



**Rotary International District 7090  
Minutes of Annual General Business Meeting  
Holiday Valley, Ellicottville, New York  
Friday, October 23, 2015/12:30 PM**

**Attendance:** 31

**Call to Order & Welcome:** 12:30 pm by Governor Kevin Crosby

**Invocation:** Jack Amico, IPDG stated, “Rotarians are a peaceful people, all with a higher power not specified.” IPDG Jack asked blessings from this higher power for all.

**Rotary Moment:** Jackie Davis, AG

AG Jackie shared her Rotary moment as being at the DG Turnover and Club Awards brunch in June. She also noted her club’s new event - Summer market in Lockport. Jackie explained the value and impact of diversity of the club’s participants: Young guns; middle lifers; elders – all Rotarians – all involved. She also commented on the diversity of the 11 new members in the Rotary Club of Lockport – some young, some women and some ethnically diverse.

**Introduction of RI President’s Representative:** PDG Sajjan Goenka, District 3140, Mumbai, India, by Shefali Clerk, Aide. Former DG (1982); many citations at national and international level as indicated in the conference program.

**RI President’s Greetings:** PDG Sajjan Goenka

Greeted the assembly from the RI President. Cited the Gift to the World theme – the gift is to make the world polio free.

**Thank You and Resolution:** Shefali Clerk moves:

WHEREAS, **PAST DISTRICT GOVERNOR SAJJAN GOENKA, OF DISTRICT 3140,** HAS BEEN ASKED BY **RAVI RAVINDRAN,** PRESIDENT OF ROTARY INTERNATIONAL TO BE HIS REPRESENTATIVE TO OUR DISTRICT’S ANNUAL CONFERENCE, AND

WHEREAS, **PDG SAJJAN** HAS ACCEPTED PRESIDENT **RAVI’S** INVITATION AND HAS TRAVELED TO **BUFFALO, NEW YORK** TO BRING PRESIDENT **RAVI’S** MESSAGE AND SHARE WITH US THE IMPORTANCE OF **BE A GIFT TO THE WORLD,** AND

WHEREAS, DISTRICT 7090 APPRECIATES THAT PRESIDENT **RAVI** HAS

SELECTED **PDG SAJJAN** TO BE HIS REPRESENTATIVE;

NOW, THEREFORE, BE IT RESOLVED THAT THE ROTARIANS OF DISTRICT 7090 EXTEND A WARM ROTARY WELCOME AND APPRECIATION TO **PDG SAJJAN** AND HIS PARTNER, **CHANDRA**, FOR TRAVELING FROM THEIR HOME IN **MUMBAI, INDIA** TO BE WITH US AND TO SHARE WITH US PRESIDENT **RAVI**'S MESSAGE, AS WELL AS TO LEND THEIR SUPPORT AND GIVE ASSISTANCE FOR A SUCCESSFUL CONFERENCE.

Seconded by Wally Ochterski. Resolution carried.

**District Governor's Report (see attached):** Kevin Crosby

DG Kevin shared that almost all of the 69 club official visits are completed and that it is definitely the best part of the job of DG. He also noted the strong District team to support the clubs.

**Treasurer's Report (see attached interim report):** Mike Prinzbach

Treasurer Mike noted that the Annual Audit is not ready yet, but he just made contact with YE treasurer (Laurie Albertsson) and will be able to get the balance of the information needed to the outside auditors shortly. He went over our cash position and noted the interim report. There are still some clubs outstanding for District dues payments. He will be sending out another (no. 3) invoice shortly.

**District Governor Elect's Report (see attached):** Marlee Diehl

DGE Marlee noted that it has been a whirlwind getting up to speed a year ahead of the original plan. She noted that the recent Zone helped bring her and Bill some level of comfort about the year ahead. DGE Marlee thanked several individuals and the District leadership in general for all the support she has had.

**Conference Report:** Greg Norton, Chair

Did you see the did you knows on the lunch table? You will see them throughout the weekend. Please share, talk about these with your table. As an example – Did you know? Friday night dinner sold out; Gala has a waiting list.

CONFERENCE RESOLUTION: John Heise, PDG moved.

HEREAS, MANY ROTARY CLUBS AND ROTARIANS HAVE BEEN RESPONSIBLE FOR ORGANIZING THIS DISTRICT 7090 CONFERENCE, AND, WHEREAS, **GREG NORTON IS THE CONFERENCE CHAIR;**

BE IT RESOLVED THAT THE ROTARIANS ASSEMBLED AT THIS CONFERENCE EXTEND THEIR APPRECIATION TO **GREG** AND ALL WHO SERVED ON THE CONFERENCE PLANNING COMMITTEES FOR THEIR DEDICATED SERVICE TO ROTARY AND THE ROTARIANS IN OUR DISTRICT.

Seconded by Mike Prinzbach, Treasurer. Resolution carried.

### **Directors' Reports:**

**Training Director (see attached):** John Heise, PDG, Director

Some notes from Director John included:

3 PETS 1 sessions – 1 on each side of border; and then another in Niagara Falls NY.

Over 100 have participated in RLI; last year several club presidents participated and hope to encourage even more this year.

Other districts shocked at the amount of training we do in our district.

New team this year - Club Support Team: 5 on committee. Lots of experience on helping organizations grow.

**Service Project Report (see attached report):** Melisa Schrock, Director

Director Melisa noted that she is the new kid on the block. She has fully embraced DG Kevin's food truck approach. Melisa brought her food truck with her and "opened" it for business. Has already been to one club to deliver the food truck model. She also noted that Mike Grimaldi has agreed to be Vocational Service chair, but she is still looking for a chair for Community Service.

