



# Governor Richard's District News



## Hello, My Fellow Rotarians!!

### *Rotary Foundation Dinner*

We have extended the last sign up day until Friday, November 4. We don't want you miss the celebration of the 100th Anniversary of Rotary Foundation with RI President John Germ and his wife, Judy. There'll be a brief presentation honoring the Maine-Endwell Little League manager and coaches with Paul Harris Awards. Let's all be there!

### *Last month, we had two successful district events, thanks to our outstanding leaders:*

**BU 5 K Run/Walk** - **George Cummings**, who is a Binghamton Noon Rotarian and also a BU alumni, coordinated the event again this year to raise money for Hunger in Haiti.

**One Rotary Summit** at SUNY Broome - DG-E **Zoe Vandermuelen** worked hard to put Membership (Chair, **Matt Adler**), Foundation (Grant Chair, PDG **Lana Rouff**) and Public Image (Chair, **Jackie Sands**) together artfully. Owego Rotary's **Robin Seward**'s talk on new member recruitment was superb and inspirational. We wished all Club Membership Chairs were there to learn from her experience. All attendees shared the same feeling: it's worth attending on Saturday morning until 1 pm. Zoe, Matt, Lana and Jackie, we'd like to thank you all for showing your leadership and collaboration.

### *Nomination for DGND (District Governor 2019-2020)*

We regretfully accepted Jack Sullivan's resignation from his DGN (District Governor 2018-2019) position due to his physical difficulties. We are pleased to report that Jeff Smith has willingly stepped up to fill Jack's position. Now we are looking district-wide for nominations for DGND.

Qualifications for DGND are:

Candidate must be a past Club President

Candidate must be a Rotarian for 7 years or longer.

Candidate must have good standing in their Club. Club Presidents can submit nominations to:

PDG Dale Flinn, Chair

Nominating Committee for District Governor

847 Ridge Road

Lansing, NY 14882

E-mail: [daledg7170@yahoo.com](mailto:daledg7170@yahoo.com)

Continued from pg. 1

### *Report from Zones 28 & 29 Institute Sep 28-Oct 2, 2016*

District 7170 Leadership Team attended the Zone Institute in Cleveland, where we met over 500 Rotarians and families, who represented 28 Districts in 10 US states and a part of Canada. The Institute provided Leadership Development Seminar; where we join leaders, exchange ideas and, when we go back; take action. There are 17 such Zone Institutes in the world, who send their representatives to RI as RI Directors. Our District Team included Daisy Dawson of Vestal as a Merging Leader and Zachariah Riley of Binghamton Noon as one of the 40 Young Professionals under 40. Creating a **New and Attractive Rotary** is the main focus and **Flexibility** is the key word. The new leaders should have an open mind with a “WHY NOT” attitude, instead of asking “WHY” to new ideas.

### *Challenging to Recruit 100 New Members*

I am looking for some volunteers to help me out:

1. In Promoting 2 for 1 Rotary/Business Card for 500 Rotarians

**Front Side** (Rotary): Your name, phone number and e-mail address

Name of your Rotary Club with the meeting place, day and time

**Back Side** (Business and/or Hobby and/or Interest for Retiree)

Could use a photocopy of your actual business card

**Is there anyone who can help me to proof cards before sending to the printers?**

2. In Promoting RCC (Rotary Community Corp)

Organize a formal list of potential volunteers and contact information at no cost, no obligation, called **Rotary Community Corps** in each Community we would ask if they would be willing to help with projects that interest them from time to time. This will provide the opportunity for them to get a taste of Rotary and get to know what Rotary is all about. Volunteers can become potential Rotary members in the future.

### *Increase Club Interactions*

I plan to call some regional meetings with all Club Presidents, to share ideas and discuss some new member recruitment plans. Perhaps, a Monday or Tuesday evening at 5 - 5:30 or Saturday at 8 am or later towards the end of November or early December would be best. My ultimate goal is to re-start or organize annual **regional meetings** at 4 different locations in the first week of April, 2017. I'd like to do this in the following areas: 1 Binghamton Region; 2 Ithaca Region; 3 Cortland Region and; 4 Oneonta Region. Each Region should have its own speaker. That will help us get to know each other and increase club interactions. That also will give newer members a chance to learn from other Rotary Clubs as well as help build their own networks. Your ideas and comments on this will be appreciated. Please contact me at [dg7170.2016@gmail.com](mailto:dg7170.2016@gmail.com) with any ideas or suggestions. I hope to see you at the Foundation Dinner on November 13 at the McKinley.

