

ROTARY IN THE NEWS

GROWTH. INCLUSION. ACTION.



DGE PETER SULLIVAN ATTENDS

INTERNATIONAL ASSEMBLY IN ORLANDO

From DGE Peter Sullivan... "One of the strengths of Rotary International is that it puts a lot of emphasis on training its next group of leaders. At the club level, Presidents-Elect get the opportunity to attend a PETS – President Elect Training School; and, at the District level, Governors-Elect attend International Assembly (IA). I have to say what is magical for club presidents in our district becomes mind-blowing for DGEs at the International level!" Read more on page 4...

YOUNGEST PRESIDENT IN DISTRICT 7210 HISTORY

Todd Bowen, 21, will be the youngest president in District 7210 history when he takes the helm of the Wappingers Falls Club on July 1st of this year.

He is young, and not inexperienced, with his Rotary involvement beginning as a high school freshman, joining Roy C Ketcham's Interact Club as a way to get to know fellow students.



ROTARY'S TWO OFFICIAL MOTTOES

Service Above Self and
One Profits Most Who Serves Best,

Rotary's official mottoes can be traced back to the early days of the organization.

2023 HAPPY New Year

Contact Us

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2022-2023 THEME



CREATE HOPE
in the WORLD
2023-2024 THEME



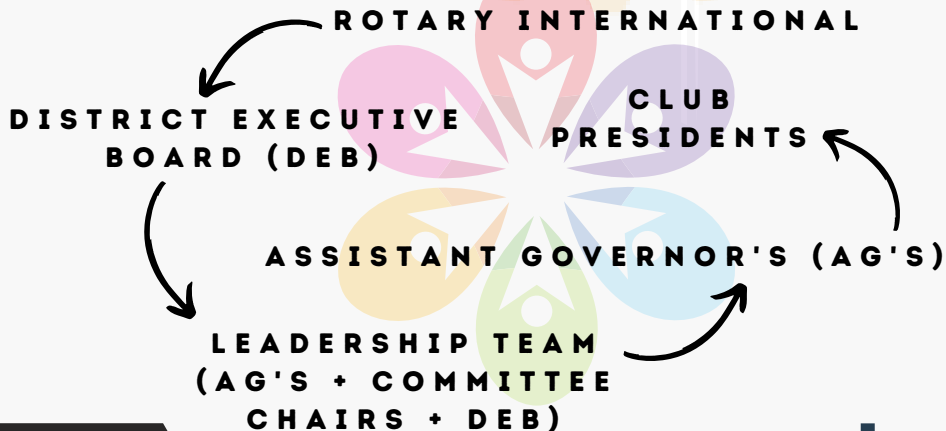
BEAU LOENDORF



has been selected as our District Governor for the 2025-26 Rotary year. Beau has officially become our District Governor Nominee Designate (DGND) immediately following the successful conclusion of the mandatory challenge notification period on Dec 27, 2022. Beau is a two-term Club President from Cairo Rotary, who is also serving in many District-level roles, including as the Region 1 upcoming Assistant Governor and on the DEI (Diversity, Equity, & Inclusion), Membership and Public Image committees. Outside his volunteer efforts with Rotary he is a Special Olympics coach for Floor Hockey, Chairman of the Planning Board for the town of Westerlo, leads an after school program at the local elementary school, and is part of his national fraternity Board of Advisors. His husband (also a Rotarian), their cat, their two rescued dogs, and 21 chickens all live in upstate New York where he works from home as the National Events Coordinator for the Rock'n'Roll band Chicago, and runs his own Event Planning business. When looking ahead, Beau is excited to adopt and start a family, travel to see more of the world, and use this latest Rotary role to make an even greater impact on our communities, both locally and abroad. Thank you to the members of the District Nominating Committee for their service, and congratulations once again to Cairo Rotary's Beau Loendorf!

DID YOU KNOW?

