

Governor Jeff's District News

Rotary



Falling into a Beautiful Time for Rotary

I truly enjoy traveling throughout our District to visit with clubs and attend club events. We have one of the most beautiful regions in the country and it will be at its best during the month of October. Tourists from far and wide will come to see our fall foliage from the Catskills to the Finger Lakes and along our many hills and rivers.

The President of RI Barry Rassin and his wife Esther will just miss our fall show when they come to our Foundation Dinner on October 29 at the McKinley in Endicott. We would like to give the Rassin's a sampling of what we witness every year. Please submit your **favorite fall photo to me by October 22**. The winning entry will receive one free ticket to the Foundation Dinner and two seats at the head table. The next four winners will receive one free ticket to the dinner. Please list your name and describe your photo. We will include the photos in our November Newsletter and prepare a disc for Barry Rassin to take home to the Bahamas.

October is **Vocational Service month**. Rotary has five avenues of service that form the cornerstone of the organization: Club Service, Vocational Service, Community Service, International Service and Youth Service. What does "Vocational Service" mean?

Vocational Service calls every Rotarian to:

- *Aspire to high ethical standards in their occupation;*
- *Recognize the worthiness of all useful occupations, and;*
Contribute their vocational talents to the problems and needs of society

One of the central goals of Vocational Service is to promote and advance Rotary's high ethical standards. Two useful tools Rotarians have to assess these standards are [The Four-Way Test](#) and [The Rotary Code of Conduct](#).

October 24 is World Polio Day.

There is a great article in the latest Rotarian that describes the science of Polio. Today 17.4 million people would have this crippling disease if it were not for the Rotary initiative that started in 1988. Just this past year we have inoculated 430 million in 30 countries.

The District is developing a video featuring local community members that have been afflicted with Polio. We encourage all clubs to consider some kind of event or message to promote Rotary's work on Polio to our communities.

Flooding Update: Recent flooding impacted many of our communities. The Trumansburg club noted a special need in their greater area. Some clubs have made a contribution. Please contact club President Michael Jimenez at gogetmike@msn.com for further information.

Young Professionals: The August Rotarian noted that to attract young professionals you have to go where they are. On September 14 the District sponsored the Young Professional Summit of the Southern Tier. We sponsored one of three break-out sessions where we introduced the four speakers and promoted Rotary. We are actively seeking ways to mingle with young professionals across the District.



Men Who Cook: All generations were represented in the annual Men Who

Cook event at the Doubletree. This event supports the Mental Health Society of the Southern Tier. There were 22 chefs representing various businesses



and organizations. I represented Rotary District 7170 and wore a shirt from the

Lumberjack Festival in Deposit NY. District 7170 won the best taste category. There is room for more Rotarian chefs.

Student Exchange: September 13-15 the youth exchange orientation took place at the Cooperstown High School. (add some detail and a picture)

District Goal 4: In the last three newsletters we introduced 3 District goals:

District goal 1: promote and support our clubs and communities

District goal 2: help clubs, communities, the District and Rotary International to manage change

District goal 3: increase our international presence

The final district goal is "take Rotary to our communities". Rotary is a great organization with high ethical standards. We do great work that should be compelling to all generations. We operate one of the highest rated humanitarian foundations in the world today. We are able to take on projects that governments cannot. Focus areas like **Peace and Conflict Resolution** are critical around the globe and in our schools that sometimes witness violence that children should not have to worry about.

Despite the great history of Rotary and all of our accomplishments, many today are not familiar with our organization and what we can provide. The Stamford club raised this point to me and asked why Rotary International itself does not advertise like other major service organizations.

This is a great question. Rotary has spent lots of effort on strategic planning and messaging. They do see the need to simplify our message and help members to answer the question, "What is Rotary"? The vision for this Rotary year is **"Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves."**

I am going to pass on the thoughts of the Stamford Club to Rotary International. In the interim I will focus on what we can do to promote Rotary in our communities. We live in a very noisy period and there is a lot of competition for the time, talent and resources that are available. At the District level we are planning several steps.

Make better use of the media. This year we issued a guest viewpoint at the beginning of the Rotary year. We will issue another guest viewpoint to announce the President of Rotary International coming to Endicott NY. We will promote this and other events throughout the year.

Improve signage in our communities. Zoe made use of billboards with her District Conference and updated two billboards on the Kriebel building. We will continue

this activity.

People of Action Projects: Last year we introduced "people of action" projects at the President Elect Training program. Over 30 volunteers improved the emergency shelter at the Salvation Army in Syracuse. We received media coverage and our video has traveled through the Rotary world. The Cortland Club has done a series of projects that are leading up to their 100th anniversary where great things are planned to celebrate their history and their plans for the future. Both Cortland Rotary and Waverly Rotary reach 100 years of service in 2019.