**Youth Services Report (see attached report):** Greg Norton, Director

Director Greg announced that Mike Taylor is born to be a youth exchange chair; Interact is growing; Rotaract continues to grow and introduced Nicole Mendolia, chair of Rotaract as a Rotaractor herself. She developed that first District Rotaract brochure. The program needed a shepherd and now has one! SLAPSHOT is still the shining star of youth services. The RYLA dinner is June 2016, is second only to our GALA as the best dinner of the year.

Governor Kevin noted for the assembly that coexistent with this conference is our first ever Rotaract Conference.

**Public Image Report (see attached report):** Roseanne Morissette, Director (absent)

**Membership Report (see attached report):** Brian Carmichael, PDG, Director (absent)

**The Rotary Foundation Report (see attached report):** Karen Oakes, PDG, Director

Director Karen praised her hard working committees. She noted the goals in her report and that VTT will be highlighted at this conference. Scholar from last year also in one of the conference programs.

She reminded everyone that The Rotary Foundation Dinner is November 6<sup>th</sup> at Salvatores Italian Gardens and encouraged all to please sign up if you have not yet.

She also announced that we are one of the top Annual Fund giving districts in our ZONE. As a result IPDG Jack was invited to be a panelist at Zone and did a most credible job of it.

### **New Business:**

RESOLUTION RATIFYING ACTIONS OF GOVERNOR AND DISTRICT COUNCIL FOR  
**2015-16: Marlee Diehl, DGE** moved.

BE IT RESOLVED THAT THIS ANNUAL BUSINESS MEETING RATIFY THE ACTIONS  
TAKEN BY DISTRICT GOVERNOR **Kevin Crosby**, AND BY THE DISTRICT COUNCIL  
FOR DISTRICT 7090 DURING THE ROTARY YEAR **2015-2016**.

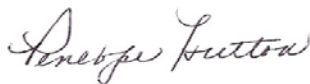
**Seconded by John Heise, PDG.**

**Other Announcements: Rick Sterne, PDG.**

Chair Rick announced that the Nominating Committee met last Saturday for the interviewing of candidates. Selected Reg Madison of Brantford Sunrise for DG 2017-2018. Now calling for DG candidates for Rotary year 2018-2019. Will be holding interview mid-December. Nominations actually due November 30. This afternoon holding a session on being a DG....several PDGs will serve to answer questions.

**Adjournment: 1:32 pm by acclaim.**

Respectfully submitted,



Penelope Hutton  
Executive Secretary

Reports attached:

*DG Report*

*Year to Date Financials*

*DGE Report*

*Training Director's Report*

*Service Projects Director's Report*

*Youth Services Director's Report*

*Public Image Director's Report*

*Membership Director's Report*

*Rotary Foundation Director's Report*



Kevin J. Crosby, Ph.D.  
District Governor 2015-16  
Kevin@D7090.org



## **District Governor's Report for Annual Meeting of District 7090 October 23, 2015**

Having visited 59 out of 69 clubs in our District, I believe District 7090 is vibrant and poised to grow in 2015-16. In March 2015, District leaders engaged in a process to develop a Vision for where we'd like the District to be in three years. It was a valuable process and it helped to coalesce our ideas around some common themes. Here is a brief summary of the key points:

1. The primary function of the District is to support clubs and help them be vibrant clubs
2. Succession planning is important for all leadership roles at club and District levels. Future leaders will be well-prepared and mentored by incumbents.
3. It's important for District leaders to visit clubs (in person or virtually) and help members understand the role and resources of the District
4. Collaboration among clubs and educational activities happen at the Area level. Adopt a "Food Truck" model of bringing training, information and resources to the clubs and Areas
5. AGs are critical for supporting clubs and connecting District resources to the needs of clubs
6. Expose new Rotarians to the bigger world of Rotary beyond their clubs as soon as possible.

I have incorporated these ideas into my presentation to clubs and I have articulated one goal and eight strategies for this year:

### Goal for 2015 – 2016

By June 2016, each club will be stronger, more vibrant and growing with a diversity of age and cultural background that is representative of their community and a higher percentage of female members.

### 8 Key Strategies

1. Encourage more collaboration among clubs in each Area: collaboration on recruiting, orienting new members, fundraising, public relations and service projects (local and international)
2. Adopt a "Food Truck" model for bringing District resources and educational programs to regions on the District, providing easier and more frequent access by clubs and members
3. Leverage technology:
  - a. Greater use of Club Central
  - b. For delivery of educational programs to individuals and clubs
  - c. Use online meetings to eliminate travel and improve the frequency and effectiveness of communication
  - d. To improve clubs' access to useful tools and resources (e.g. "best practices")



Kevin J. Crosby, Ph.D.  
District Governor 2015-16  
Kevin@D7090.org



4. Encourage innovation, focusing on engagement, not attendance.
5. Encourage all Rotarians, especially new members, to learn about the world of Rotary beyond their own club; promote the consistent use of good programs for new members.
6. Promote expanded involvement in developing young leaders through EarlyAct, Interact, Rotaract, RYLA, Slapshot and Youth Exchange.
7. Promote the use of long-term strategic planning, based on a well-articulated vision, at the club and District level. Promote succession planning at the club and District level, focusing on the preparation of future leaders over time and active mentoring by incumbents.
8. Promote support of The Rotary Foundation and the Polio Plus program.

We will be working closely with our 17 Assistant Governors (whom we refer to as “Area Governors” to reflect their importance). I believe our emphasis on encouraging clubs to collaborate will benefit everyone.