Sincerely,

*DG Richard*

A special thanks to all of our sponsors that supported our publication for this 100th anniversary year of the Foundation. The purpose of this booklet is to help tell our story throughout the year to the communities that we are privileged to serve. All sponsors will be acknowledged throughout the District upon completion of the campaign.



**RI President John Germ**

**DISTRICT 7170**

**FOUNDATION DINNER**

**The McKinley, Endicott**

**November 13<sup>th</sup>, 2016**

**4 – 8 pm**

**\$42.50/person**



The Youth Exchange committee is seeking help to update our website and keep things current. Someone out there must be good with websites... It's not a huge commitment, but someone needs to take time to see how it works, update it and then keep dates, names, happenings current.

For more information on this, please contact Vera Sosnowski at [veraski@yahoo.com](mailto:veraski@yahoo.com)

## 2016 Zone Conference



L-R .... D 7190 DG John Mucha, D 7120 DG Tom Rogers, D 7170 Rich, D 7150 DG Peter Cardamone





## The Tree Peony Project: Community Beautification

### Great Investment

Tree Peonies are deer resistant and easy to grow. They love our cold winters and are also fairly drought tolerant. Roots are delivered in time for Spring planting and Mother's

Day. As the plants mature, the numbers of flowers they produce also increase.

Please plant them:

1. Around your home 1st year: Planting in April/May
2. In your school or church 2nd year: 2-3 flowers/plant

Around your workplace 3rd year: 6-8 flowers/plant

My Goal is to plant 1,000 roots in 2017 throughout District 7170.

Governor Richard

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### Order Form:

Name: \_\_\_\_\_

Number of Peony Roots: Yellow \_\_\_\_\_ White \_\_\_\_\_ Pink \_\_\_\_\_ Red \_\_\_\_\_ Purple \_\_\_\_\_

Your \$15 per root contribution to the Rotary Foundation should go toward:

Polio Plus                  Annual Fund                  <<< (select one)

Your Check to Your Rotary Club should accompany this order form. Each root ordered is \$25 (with \$10 going to the Rotary Foundation).

# Rotary Salutes

Jean and Lana:

Our friend, Benjamin Kettor from Liberia, told me a few weeks ago that he wanted to give back to the Rotary Foundation for all of the projects we have accomplished in his home country through district 7170.

I received a check from him this past week for \$1,000.00. He wanted to have the funds given to the Rotary Foundation via the **Bainbridge Rotary Club** - the sponsoring club for our international grant projects. I delivered the gift to the Bainbridge club this week.

Anyway, I wanted to share this information with you. I was encouraged by this act and trust you will be as well. Also, I have invited Ben to attend the Foundation dinner with me next month.

Best regards,  
-Ken

Hats off to the **BU Rotaract Club** and George Cummings of the **Binghamton Noon Club** for organizing a run/walk for our Health for Haiti Global Grant. This proposed Global Grant will save lives and contribute to one of the most unique collaborations in our Greater Community for humanitarian aid.

Our DG and DGE from Unadilla went the distance.

Representatives of the Johnson City Fifth Grade participated. They are an active contributor to Health for Haiti.

Jennifer Musa, co-director of Health for Haiti, and her father participated in the event. They just returned from Haiti where they assessed storm damage, repaired the water filtration system and continued discussions with the community. Some solar ovens were set up. During the past year infrastructure for farming, sewing and now baking has been established. Constructive dialogue was taking place on better curriculum development and ways to help Haitians build structures that are more storm resistant.

Jom from Thailand, via Cortland Rotary, made

the trip down with his host family.

