his invaluable leadership for SLAPSHOT since it was initiated in 2006. The winner of this inaugural award will be a SLAPSHOT 2012 participant who has demonstrated outstanding leadership throughout the weekend based on criteria suggested by Kevin. The selection process involves both participants and volunteer leaders. And, we’re delighted that Kevin will be on hand to announce the winner during the closing session on Sunday morning, April 29. The award will be a \$50 contribution to the winner’s charity of choice.

*Respectfully submitted by Margaret Andrewes, Chair, SLAPSHOT 2012 Committee*  
905.563.4639 / [andrewes@sympatico.ca](mailto:andrewes@sympatico.ca)

## STATUS REPORT ON 2013 COL DISTRICT 7090 PROPOSALS

The four proposals that were approved at the District conference in October were submitted to the COL department. They have been reviewed by the staff and the RI Constitution and Bylaws committee.

The four proposals are:

1. (262) Create a Corporate membership in addition to Honorary and Active
2. (263) Give clubs the option to meet at least two times per calendar month
3. (264) Recommend that the RI Board create a new youth group for primary grades
4. (265) Extend Interact age range to start at 11 instead of 12 so that Interact can be for all middle and Junior High schools and in this way not create a break between EarlyAct and Interact.

The following is a summary of the COL office staff and the Constitution and Bylaws committee comments and suggestions:

1. As to 262- A compromise proposal is being offered to many of the districts that submitted similar Corporate membership proposals. We are being asked to join in this compromise proposal or make some corrections to our proposal.

The basic difference between the 7090 and RIs is that in the RI compromise the entity's primary corporate representative is the member and to assist the primary to meet the attendance requirement an entity is allowed two additional corporate representatives. The additional corp reps are not members but their attendance at a meeting can be counted to the entity meeting its attendance requirement of 50% of the meetings.

In the 7090 proposal we also have a maximum of three employees of the entity; they are each members, they each pay dues. Similarly their attendances are combined to meet the attendance requirement.

The additional corp reps are not members and will not have the rights and privileges of membership.

The compromise says up to 5 corporate members but not greater than 5% of the club's active membership.

In 7090's no more than 3 corporate members per entity. No more than 12 corporate members in total which cannot exceed 10% of the club's active membership.

2. As to 263- Number of meetings. 7090 proposal at least two meetings per calendar month. RI proposed compromise either once each week or once every two weeks. Also discussing with three clubs who submitted the proposal.
3. 264 is accepted no comments
4. As to 265- Committee accepted the proposal but alerted to fact that Interact age range is 12 already and therefore may want to withdraw the proposal.



# Rotary District 7090 – Strategic Planning Meeting

Saturday April 21, 2012

## Meeting Objectives:

- To share the survey consensus relative to what worked well and what could be done differently as it relates to our existing District strategic plan
- To develop some meaningful “do different” or “keep” activities as it relates to our four strategic plan priorities – as well as measures of success
- To ensure we have some new and measurable ideas of how we will keep focused / advance the district strategic plan throughout the coming year

## Agenda:

10:00 a.m. Oakes	Welcome and Overview of Why Strategic Plan at the District Level – Karen
10:05 a.m.	Overview of Approach and Agenda - Anne Bermingham
10:10 a.m.	Highlights from Survey Results - Anne Bermingham
10:40 a.m.	Small Groups as it relates to 4 District Priorities for 2012-2013 (1 group per priority) <ul style="list-style-type: none"><li>• One tactic that we should “Keep” doing to support your District Priority</li><li>• 2 new actions that we should try in order to more significantly advance your district priority</li><li>• 1 measure of success that can and would be used to measure progress against this priority throughout the year</li></ul>
11:20 a.m.	Report Back from Small Groups <ul style="list-style-type: none"><li>• Hear back from each of the small groups on their proposed actions and measures of success</li><li>• Finalize goals &amp; tactics as a large group as it relates to the Four Strategic Priorities</li></ul>
12:15 p.m.	Lunch Break
12:45 p.m.	Consider Relationship of the District Strategic Priorities to our Incoming District Governor’s 5 Goals for the District in 2012-2013.
1:00 p.m.	Develop plan to ensure significant advances are made on this year’s strategic plan. <ul style="list-style-type: none"><li>• Strategic Plan Task force?</li><li>• Ways to connect with clubs to ensure plan is making a difference?</li><li>• Ways to gather feedback throughout the year on degree to which strategic plan is on-track and working?</li><li>• Ideas of how we might change District Council to help ensure we remain focused on strategic plan?</li></ul>
1:50 p.m.	Evaluation and Closing Remarks – Karen Oakes
2:00 p.m.	Session Ends



SERVICE ABOVE SELF



# DISTRICT 7090 STRATEGIC PLAN

July 1, 2011 - June 30, 2012



Reach Within to Embrace Humanity

[www.rotary7090.org](http://www.rotary7090.org)

## John P. Heise

District Governor  
[jheise@rochester.rr.com](mailto:jheise@rochester.rr.com)

## Richard Sterne

District Governor Elect  
[ricksterne@rogers.com](mailto:ricksterne@rogers.com)

## Kevin Crouse

District Governor Nominee  
[kevin.crouse@rogers.com](mailto:kevin.crouse@rogers.com)

## Karen L. Oakes

Immediate Past District Governor  
[oakes.kl@sympatico.ca](mailto:oakes.kl@sympatico.ca)

## Penelope Hutton

Executive Secretary  
800 Lakeview Avenue,  
Jamestown, NY 14701  
[phutton@netsync.net](mailto:phutton@netsync.net)

## Pravin D. Suchak

Membership Director  
[pravin@localnet.com](mailto:pravin@localnet.com)

## Gregory P. Norton

New Generations Director  
[norton620@me.com](mailto:norton620@me.com)

## Paul McAfee

Public Relations Director  
[paulmca@exubrio.com](mailto:paulmca@exubrio.com)

## Samuel (Jack) Amico

Service Projects Director  
[Jack@adamsmortgagecapital.com](mailto:Jack@adamsmortgagecapital.com)

## Arthur Wing

The Rotary Foundation Director  
[art@arthurwing.com](mailto:art@arthurwing.com)

## Kevin Crosby

Training Director  
[kevin@fullcirclestudios.com](mailto:kevin@fullcirclestudios.com)

### 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 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*