I am committed to working closely with my successors to ensure that we have a shared vision and continue to “row in the same direction” year after year in spite of new leadership at the top.

Finally, I want to acknowledge the outstanding work of our 2015 District Conference Chair, Greg Norton, and the members of his committee. They have put in countless hours to plan and execute an amazing District Conference – one that is worthy of the great Rotarians in our District.

## Rotary International District 7090

## Balance Sheet

As of October 21, 2015

Oct 21, 15

**ASSETS****Current Assets****Chequing/Savings**

1010 · First Niagara US	56,105.48
1015 · First Niagara Short Term Invest	86,698.56
1020 · BoM Cdn	119,613.21
1070 · First Niagara Debit Card Bank	54,641.52
1090 · Restricted Grants Committee	78,160.24

Total Chequing/Savings 395,219.01

**Accounts Receivable**

1110 · Accounts Receivable 857.21

Total Accounts Receivable 857.21

**Other Current Assets**

1021 · Exchange on CDN bank balances	-12,269.37
1450 · Prepaid Expenses	5,666.37

Total Other Current Assets -6,603.00

Total Current Assets 389,473.22

**Fixed Assets**

1700 · Equipment	2,457.44
1750 · Accum Amort - Equipment	-2,457.44

Total Fixed Assets 0.00

**TOTAL ASSETS****389,473.22****LIABILITIES & EQUITY****Liabilities****Current Liabilities**

Other Current Liabilities	
2030 · Accrued Expenses	79,251.00

Total Other Current Liabilities 79,251.00

Total Current Liabilities 79,251.00

Total Liabilities 79,251.00

**Equity**

3900 · Retained Earnings	192,527.85
Net Income	117,694.37

Total Equity 310,222.22

**TOTAL LIABILITIES & EQUITY****389,473.22**

## Rotary International District 7090

## Profit &amp; Loss

July 1 through October 21, 2015

Jul 1 - Oct 21, 15

## Ordinary Income/Expense

## Income

4000 · Club assessment	
4010 · General assessment	73,840.54
4020 · District Conference assessment	6,183.12
4030 · Insurance Assessment	30,403.62
Total 4000 · Club assessment	110,427.28
4200 · District Conference	
4202 · DC - Registrations	45,525.50
4204 · DC - Sponsorships	2,500.00
Total 4200 · District Conference	48,025.50
49900 · Uncategorized Income	1,820.00
5000 · Earned revenues	
5040 · PETS	12,352.00
Total 5000 · Earned revenues	12,352.00
5200 · Interest income	10.92
Total Income	172,635.70

## Expense

6000 · Administration	
6030 · District council	1,205.50
6062 · District Newsletter	600.00
6080 · District office	
6081 · Office Support	4,500.00
6082 · Phone Charges	255.00
6083 · Postage	2.62
6085 · Bank Charges	1,632.86
6086 · Supplies, Treasurer	240.20
Total 6080 · District office	6,630.68
Total 6000 · Administration	8,436.18
7000 · Directors and Committees	
7030 · Long-range planning	681.96
7050 · Rotary foundation	
7057 · Grant Management Seminar	0.00
7058 · Donations	79.57
Total 7050 · Rotary foundation	79.57
7130 · Public Relations	99.12
7134 · Promotion of RI Theme	3,360.49
7140 · Communications	545.00
Total 7000 · Directors and Committees	4,766.14
7500 · Standing Committees	
7520 · District insurance	28,414.80
Total 7500 · Standing Committees	28,414.80
8000 · Training	
8010 · District conference	
8012 · DC - Expenses	2,722.39
Total 8010 · District conference	2,722.39
8020 · PETS expenses	10.00
8030 · Club Leadership Training	750.00
8036 · Visioning/Release Your Inner Ro	142.38
8040 · District training	2,465.62
8070 · Dist Gov Nominee Training	2,534.93
8080 · Dist Gov Elect Training	1,500.00



3:45 PM

10/21/15

Accrual Basis

# Rotary International District 7090

## Profit & Loss

July 1 through October 21, 2015

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	Jul 1 - Oct 21, 15
8085 · District Gov Training	2,189.21
Total 8000 · Training	12,314.53
8500 · Foundation Dinner Costs	1,000.00
9915 · Unbudgeted Expenses	9.68
Total Expense	54,941.33
Net Ordinary Income	117,694.37
Net Income	<u>117,694.37</u>



**Rotary District 7090  
District Governor-elect Annual Report  
Ellicottville, NY  
Friday, October 23, 2015**

It has been a whirlwind year, going from being a *hope-to-be* District leader to being District Governor-elect in less than a year. Of course, with the acceleration due to the previous DGE Bill stepping aside because of personal and family reasons, it was necessary to do in 6 weeks preparation what I had planned to do in 13 months. We managed to do it. Computer will travel - we continued our daily sails, I just worked through the District Leaders Manual.

In July, while the DGN I worked with the AGs to develop an AG Introduction letter that introduced our AGs to their Area. It was incumbent as we are asking our AGs to take on a greater role in their areas and these volunteers are the face of District to the clubs. Many club members did not realize the importance of this District role is in the two-way communication throughout the district. We initiated the plan to have an AG-Hour at each District Council meeting with the aim being more AG will attend if they are participating in council. The District Leadership will get to know these hardworking out-in-the-field members. The first AG-Hour was in September and everyone participated in this discussion. Hopefully these AG Hours will continue as it a great tool to build the AGs confidence and profiles as a District Council member.