It was a beautiful day. If any club would like a presentation on our proposed Global Grant, just let me know. The community of Grande Saline fared much better than the communities to the South that received a direct hit from this storm.



# Rotary Salutes cont.

**Trumansburg Rotary Club** President, Bill Overbaugh presents Kathy Bond, wife of the late Chris Bond, a quilt that is made out of past Chris Bond runs. This was the 10th Annual run. Part of the proceeds from this run go to the Chris Bond Memorial Fund, established by Trumansburg Rotary, in his name, 10 years ago.



## ROTARY INTERNATIONAL CONVENTION IN ATLANTA, JUNE 10-14, 2017

Be a part of history! Celebrate 100<sup>th</sup> anniversary of “Doing Good in the World” in the city where it all began. The 100<sup>th</sup> Anniversary of the Rotary Foundation!

100 years ago at the Rotary International Convention in Atlanta, Rotary International President, Arch Klumph, proposed creating an endowment fund “for the purpose of doing good in the world”. The 1<sup>st</sup> donation was \$26.50. The Rotary Foundation has grown and now has spent over \$3 billion dollars on programs and projects.

Some special events include: 100<sup>th</sup> anniversary birthday party, book signing, centennial exhibit, film festival, special tours, entertainment, host hospitality night and a special zone 28-29 event. We are also planning a district event for those who are attending. Please help DG Richard achieve his goal of 100 attendees.

REGISTER NOW! Registration goes up again Dec. 15. There are 3 documents with information posted on the district website. REGISTER ONLINE at: [riconvention.org](http://riconvention.org). Hurry, the hotels are filling up fast! Please contact me with any questions: [pkriebel@stny.rr.com](mailto:pkriebel@stny.rr.com)

Let's have fun together in Atlanta!

PDG, Pat Kriebel, area zone 29 Atlanta promotional chair



## Greetings, from Los Chiles, Costa Rica!

We have been back almost a week and can see amazing progress with three of the water systems the Agua Viva Serves ([www.aguavivaserves.org](http://www.aguavivaserves.org)) crew has been working on for several weeks. Please tell others that they can catch a glimpse of our VIM experiences weekly at [www.StPaulsIthaca.org](http://www.StPaulsIthaca.org) under the 'service' tab and, most importantly, to hold these projects in your prayers! Here's a recap of Oct 15-20, 2016:

- the water system in Jocote, a small town of 40 families, almost 2 hrs from Los Chiles, was a challenge with the small drill rig that AVS has...so they ended up bringing in a contractor with a more robust rig. The pipes and water meters have been installed, the tower and tank are up, the well is plumbed and today they are out to finish it up and celebrate with a BBQ provided by the local community.
- Combate's system was one we worked on last year with water flowing to homes since then. To be compliant with the Ministry of Health this system is being 'upgraded' with a chlorination treatment system (the first to be installed by AVS) which needs a little 'house' to protect the equipment. We were out there digging the holes, setting the concrete columns on/in concrete and assembling the first round of prefab concrete slabs for the walls. Lots of heavy lifting for this project!

La Trocha is another system (~1.5 hr commute into the hilly territory of the county right on the Nicaraguan border) that was started a couple of months ago with The Rotary Foundation Global Grant that we shepherded last year. There are a few challenges: one existing well uses solar panels to power the pump -- so there are limits on how much it can produce, 2 new wells need access to reliable electricity so the pump will function, and another new well, with access to electricity, has limited output. They will bring in that bigger rig to drill deeper. Meanwhile, all the pipes and water meters are installed and the tower and tank are up on the top of a hill ready for that water! We will be building another chlorination treatment 'house' beginning tomorrow.

Some additional insights:

- the Jocote community has been asking AyA,

the governmental agency for Water & Sanitation, to provide them potable water for 20+ years. While the AVS work has been a long process since May, it's a dream come true. One testimony about this community: twice they dug down ~ 20 meters to retrieve the AVS drill bit and pipe that were broken/stuck in the drill hole....*what a spirit of cooperation!!*

- the installation of water meters, and a fee structure, for each home motivated water conservation with no problems of the Combate water tank being depleted any more.
- La Trocha's population is growing with a new shelter being build by a family almost daily. Immigration from Nicaragua has increased as political unrest increases. The size of the water system has expanded from 60 families to now 70...with more expansion anticipated.
- the local Iglesia Metodista Evangelica is starting after-school activities for neighborhood children -- a great local outreach that might welcome support from sister UMCs.