OUR DISTRICT SUPPORT SYSTEM FOR OUR MEMBERS & CLUBS



SAVE THE DATE
SATURDAY, MAY 20, 2023

GET BEHIND THE WHEEL

THE ROTARY DAY OF SERVICE
8 DISTRICTS • 5 STATES • 450 CLUBS • 12,000 ROTARIANS
DISTRICTS 7210, 7230, 7490, 7255, 7890, 7910, 7950 & 7980
CONNECTICUT • MASSACHUSETTS • RHODE ISLAND • NEW JERSEY • NEW YORK

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A FOCUS ON FOOD INSECURITY

This month [February 2023], we are focusing on food insecurity in the Hudson Valley. During the month, we are encouraging all clubs to participate in a service project around this topic. In addition to food, items that are often overlooked but are in desperate need at our local food pantries is hygiene products. This could be soap, shampoo, feminine hygiene items, etc. When creating your project, please consider incorporating these items as well.

RESOURCES THROUGHOUT THE HUDSON VALLEY

CLICK LINKS BELOW

This is not an exhaustive list but rather a starting point to find the right fit for your project. If you know of other organizations in your county, please share with the District Service Committee (vtkessler@gmail.com) as well as the other clubs in your area).

Food Bank of the Hudson Valley (click on your county to find local organizations)

Salvation Army (enter your zip code to find volunteer opportunities)

Dutchess: Dutchess Outreach

Columbia/Greene: Cornell Cooperative Extension
& Columbia Opportunities Inc

Orange: RECAP

Putnam: Second Chance Foods

Rockland: People to People

Sullivan: Sullivan County Federation
for the Homeless

Ulster: UlsterCorps



Remember:

#7210feedinghudsonvalley on all social media!

HOW TO ORGANIZE A SUCCESSFUL FOOD DRIVE:



Below are a few ideas to get you started. Remember, you can do a project as an entire club, or present opportunities to members to volunteer individually!

- Conduct a Food Drive to collect for your local food pantry at your local grocery store or through another organization (*kids basketball team, church, etc*)
- Set up a food drop-box at the library or town hall
- Have your members bring in food to your meetings each week in Feb.
 - Serve food to those in need
 - Local soup kitchen
 - Hope on a Mission (*Dutchess County*)
- Volunteer at a local food pantry (*see list to your left here*)
- Work with your local schools to establish a hygiene pantry where students can get soap, deodorant, feminine hygiene products, etc that they may not otherwise have access to.

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CONT. DGE PETER SULLIVAN ATTENDS INTERNATIONAL ASSEMBLY

(cont from page 1)... "On January 8, I had the privilege of attending IA with my wife Peggy. We each were presented with schedules for the next five days which included attendance at two general sessions each day and two-to-three break-out sessions. In the evening we had special functions such as: a Scottish Cielidh to celebrate the elevation of Gordon McNally from Scotland as the next RI President; a culture night to celebrate the richness of traditions among the 491 DGEs from 200 countries in attendance; and a formal banquet on the last night.

In our sessions, we discussed many interesting topics: The Rotary Action Plan; what members want; creating a welcoming environment in our clubs and districts; the impact of our service; building a team; the value of partnerships; Rotary's commitment to diversity, equity and inclusion; storytelling to enhance Rotary's public image; and being a change leader. A lot of weighty topics for sure that we came prepared to discuss thanks to on-line learning courses and a Governors Elect Training School we had taken in advance of Orlando. The facilitated discussions at IA with peers from around the world were quite engaging, and many new friendships resulted.

I returned to the Hudson Valley with a notebook full of goals and thoughts on changes appropriate for our District 7210. I look forward to sharing these with the District Leadership and our clubs. And I am humbled – and now prepared – to be a part of leadership for the 2023-2024 Rotary year."



SHARE YOUR CLUB SUCCESS

The PR Committee has resources you can now use. Here is how we can help you:

- ☒ Create Marketing Materials for events or recruitment
- ☒ Help with Social Media training and content.
- ☒ Support with Graphic Design
- ☒ Provide examples of successful marketing strategies to grow members and Rotary events

Contact our chair of the Public Image:
Jacob Lerner, jacob.lerner@siegelagency.com

What is Rotary?

Rotary is a global network of 1.4 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

Did you know?

There are more younger members, women, and a diversity of people joining Rotary now, more than ever before.

Most our clubs give back over \$10,000 a year in support back into the community?