My husband Bill and I attended the Zone Institute in Providence, RI. It was fantastic. Everyone made the new kid feel welcome and a part of the class. The trainers made our classes fun and interactive. It is wonderful to have so many new friends to work together with as we move towards being ready for our year. My comfort level went way up after attending Zone Institute.

We formed a 2016 District Conference committee. It has been a stretch to get ready to roll it out at this conference. Fortune shone on me when Melisa Schrock stepped up to be the Conference Chair without me even needing to beg. The team is working terrifically well together. We do need to flesh out the committees, but that will happen. DG Kevin and Greg Norton, Event Chair, while racing to be ready for this Ellicottville conference made time to run through things with us. A big thank you!!!

My one disappointment is that I have not found a Co-Chair for RLI to replace me. Martha Bailey is holding the fort and will hold a RLI event in March. The Training team has taken over this search. Thank you! Our District has many people looking forward to completing the RLI program. Our President-elects should be encouraged to participate in RLI. We need to keep the momentum going – we had 119 attend the three events graduating 35 from four districts in 2014-2015.

We are returning to having local multiple PETS1 cutting down on President-elects travel time and ensuring they are prepared prior to MDPETS. It is my hope to use some of this extra time to help PEs become familiar with Rotary Club Central, gently nudge them to source a knowledgeable club member who will help input data. PETS' training is in good-hands with Brian Carmichael, PETS Training Chair, John Heise, Training Director, and Ralph Montesanto, Training Director-elect organizing it. It has been interesting in participating in the organization of MDPETS.

Kevin Crosby is a terrific role and mentor as he includes me in most of activities ensuring I will be ready for a smooth transition. The Past District Governors and AG have gone out of their way to helping me be ready. What a great group!

Respectively submitted,

Marlee Diehl  
District Governor-elect

# **TRAINING DIRECTOR REPORT**

**October 23, 2015**

**Director:** John Heise

**District Training Assembly** (Anne Bermingham/Reg Madison)

Our two co-chairs have already started the planning for this annual event. This Rotary year it will be on May 7, 2016. It will be at the Niagara Falls Conference Center. You may recall that last year we held two assemblies, one on each side of the border. Total attendance was close to what we traditionally had at the previous single assemblies, so it was decided to return to the singular assembly. Reg and Ann, along with DGE Marlee and Ralph Montesanto and I are currently looking to expand the planning committee.

**PETS** (DGE Marlee Diehl, Ralph Montesanto, Brian Carmichael, and John Heise)

This is being planned by a committee. PETS 1 will occur this year prior to the MDPETS in Toronto. We are using a semi-food truck approach. There will be Saturday sessions on each side of the border and one evening session for PEs who could not attend a Saturday session. The first PETS 1 will be on January 30 at the Casablanca in Lincoln, Ontario. The second will be on February 6 at J.P. Fitzgerald's in Hamburg. These two will be on Saturday mornings, with a lunch and continental breakfast. The third session will be a dinner session and will be on February 7 at the Niagara Falls Culinary Institute in Niagara Falls, New York.

Marlee, Brian, and Ralph have attended the first meeting of the MDPETS planning group. The sessions are planned for March 3 and 4, 2016. The sessions will be similar to those in the past.

**Rotarian Orientation** (Marie Bindeman)

A workshop has been scheduled for the District Conference titled, "Welcome to the Wide World of Rotary: An Informational Exchange for Nearly, New, and Renewing Rotarians" to be held on Friday afternoon, October 23, from 4:00-5:30 p.m.

After the conference, with our District Governor's recommendation and support, Marie hopes to organize a committee to plan a process for the design of prepackaged learning tools for use by individual clubs in training their newest members. These training tools will enable and encourage clubs to provide new members with the necessities to be more active and effective members. It will also provide a more flexible approach to training new members than seated pre-scheduled workshops.

**Visioning** (Barb Ochterski/Ralph Montesanto)

An October visioning session was held for the Amherst Rotary Club.

On the Canadian side, Flamborough A. M. has inquired about another session, as has Dundas.

**Club Support Team** (Ralph Montesanto/John Heise)

The team is currently working with a club that is struggling. They have welcomed the team's support. A questionnaire for former and current members is being created. It is hoped that the results of the administration of this document will highlight some needed changes. Team members will be contacting the interviewees to complete the questionnaire.

**Rotary Leadership Institute** (Martha Bailey)

A session has been scheduled for March 19, 2016 at Niagara County Community College.

10/19/15

RLI

Save the Date!

March 19, 2016

8 am – 4 pm

\$75 per person.

Continental Breakfast and lunch provided.

Niagara Community College, USA

Parts 1,2 and 3

Open to all clubs. More details to follow.

Martha Bailey,

RLI Chairperson

Shining Waters Division

District 7090

[wbtamartha@yahoo.com](mailto:wbtamartha@yahoo.com)

585-261-0714

# **Service Projects**

District 7090

October 23, 2015

Since taking on the role of Service Projects Director, I have spent most of my time following up with the previous Chairs listed in each area to see if they have any interest in continuing in the role. This task is proving to be challenging. Many Rotarians have expressed interest in staying involved, but remain unwilling to Chair any specific committee.

I have put together a Food Truck style presentation on Service Projects and gave my first presentation last week to the Rotary Club of Akron Newstead. Based on the feedback from the Club, I have decided to limit the amount of information I am trying to present at one time. I have been in contact with several Clubs and expect to have more speaking engagements in the future.