Improve marketing materials: The District is developing a flyer and power point presentation that can be used for businesses, organizations and events in our communities. We are planning on developing videos, an environmental sustainability strategy and pamphlet on our District.

Open Rotary Events to the Public: The arrival of the President of Rotary to Endicott is not just a Rotary event, it is a community event. Our community leaders and partners are welcome to attend.

Take Rotary to the Community: After the first round of club visits will be visiting with community leaders around the District. The purpose is to introduce Rotary, discuss needs and opportunities and to explore partnership opportunities.

Promote Community Collaboration: Rotary urges us to collaborate within Rotary and beyond in order to make a bigger difference. At

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the same time we become better known. A side benefit of the Opioid Grant is that it raises our profile in the community. We did collaborate within and beyond Rotary to develop the plan. Our print and media outreach program is visible throughout the District. There are many occasions to collaborate in our communities to address issues and opportunities. The picture below depicts the recently completed Endwell Community Garden which will support food insecurity. Many organizations came together to create this opportunity. Plans are being made to develop 9 more sites in Endicott and Endwell.



Congratulations to Cortland, Owego and Endicott: Last Year the City of Cortland won the Downtown Revitalization Initiative. This award provides \$10 million to improve the downtown community. The win comes just two years prior to the 100th anniversary of Cortland Rotary. Earlier this year the Village of Owego won the same award. This win also came just two years prior to the 100 year anniversary of Owego. This month the Village of Endicott won This win is also about two years prior to

the 100th anniversary of Endicott Rotary in 2021.

Many great events are coming up this month and early November:

Ithaca Rotary Little Apples Festival:
10/6 at 7pm at Ithaca High School

Dryden Fall Open House: 10/17

Greene Rotary OctoberFest: 10/27

Dryden Fall Dash 5 and 15 k Road Race: 10/20

Whitney Point Lobster Fest: 11/3

Endwell Rotary Pre-Election Pancake Breakfast with Roger Neal: 11/4

Cooperstown Election Day Pancake Breakfast: 11/6

Ithaca Election Day Pancake Breakfast: 11/6

Note: If we have missed your event, just let us know and we will issue a follow-up announcement. We can post flyers on our Facebook page.)

Jeff Smith
District Governor



Rotarians of the Month

Our Rotarians of the month are **Tracy and Evan Kurtz**. These two Rotarians from the **Dryden Rotary Club** are life-long providers of service to their community. They are charter members of Dryden Rotary and have both served as club President more than once. Each year Dryden Rotary sponsors our District Training Assembly at the High School and Tracy and Evan play a big role in this event. Evan has organized many running events locally and at our District Conferences. Both are trainers for the Rotary Leadership Institute. Evan has been an Emphasis Chair, is a former Assistant Governor and is currently serving as a Foundation Area Director. Congratulate Tracy and Evan for their outstanding contributions.



Zone 28 29 Super hero night District 7170

HELP WANTED

To The Rotary Clubs of District 7170:

A year or so ago I met with Dr. Anthony Ephirim-Donkor, a Professor and Chair of the Department of Africana Studies at Binghamton University. Donkor is the traditional ruler of Gomoa, Mprumem, an Akan community in the central region of Ghana, Africa. His kingship name is Nana Obrefo Owom X (tenth).

Although not a Rotarian, Dr. Donkor asked that our Rotary club (The Rotary Club of Binghamton) assist him and his kingdom in purchasing a much-needed roof and toilet facility in a marketplace where the women of his kingdom sell their goods. To date the walls of marketplace are standing, but due to the lack of funding the roof and toilet facility remain to be constructed. The entire project will cost \$7500. (See budget below.)

We have been working with him ever since to procure those funds. Members of The Rotary Club of Binghamton and the Rotary Club of Apam, Ghana have both agreed to pledge \$1,000, and recently our District 7170 agreed to contribute \$4,000 in the form of a district international grant. That amount would be used to purchase the roof supplies and some of the materials for the toilets, but an additional \$1500 would be needed to complete the entire project.

We are asking that your club consider supporting this project by contributing as much as possible. Every amount would be appreciated. Should you wish further information, please contact me at LanaRouff@gmail.com or Frances Traficante at francestraficantebt5d@statefarminsurance.com. Also Dr. Donkor would be pleased to address your club at a future meeting if you like.

Sincerely,

Lana Rouff – PDG - Global Grant Coordinator for District 7170

Budget:

Cement Blocks	\$1,000
Wood	\$3,176
Roofing Sheets	\$2,344
Cement	\$ 605
Contingency	\$ 375
Total:	\$7,500

Join us at the McKinley for the 2018 District 7170 Foundation Dinner.