Ralph & Mary Miller, were gracious hosts for a brief visit last Friday on our trek to Los Chiles....they continue to inspire and work on local projects while staying close to home due to their health issues at the age of 90 and 88, respectively.

abrazos y bendiciones! Nancy Potter



Digging holes at Combat well site for the chlorination treatment + mixing concrete by hand + installing concrete columns and first row of concrete panels = lots of heavy lifting!





It's always so positive to get an award for your club's hard work or an individual's hard work. I'd like to make everyone aware of the awards that are available.

Foundation Awards- these are based on your club's giving in 15-16 and will be awarded at the Foundation Dinner on Sunday, November 13, 2016. Don't miss this event as the RI President, John Germ, will be the keynote speaker.

The applications for these awards are on the district website and will be sent to all the club presidents and secretaries.

#### **Presidential Citation**

#### **Interact Club Presidential Citation**

#### **Avenue of Service Awards**

(for clubs- you may apply for more than one avenue of service)

#### **Avenue of Service Award**

(Club Presidents can nominate an individual who works hard in all 5 avenues of service)

#### **Club Award of Excellence**

In addition to these awards, DG Richard wants to honor clubs that are helping him to achieve his goals.

#### **Membership Awards**

Club with the highest number of new members

Club with the highest percentage of new members

Individual who sponsors the most new members

#### **Attendance at district events**-(for all district events)

Club with the highest number of members attending an event

Club with the highest percentage of members attending an event

Rotarian of the Year- the 12 Rotarians of the month are eligible. The DG track and AG's will vote for the winner. So, please nominate a member of your club for Rotarian of the month. We will need the name of the May and June Rotarians of the month by April 10.

# Rotary Scholar Report

Dear Rotary,

Let's imagine a scenario where I offer you two options. One Lindt chocolate for 15 cents and one Hershey Kiss for a penny. Which would you choose? Probably you will choose Lindt, because the chocolate is delicious, great quality and the price is very low compared to its normal price. It's a great bargain! Now I offer the following two options: one Lindt chocolate for 14 cents and one Hershey kiss for free. Which would you choose? In this case, you might go for the free Hershey kiss, because it costs you nothing. It is free. This is an experiment that is conducted by a behavioral economist, Dan Ariely, who tends to find that when people are offered something for free they gravitate towards it. According to him, "Zero is an emotional hot button – a source of irrational excitement." For instance, have you bought something only because it said "buy one get one free"? Or waited in a long line to get a free ice cream? This concept of zero price effect is evident almost everywhere.

I tried this experiment on the audience I presented to at a conference in Budapest where I gave a talk on neuroscience and behavioral economics. The experiment is designed to show how people's decision making is not necessarily consistent with the logic of decision making from the point of view of standard economic theory. In standard economic theory, it is assumed that people are rational and make rational choices. Thus a rational person would compute the relative net benefits of the two chocolates and would select the chocolate with the better net benefit (expected taste minus cost). In the first instance, the rational choice would be Lindt. In the second case, the rational choice would also Lindt, because the relative difference between the two chocolates remained the same (the only difference is that both prices were lowered by 1 cent). However, during an experiment when people were asked to decide, most people chose Lindt in the first case and then chose Hershey Kiss when it was given as the free option.

Why is this important? This experiment shows a glimpse into people's decision making process and how there are certain mental shortcuts (heuristics) or cognitive biases that people use to make decisions. This is not perfectly captured in standard economic models, while it is a key concept in behavioral economics. It is a fascinating field to me and one that is growing rapidly.

After my presentation at the conference, I also had the chance to speak with fellow researchers and scholars about behavioral economics. We discussed how countries like the UK, USA and Australia among a few others are applying behavioral science to policymaking, while other countries have not yet embraced the potential behavioral science has in providing an evidence base for policymaking. Overall, this conference was a great opportunity to exchange ideas and learn where the gaps in research lay in this particular field. I took back with me new insight and ideas on where to go next. Stay tuned!