We will be tackling the challenge of educating our members on the benefits of District involvement in Club Service Projects by focusing on the areas of Community Service, WCS and Vocational Service. In our presentation, we outline several resources available from the District meant to assist clubs with projects, rather than dictate to Clubs how service projects should be conducted. As I spread the message to Rotarians about Service Projects, I am surprised at the amount of times I hear, "I had no idea" or "I've never heard of that before" or "I didn't know District could help with that!!" These comments make me more determined than ever to build a team who will be dedicated to teaching our members about the wonderful benefits, secret talents and free resources waiting for them at District 7090!

We have successfully recruited a Chairperson for Vocational Service. Mike Grimaldi from The Buffalo Club has agreed to serve in this capacity. Mike is very active in his own clubs Vocational Service and was a perfect fit for District. Mike is currently working on putting together a district wide "networking" event in which a Rotarian will be hosting an open house of their business. The goal is to offer 2-3 events like this yearly at different areas throughout 7090 in an attempt to encourage fellowship among Areas and fellowship among Rotarians, while spotlighting a vocation that demonstrates high ethical standards in business. More details to follow in the upcoming weeks!

Respectfully submitted,  
Melisa Schrock  
District 7090  
Director of Service Projects



**Mike Taylor – District Chair**  
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Fonthill, Ontario  
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## Youth Exchange Year in Review

Hosted a total of 27 inbound students and sent 25 out bounds abroad over the year 2014-15. Currently have the same numbers/ratio in 2015-16 with two more Australians due to arrive next January.

22 Clubs throughout the District are participating in YE this year down from the 25 last year. There are three clubs however that over the course of the summer have indicated an interest in become (re)involved in the program. We look forward to sponsoring another 25-30 out bounds this coming year.

Two inbound students were returned home early last year and one of our outbound students returned home early at their own choice to personal issues.

7090 YE programming continues to be held in very high regard by students (both in and out) around the world. To that end we continue to sponsor;

- Inbound orientation weekend training - September
- Attendance/Participation at District Conference – October
- Buffalo Weekend (Weekend for kids to enjoy spending time with one another while learning about Buffalo/New York) - December
- Student involvement in the District Interviews of outbound Students – January
- R.O.L.E – Algonquin Leadership Training – Two groups of 25 students – February
- Inbound NYC trip – 13 inbound students attended – April
- Jamestown Weekend – outbound orientation and group social – April
- Niagara-On-The-Lake Weekend – June

We sponsored one of our inbounds from last year to spend an additional week up in Algonquin Park with our program partner Northern Wilderness Outfitters; sparked by the student's exceptional interest/excitement during the ROLE weekend.

At a committee level there are two new committee members who have transitioned in as others have moved on.

There are plans in the midst of development to more formally develop our ROTEX family to assist mentorship, promotion and District programming.

Prepared by;

Mike Taylor; District Chair.



RYLA Report for District Annual General Business Meeting  
October 23, 2015

By Sue O'Dwyer, Chair

The RYLA program is stable at about 40-45 candidates per year but we would prefer 50. Every year we are anxious until the week before RYLA as to whether or not we will have enough candidates for the program.

There are a few clubs who are staunch supporters of RYLA and it has been difficult to attract other clubs. A number of clubs say that no matter what they do, they cannot attract candidates e.g. it's difficult to find candidates willing to commit to a full week, especially if they are participating without pay.

The biggest concern is attracting enough high calibre candidates to keep the program going. Part of that is ensuring the Rotary clubs are recruiting and screening appropriately. Most participating clubs are diligent about ensuring their candidates meet the criteria as evidenced by the number of quality candidates. However, it has been learned that some didn't even interview their candidates. This is not a new problem. Over the past few years, the RYLA committee has used past Rylarians, social media, and other connections to help find candidates for clubs and have them apply on-line.....if we find them, they will sponsor them.

RYLA is important for exposing young adults to Rotary and providing a way to keep young people from various Rotary youth programs (exchange, Interact, SLAPSHOT, Rotaract) connected to Rotary. RYLA has a particularly strong link with Rotaract as evidenced by the number of Rotaract clubs started by Rylarians in District 7090. If Rotaract is strong in the District, RYLA should have no problem recruiting candidates. The District needs to ensure Rotaract is properly supported and involved.

**From:** [Brian Carmichael](#)  
**To:** [Pene Hutton](#)  
**Subject:** Membership Report  
**Date:** Sunday, September 06, 2015 9:16:10 AM  
**Attachments:** [Membership goals 2015-16 area Aug 27.pdf](#)  
[Membership goals 2015-16 area Aug 27.pdf](#)

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The Membership Committee has revised the monthly Membership Report that is circulated to all AGs. The committee believes that this enhanced information will lead to more informed and engaged discussions at the Area President Meetings. It also provides District leaders with a very quick overview of progress and challenging situations. As some clubs begin to explore such alternatives as Satellite clubs we will need to add a column to the report so that District leaders are aware clubs that are exploring their options. 3 clubs have been chosen by RI to be a part of the latest RI initiative to look at the effect of introducing Innovative and Flexible alternatives to the traditional Rotary format. The 3 clubs are Welland, Olean, and Buffalo Sunrise

Realizing that it is the Club Membership Committee that is directly responsible for club growth and retention the District Membership Committee will be circulating a monthly e-mail to all ClubRunner registered Membership contacts. This email will offer tips and suggestions for growth and retention strategies that they might find helpful as well as offering an open line to discuss any Membership Challenges that occur.

The AG monthly Membership Report lists those clubs who have contacts and those clubs whose contact information is missing. The AGs have been asked to contact clubs who do not have a Membership person listing with the goal being to have a contact person by the the time Council meets.

The late September newsletter will have 2 goals.

- 1) to share some relevant online resource sources
- 2) Ask the club membership contacts what they feel the District Membership Committee can do to help them achieve their goals.