Featuring Rotary International President **Barry Rassin**.

Monday October 29th, 2018



Rotary International President Barry
Rassin and his wife Esther

[Click here](#) to register on line. Note that on-line registration and on-line payment are done in different places. Full Payment instructions are included with your registration confirmation email or by using "Payment Instructions".

You should receive separate email confirmations for both your Registration and your Payment. Note: if using a GPS to get to the McKinley, use 1701 North St, Endicott NY.

Cost per person is \$48.

The
Rotary
Foundation





Our exchange students met at the Cooperstown High School for orientation and networking. You will be able to meet with them at the upcoming Foundation Dinner.



Rotary Salutes

Cortland Noon Rotary Club recently held their annual Paul Harris Dinner at Tinelli's. Seven members received awards including club President Kelly Tobin. These awards demonstrate significant and sustained support for the Rotary Foundation. It was a wonderful evening. Kelly provided a summary of the club strategy incorporating their 100th anniversary in 2019.



Clint Brooks, Foundation Chair, Jim Nunciato. PHF +7, Grant VanSant PHF +7, Kelly, Dave Jones PHF +5, Jim Nichol PHF +4, DG Jeff

Cortland Noon has been early supporter of "people of action" projects, doing several events leading up to the 100th anniversary. These projects serve important community needs and garner public recognition.



Clint Brooks, Foundation Chair, Gina Sikora PHF, Brian Tobin PHF, Kelly Tobin. PHF and Club President, DG Jeff

The City of Cortland has initiated a bit of a trend between significant grant awards and 100-year Rotary anniversaries. Last year the City of Cortland won the Downtown Revitalization Initiative (DRI) for an award of \$10 million. This funding will be leveraged with private investment to update the downtown area.

Owego recently won the DRI just prior to their 100-year anniversary in 2020. And just this week Endicott was awarded significant project funding for their Downtown area. The Endicott Rotary 100-year anniversary will occur in 2021. Exciting times are building for Rotary and community in these three locations. One of our jobs is to bring excitement to all our communities.

Rotary Salutes cont.

Oneonta Rotary Club's Scratch Off Madness Raises \$4,000 for Operation Warm

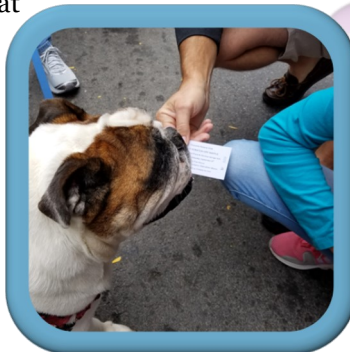
Beginning on the Fourth of July, Oneonta Rotarians began selling raffle tickets during community events to raise funds for Operation Warm, a project that provides new, warm winter coats to children in need in the Oneonta and Laurens communities. The Scratch Off Madness Fundraiser culminated in a drawing held on September 8 at the Catskill Chorale Society's Grand and Glorious Garage Sale. Rotarian Jamie Reynolds' daughter shook the ticket bucket and a passerby, Emily, from Oneonta State, was asked to draw the winning ticket. Fundraising Chair David Rowley who called the lucky winner, Sandra B. of Oneonta, arranged to drop off her prize--\$500 worth of scratch off lottery tickets. Later, President Cindy Struckle visited Sandra to congratulate her on her win. Sandra said that she was so excited to learn that she had won the raffle. She reported that it took her two hours to scratch off all the tickets and she likened the experience to a "mini trip to Las Vegas." Sandra, a retired social worker, was pleased to win \$145 from the scratch offs and was thrilled that so many children would benefit from the fundraiser.

The Oneonta Rotary Club netted just over \$4,000 for Operation Warm. The club is now working with area schools to identify specific children in need. Coats will be ordered at the end of September and distributed in November. The club is grateful to everyone who made donations and purchased tickets.



Rotarian Jamie Reynolds watches as his daughter shakes a bucket full of raffle tickets.

College student Emily, chooses the winning ticket. (The winner's contact information has been blurred.)



Even Rotarian Marie Lusins' bulldog, Opie helped to sell tickets. He did an outstanding job!



President Cindy Struckle visits with winner Sandra B. of Oneonta.



Rotarians and friends staff the booth at the Grand and Glorious Garage Sale. (clockwise beginning top left: Pete Miller, Alan Sessions, Rosalie Higgins, Melissa Nicosia, Charlie Nicosia and Achim Koeddermann.)



A question for every Rotarian – do you contribute to The Rotary Foundation (TRF)? Whether you do or don't, are you aware that some of your donation is returned to our District three years later?