Sincerely,

Lusiné Mehrabyan



Conference on new economic thinking in Budapest



At a post-conference dinner on the Danube River with fellow conference presenters and participants with the Buda Castle in background!

## Nimmonsburg Rotary Club and Binghamton's North Pole Merchants Collaborating to Build a Stronger Community...

### Binghamton's North Pole:

In 2012 more than 20 businesses located on Upper Front Street, in Hillcrest, and in Chenango Bridge began a collaboration. Local merchants joined together by **working together** to build every **SMALL BUSINESS STRONGER**. They are known in our community as the "**Binghamton's North Pole**" and their mission is to promote each other through community awareness to the importance of "**Shopping Locally**".

In 2016, as a way of giving back to the community, these merchants reached out to our Nimmonsburg Rotary Club and generously offered to contribute to the Nimmonsburg Rotary to support local students seeking to continue their education. **Saturday, November 26, 2016**, we have the opportunity to celebrate "**Small Business Saturday**" as "**Binghamton North Pole Merchants** give back to our community in a unique way. A portion of sales and patron donations will be given to the **Nimmonsburg Rotary Dr. Robert Smith Memorial Foundation**. Since 1973 the **Dr. Robert Smith Memorial Foundation** has granted hundreds of local students more than \$400,000 in scholarships.

Please join the members of the **NIMMONSBURG ROTARY CLUB** as we invite you to shop locally on Saturday, November 26 2016. Make it a point to shop locally. The merchants listed below are members of "Binghamton's North Pole" and promise to offer special SALES and EVENTS. Visit, shop, and enjoy the day as you support the Nimmonsburg Rotary, our local businesses and area students to be successful in the years ahead!

*Kathleen Dixon*

*Nimmonsburg Rotary Nimmonsburg Club President 2016-2017*

### Binghamton's North Pole 2016-2017

Bella Pizza	Northgate Liquors and Wine
Be Unique Hair Boutique	Northgate Vacuum
Best Bagels in Town	Number215 Sports
C&D Liquors	Phil's Gift Shop
California Sun –Daze	Robinson Design Company
Country Additions Gift Shop	Robinson Home Design Company
Cup-A-Jo Restaurant	Ruby & Sons Jewelers
Hanks For Her	Sam the Beer Man
Hillside Garden Center	Southern Tier Harley-Davidson
Jim Rollo, State Farm Insurance	Studio SoHo Salon
McGirk's Irish Pub	Therapeutic Massage and Holistic Services
Meineke Car Care Center	Tom's Service Center
Tommy's Hairstylists	





Richard Matsushima  
District Governor  
2016-2017

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WWW.ROTARY  
DISTRICT7170.ORG



Register for Atlanta  
International Conven-  
tion June 10-14, 2017

[Atlanta 2017](#)



## Whitney Point Rotary 9th Annual Lobster Fest

Saturday, November 5, 2016

**5 - 7 PM • LISLE FIRE HOUSE**



Whitney Point

### Lobster and Clam Dinner • Raffles

#### Menu includes:

1 1/4lb. Fresh Maine Lobster  
1 doz. Fresh Clams • Salt Potatoes  
Coleslaw • Dessert  
Coffee • Tea • Water

**BYOB**  
(Bring your own bottle)

#### Tickets:

**\$30.00 PER PERSON**

Contact any Whitney Point Rotarian  
Call 692-4740

Please support local Whitney Point  
Community projects with your  
attendance!

Lobsters express delivered live from the  
Maine docks to Whitney Point.



## ENDWELL ROTARY AND M-EALS PANCAKE BREAKFAST

Live Broadcast by Roger Neel

Sunday, November 6, 2016

8:00 a.m. to noon

**ATRIO**

409 HOOPER ROAD

ENDWELL, N.Y.

ENDWELL FAMILY PHYSICIANS PLAZA

COST \$7.00

Children under 5 - free

50/50 RAFFLE

Community organizations may display marketing materials