As we develop the monthly e-mail we may need to have information that relates to both large and small clubs.

Again as we explore the role of the District Membership Committee we will need to develop a greater awareness at the club level of their own club's ability to retain new and existing members. These statistics are available at RI but the committee feels clubs are not generally aware of their performance in these two areas.

Attached is a copy of the report sent monthly to the AGs. Club membership goals are listed and if the club has posted a goal to Rotary Club Central then an "x" appears in the RCC column. The July 1 and current membership number is shown

along with the gains and loses. Gains and Loses are an indication of club membership activity. Finally the CR column indicates whether a club has designated a Membership Contact person in ClubRunner. The Membership Committee will be sending the monthly newsletter only to those clubs who have provided a contact.

Brian Carmichael

Our Foundation.....*doing good in the world*

Sheet1

	Goal	RCC	Jul 01	Gained	Lost	Aug 29	CR
<b>Area 1</b>							
Delhi	13	x	10			10	x
Norfolk Sunrise	46	x	45	1		45	x
Simcoe			46	1	2	45	x
<b>Area 2</b>							
Ancaster	15		14			14	
Ancaster A.M.	40	x	40			40	x
Brantford	70	x	67		1	66	
Brantford-Sunrise	59	x	56			56	
Caledonia			13			13	
<b>Area 3</b>							
Dundas	46	x	40	1	1	40	x
Dundas Valley Sunrise	42		38			38	x
Flamborough AM	18		15			15	
Waterdown	35	x	33	3		36	x
<b>Area 4</b>							
Hamilton			78	1	3	76	x
Hamilton "A.M."	45	x	37			37	x
Hamilton East Wentworth			17			17	
Hamilton Mountain (Hamilton South)	25		20	1	1	20	
Stoney Creek	20	x	18	1		19	x
E-Club of SOWNY	14	x	9			9	x
<b>Area 5</b>							
Grimsby	28		24			24	
Grimsby Noon	20		17	1		17	
Lincoln	39	x	28			28	
<b>Area 6</b>							
St. Catharines	110	x	108	2	5	105	
St. Catharines Lakeshore			33			33	x
St. Catharines South	47	x	42	2		44	x

Sheet1

	Goal	RCC	Jul 01	Gained	Lost	Aug 29	CR
<b>Area 7</b>							
Dunnville	23		23		2	21	x
Fonthill	35	x	29		1	28	x
Fort Erie			12			12	
Welland	60	x	49	1		51	x
<b>Area 8</b>							
Lewiston NY USA- Niagara-on-The-Lake, ON	11	x	9			9	x
Niagara Falls ON	50		51			51	x
Niagara Falls Sunrise			36		1	35	
Niagara-on-the-Lake	60		54		1	53	x
<b>Area 9</b>							
Grand Island	25		23	1		24	
Niagara County-Central			18			17	
Niagara Falls US			10			10	x
Tonawandas, The			13	2	1	15	
<b>Area 10</b>							
Buffalo	127	x	132	3	1	118	
Buffalo Niagara Medical Campus	100		86			86	
Buffalo-Sunrise	23	x	19			19	x
Kenmore	55		50		4	46	x
<b>Area 11</b>							
Amherst	28		22	1		23	
Amherst South	26	x	24			24	x
Buffalo Niagara Roundabout (Cheektowaga)			8			8	
Lancaster-Depew			12			12	x
Williamsville	42		38			38	x

Sheet1

	Goal	RCC	Jul 01	Gained	Lost	Aug 29	CR
<b>Area 12</b>							
Akron-Newstead	27	x	26			26	x
Clarence	60	x	52			52	x
Eastern Hills Sunrise (Clarence)	15		17			20	x
Lockport	68	x	65	1	1	65	x
Middleport	9	x	11			11	
<b>Area 13</b>							
East Aurora			39			39	x
Hamburg	37	x	34			34	x
Hamburg Sunrise	25		17			17	x
Orchard Park			17			17	
West Seneca	48	x	47			47	
<b>Area 14</b>							
Albion	36	x	33			33	x
Batavia	87	x	75	1		76	x
Holley	18		17			17	
Le Roy	40	x	37			37	
Medina	5	x	5			5	
<b>Area 15</b>							
Ellicottville	10		7			7	
Olean	32		28		1	27	
Salamanca	9	x	10			10	
<b>Area 16</b>							
Dunkirk	34		26			26	x
Fredonia	49		42	1		43	x
Westfield-Mayville	36	x	33	1		34	x
<b>Area 17</b>							
Falconer	23		18			18	
Greater Jamestown AMI	21	x	21			21	x
Jamestown	100	x	95	1		96	x
<b>TOTAL</b>	<b>2186</b>		<b>2338</b>	<b>27</b>	<b>26</b>	<b>2325</b>	

## **September 2015 Report to District Leadership**

### **New District Public Image Committee**

District 7090 has a new **Public Image Committee** in place to assist the public relations efforts of its 69 Rotary clubs located across Southern Ontario and Western New York State.

Committee members include:

- **Chrissy Casilio-Bluhm** from the Rotary Club of Clarence
- **Tawnya Hartford** from the Rotary Club of Niagara Falls Sunrise
- **Rachel Sandle** from the Rotary Club of Lockport
- **Roseanne Morissette** from the Rotary eClub of SOWNY (Southern Ontario and Western New York)

Each member brings a unique level of experience and expertise to the table:

Chrissy Casillio-Bluhm runs her own communications firm, Casillio Communications, and is particularly strong on Public Image strategy and execution. She is President of the Rotary Club of Clarence this year. Chrissy has served at the District level for many years as Co-Chair of the former 7090 Public Relations Committee.