Each year our District learns how much money will be coming back from the donations we made three years earlier. Our 44 clubs then apply to our District Grants Committee for grants to fund local or international projects.

I encourage every Rotarian to look for opportunities in their community that could benefit from a \$500 to \$2,500 grant. Think about local organizations that have needs that their own budgets are not able to cover. Do you belong to other groups besides Rotary? How would a Rotary grant support their missions?

The local projects we have approved for 2018-2019 include assisting the hearing impaired and the physically challenged, improving spaces for youth mentoring and community gathering, purchasing new equipment for fire departments and a food pantry, providing food and hygiene items for youth, and replacing trees.

Our District grants fund projects in other countries. The Grants Committee approved grants to four projects for this year – school desks in Liberia, a marketplace roof in Ghana, a water system fence in Haiti and classrooms in Lesotho. International grants can range from \$1,000 to \$5,000.

In addition to the local and international projects that we fund, our clubs and District can participate in Global Grants. These are projects that involve clubs or districts in at least two countries. This means that a large project in your community (minimum budget of \$30,000) can qualify for a Global Grant if your club can identify a club or district in another country that will work with you.

Bottom line – dream big! If you have an idea but aren't sure how to begin, contact me at csburger@frontiernet.net or (607) 692-3442. **Let's be the inspiration!**

Cindy Burger

2018-2019 District 7170 Grants Subcommittee

Resistible vs Irresistible

On Saturday September 15th a regional membership seminar was held in Syracuse, New York for our Rotary District 7170 along with Districts 7120, 7150 and 7190. Presenters included the four District Membership Chairs along with Zone 29 Coordinator Bill Gormont.

Key Presenters were Doug Logan PDG from District 7820 and Louisa V.B. Horne, the District 7820 trainer and DGE.

Doug and Louisa were presenters at a breakout session held in Toronto for the International Convention.

As we all know, membership is a hot button topic, but Doug and Louisa argue that simply looking for and asking more people to join Rotary is not the answer. Rather, clubs need to look within and examine ways that they themselves can change and improve to become:

SIMPLY IRRESISTABLE to non Rotarians.

As we all know, Rotarians are People Of Action. Therefore, we must consider being

- A Agile and adaptive
- C Collaborative and community minded
- T Tenacious with resilient leadership
- I Impactful
- O Open minded
- N Nurturing

Breakout sessions were held as follows:

Concurrent Interactive Breakouts

- Methods for Managing Membership Leads
- Considerations for Determining "Is Your Club Healthy?"
- Techniques for Attracting New Members
- Ideas to Kick-start Your New Member Orientation
- Approaches to Become Flexible, Innovative and Diverse Strategies

Many ideas and thoughts were taken away from this successful event. Actions plans are being developed as well as a District Membership Strategic Plan.

Matt Adler

District Membership Chair and DGN 20-21



Tree Peony Club Order Sheet

Name:

Rotary Club:

Address:

Phone Number, E-mail Address:

\$25 September 16, 2018 – March 30, 2019

Color	Price/Plant	Quantity	Sub-Total
Pink	\$25		
Red	\$25		
Purple	\$25		
White	\$25		
Yellow	\$25		
Total			

Make check payable to: Rotary District 7170

Send check and club order form to: Tony Salerno, District Treasurer
8 Hanford Dr.
Dryden, NY 13053

\$10 from each plant sold by your club will be donated to the Rotary Foundation in your club's name. Your club will receive the per capita credit and Foundation points.

Your order will be ready to pick-up at the District Training Assemblies and Grants Management Seminars in spring 2019.

**Tree Peony Planting Project | Richard Matsushima | 3405 Almar Dr. | Vestal, NY 13850 |
607-770-9428 | dg7170.2016@gmail.com**

ONE ROTARY SUMMIT

Attention enthusiastic Rotarians! ONE ROTARY SUMMIT joins together Rotary leaders to exchange ideas on energizing and boosting your club for growth, service and public interaction. Rotarians are Leaders! Engage fresh new thinking and take home hands-on tools to strengthen membership, public image and involvement in Foundation programs.



2019 Rotary Convention in Hamburg Germany, June 1 - 5



To learn more information and to register go to www.riconvention.org/en.

28 have signed up so far. Join your friends for a wonderful experience.





Jeff Smith
District Governor
2018-2019

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WWW.ROTARY
DISTRICT7170.ORG



Register for Hamburg
International Conven-
tion June 1-5, 2019

[Hamburg 2019](#)

Save The Date



Foundation Dinner

Monday October 29th, 2018

RI President Barry Rassin will be guest speaker

The McKinley



District Conference

Friday, May 10th through Sunday, May 12th, 2019

DoubleTree Binghamton



District Pass the Gavel

Wednesday, June 19th, 2019

TBD