Tawnya Hartford is an experienced social media professional, has taught marketing and communications at Niagara College, works in marketing for the home electronics industry, and is Chair of Public Image for the Rotary Club of Niagara Falls Sunrise. She has assisted for many years with the Niagara Rotary clubs TV Auction.

Rachel Sandle, a new Rotarian, has a journalism and photography degree. She is Prevention Educator at the YWCA of the Niagara Frontier. Rachel also has her own professional photography business, Rachel Sandle Photography. Rachel serves on the Public Image Committee of the Rotary Club of Lockport.

Roseanne Morissette is Director of Public Image for the District and is Regional Director of Marketing for Performance Auto Group in Niagara. She is Past President of the Rotary E-Club of SOWNY and of the Rotary Club of St. Catharines South. She led a Group Study Exchange to South Korea in 2011. Over the years, Roseanne has served at the District level as Co-Chair of Public Relations and Vocational Training Team.

Our Public Image Committee will be participating in two workshops at the upcoming District Conference, covering the basics of Public Image and Social Media. Please follow the District newsletter and website for more details

Plans are also underway for the delivery of various electronic Public Image Workshops throughout the year so Rotarians can learn and share from the comfort of their homes or offices - the "Food Truck" model of bringing training, information, and resources to the clubs and areas.

At the start of the Rotary year, our committee met to blue sky some goals for Public Image for the District. Below are the thought processes for accomplishments by June 2016 or within the next three years:

- all clubs in the District will know where Public Image resources can be found on the District 7090 website as well as RI website.
  - Strategy to work through the 17 Assistant Governors to communicate with the clubs in the District;
  - Encourage AGs to use RI videos as a way to build club understanding of the RI website.
- an outline or promotional calendar of important annual Public Image dates will be created for future District Governors and Public Image Chairs (i.e. media releases for incoming DGs, current year DGs, etc.)
  - Document dates for incoming DGs, District Conference, RYLA, Slapshot, VTT, and Youth Exchange.
  - Strategy to reach out to chairs and to Pene Hutton for important dates.
- a two- to three-year Public Image strategy will have been formulated by the Public Image Committee, which will be shared with all Rotary clubs at the District Assembly.
  - Review District Visioning document to see common threads.
  - Regional delivery/dissemination of information.
- Rotary District 7090's social media will have evolved to include Instagram to reach potential younger Rotarians.
  - Need to understand what we would want to accomplish with Instagram, i.e. tool to reach younger potential Rotarians; how it would work; expectations for clubs.
  - It may be preferable to focus on Twitter.
  - Currently, Tawnya is regularly posting to the District 7090 facebook page.
- thought-provoking articles about Rotary District 7090 and Rotary in general are being published on LinkedIn through our Rotary District 7090 page.
  - Notion of Thought Leadership. Internal (Clubs) and external (Public).
- public Image training sessions will be held at District Training Assembly, covering all the aspects of Public Image (not just social media).
  - Give thought to a one-hour training session at District Conference. Prepare an outline.
  - Regional delivery or dissemination of information/training. Four to six over the year. Two online. Four in person.
  - Return to traditional PR - "PR 101".
- a Public Image blog will be added to the District 7090 website. This would have a public-facing focus and contributors from all Rotary clubs.
  - Roseanne to investigate this, working with Pene Hutton.
- a regular Public Image column will appear in the District newsletter highlighting tips and resources for our Rotary clubs.
  - Newsletter and website traditionally fell under Public Image. Some thought to working collaboratively with Pene Hutton in these areas to ensure consistency of brand/communications.



Further work will be done to refine these goals and thought processes with input from DG Kevin, the District Leadership team, the AGs, our Rotary clubs, and Public Image Committee members. Particular attention will be paid to the Rotary District 7090 Strategic Plan with Visioning document to ensure we are “on point” with District objectives.

For questions or ideas, feel free to contact any of our Public Image Committee members:

Chrissy can be reached @ [chrissy@casiliocommunications.com](mailto:chrissy@casiliocommunications.com)

Tawnya can be reached @ [tawnsph@gmail.com](mailto:tawnsph@gmail.com)

Rachel can be reached @ [rsandle@ywcaniagara.org](mailto:rsandle@ywcaniagara.org)

Roseanne can be reached @ [roseanne.morissette@performanceautogroup.ca](mailto:roseanne.morissette@performanceautogroup.ca)

Respectfully submitted,

***Roseanne Morissette,***  
Director of Public Image  
Rotary District 7090

## **District 7090 Rotary Foundation Committee**

### **Annual Business Meeting October 23, 2015**



### **The Rotary Foundation “Doing Good in the World”.**

#### **Karen L. Oakes, Director, District 7090 Rotary Foundation**

Specific reports from the various Committee Foundation Subcommittee chairs were not requested given the recent reporting filed at the September 12, 2015 District Council meeting. A brief highlight of the various activities currently in plan by our hard working Foundation team here in District 7090 is provided in the following points.

### **FUNDRAISING**

#### **1) Annual Fund – Chair Pat Castiglia**

Robust outreach underway these past few months to engage our district clubs to complete the task of Annual Fund goal input into Club Central – Current input @ 68% for Annual Fund Goal of \$222, 936 with some \$45,571 contributed to date.

#### **2)) Polio Plus Fund – Chair Thie Convery.**

Thie is likewise engaged in gathering club goal input through Club Central with current input @ 61% for a PolioPlus Fund goal \$78,125 with some \$50,995 realized to date.

#### **3) Paul Harris Society - Chair PDG Bob Bruce.**

May 2015 Million dollar dinner allowed the confirmation of some 40 Paul Harris Society members in D7090. We appreciate the opportunity to be recognizing many of these stalwart supporters in our upcoming November 6 Foundation dinner event.

#### **4) Endowment Fund – Chair John Mullen.**

Our endowment fund supporters continue to build long term possibilities to the support of the work of the Rotary Foundation.

### **FOUNDATION GRANTS**

#### **1) District Grant Spending Plan – Chair John Teibert**

The approval of our 2015-2016 District Grant Spending Plan early in this Rotary year provides our anticipation that many of the club proposals within said plan are well underway at this time. Upon receipts of the filing of the final reports to the satisfaction of the Grant chair, we look forward to providing disbursement of funds to the relative clubs in a timely fashion.

#### **a) Scholarship – Chair Shefali Clerk**

Once again the 2015-16 Grant Spending Plan included a \$5,000 scholarship USD with requirements as in prior years. See district Website for full details.

### **b) Vocational Training Team – Chair Dan Smith**

VTT Committee is pleased to announce District 7020, St. Martin/St. Maarten/Anguilla, has confirmed they will support a VTT to District 7090 and has begun the process of selection of their Team. The training for District 7020 Team Members will be in Sports Education and Sports Literacy. Once their team is selected, we will be able to determine the appropriate Training required and begin the process of recruiting Schools and/or facilities to satisfy their requirements. We will also be looking for Rotarian Host families to house and provide local transportation for the incoming VTT Team. The actual training will likely be in the late March to early May 2016 timeframe and encompass 3 weeks.

### **2. Global Grants - Advisor Roy Sheldrick**

Last Matching Grant final report has been submitted earlier by the Rotary Club of Verrette in Haiti. All other Global Grants are within the time line requirements and we will continue to keep a close eye on all of them as we move forward.

District 7090 was **100%** up-to-date with reporting requirements for grants sponsored by the district and its clubs as of the October 2015 analysis. See table below:

Project	Sponsor	Report Due	Report Overdue?	Coordinator Email
DG1623593	7090	12-Aug-2016	No	<a href="mailto:Renee.Reiling@rotary.org">Renee.Reiling@rotary.org</a>
GG1413585	Ancaster	20-Apr-2016	No	<a href="mailto:Valerie.Pereira@rotary.org">Valerie.Pereira@rotary.org</a>
GG1413678	St. Catharines		No	<a href="mailto:susan.doxtator@rotary.org">susan.doxtator@rotary.org</a>
GG1415547	Dundas	04-May-2016	No	<a href="mailto:Cathleen.Evans@rotary.org">Cathleen.Evans@rotary.org</a>
GG1419923	Waterdown	28-Jul-2016	No	<a href="mailto:Jesse.Davis@rotary.org">Jesse.Davis@rotary.org</a>
GG1420803	Norfolk Sunrise		No	<a href="mailto:Akshay.Ravi@rotary.org">Akshay.Ravi@rotary.org</a>
GG1423429	Hamilton Mountain (Hamilton South)	31-May-2016	No	<a href="mailto:Roy.john@rotary.org">Roy.john@rotary.org</a>
MG1379473	Ancaster		No	<a href="mailto:Santa.Leal@rotary.org">Santa.Leal@rotary.org</a>

### **ALUMNI - Chair Patti Johnson**

Concentrated efforts underway to reconnect with District 7090 alumni. The extensive array of data is being carefully considered for realization of alumni engagement into the world of Rotary.

## **2015-2016 D7090 The Rotary Foundation (TRF) Goals**

**We are pleased to share our collective Rotary Foundation Goals for 2015-2016 as follows:**

1. Build on the existing focus of D7090 support of the eradication of polio through:
  - a) Individual Club financial participation to realize a cumulative total in excess of \$100,000 USD (Presently 51% of target)
  - b) DDF financial commitment of at least 20% - **COMPLETED**
2. Further the advancement of support of the Annual Fund as follows:
  - a) an overall increase in contributions by at least 5% (not evident to date, year over year decrease)
  - b) a 2% increase in the number of clubs achieving the EREY fundraising level. (Work in progress)
3. Engage at least 35% of our qualified clubs in completing a club project as part of our 2015-2016 District Grant Spending Plan. (23 club proposals included in our 2015-16 DGSP).
4. Provide DDF support to Global Grant (GG) applications from our qualified clubs upon satisfactory review to ensure the GG addresses the need for sustainable, measurable outcomes in one or more of the areas of focus. (Ongoing process)
5. Continue to educate all D7090 Rotarians, Rotary Foundation alumni, and other like-minded individuals, on the benefits of The Rotary Foundation programs. (Ongoing).
6. Grow our Bequest Society membership by 1% annually. (Ongoing)

### **Year to Date Summary**

Fellow Rotarians

As outlined in the above Committee specific reports, our various Rotary Foundation Committees have been very busy with Rotary Foundation efforts these past summer months. Our heartfelt expression of appreciation is extended to our dedicated team and their committee members for all their efforts to build our awareness of The Rotary Foundation.

### **The Rotary Foundation Celebration Dinner – November 6, 2015.**

**Please join us in this evening of fellowship to celebrate the many fine accomplishments in Rotary Foundation service during the reign of Immediate Past District Governor, Jack Amico, 2014-2015 DG. Details are on the District Calendar, so do not hesitate to register for this great evening.**

Respectfully submitted,

*Karen L. Oakes.*

The Rotary Foundation – Doing Good in the World.