Rotary

Come help us—
Support children in need
Create community projects
Promote peace
Fight disease #EndPolio
Network
Protect environment
and so much more...
what would you change?

Rotary

Making our community a little bit better each day

SERVICE
LEADERSHIP
DIVERSITY
NEW ERA

Wallkill East—
our local Rotary Club

CONTACT US
eastrotary@gmail.com
eastrotary.org
WallkillEastRotary

FOLLOW US

[f](#) [i](#) [globe](#)

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ROTARY AWARDS

TO RECOGNIZE OUR CLUBS AND OUR MEMBERS!



Nominate your club, your fellow Rotarians, and your projects for some amazing awards. For more information on the awards, please check out our website (click [here](#)) or reach out to Beau Loendorf (beauloendorf@gmail.com) or Todd Bowen (tcbow14@gmail.com).



RYLA

June 25th-June 29th, 2023

Applications be available: Mid-February- they will be emailed to club RYLA chairs and posted on the district website

Deadline for application: May 1, 2023

Costs per student: TBD

Number of students per club: 5 (plus clubs can add students to waitlist)

Location of RYLA: Mt. St. Mary College in Newburgh

Criteria for applicants: Current sophomores entering the junior year of high school.

One of the high points of my being your 2022-23 District Governor was receiving a gift, as each incoming District Governor did, from RI 2022-23 President Jennifer Jones. This print was done by Jennifer's artist brother, Darren Jones. The print, titled "Imagine One's Dream", is limited to an edition of only 600 pieces. Rather than keeping this print, I felt more good would be done by creating a raffle. The winner of the raffle would receive two prizes. The first would be the beautifully framed print, and the second would be a donation, in the winner's name, to The Rotary Foundation in the amount of the total raffle proceeds. Raffle tickets will be \$20 each or 6 for \$100. Please note that the individual ticket purchase will not be a donation to The Rotary Foundation; just the winning recipient will have that donation to the Foundation of the total proceeds. The raffle drawing will take place at our District Assembly at the end of April.

DG MESSAGE The framed print, signed by the artist Darren Jones along with RI President Jennifer Jones (which she signed for me at last year's PETS – not every print has her signature) measures approximately 20 inches wide by 23 inches high. Please watch for further details regarding how to purchase raffle tickets. Thanks, DG Larry Palant



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Rotary   **IMAGINE ROTARY**

CLUB TRANSFORMATION & MEMBERSHIP SUMMIT

AN ONLINE WEBINAR FOR D7450/SOUTHEASTERN PA & D7210/NEW YORK

SAVE THE DATE:

DATE: Saturday, January 21, 2023

TIME: 10:00 AM CST/11:00 AM EST



RIPN STEPHANIE URCHICK
SPEAKER



PRID JEFFRY CADORETTE
HOST



PDG TOM GUMP
SPEAKER

PDG TONY MARMO SAYS:

We were fortunate to have Rotary International President Nominee Stephanie Urchick and Past District Governor Tom Gump present a seminar on January 21st to club leaders from D7210 and D7450 (Greater Philadelphia). Their topic of **Club Culture Transformation**

was especially relevant in the post pandemic Rotary world. Many clubs have experienced declining attendance at meetings and service projects.

Engagement is difficult and attracting new member has also proved challenging. Stephanie and Tom emphasized that club leaders have to start the dialogue with their clubs about this societal change of culture, and what can be done to attract more Rotarians and engage our current members fully. What we have done in the past to lead our clubs is not exactly the formula for the present day and future. What is the member experience like in your club? How can we engage our new members to make sure they become long term Rotarians? Club leaders need to Assess, Design, Build, Implement, and Sustain a new club model, if necessary. Diversity, Equity and Inclusion should also be considered when attempting to make your club reflect the community population.

Another strong consideration should be given to starting satellite clubs to provide more flexibility for meeting times and dates. Club leaders should be communicating and discussing these potential changes with their members and getting buy in as move forward. Use of social media, radio, newspapers, community forums is a great way to get the Rotary message of “Service Above Self” out there. And finally, Stephanie and Tom emphasized that “an active club is an attractive club”

(The video of this seminar will be available on the D7210 website)

Bring emerging leaders into your club

New leaders are always emerging. They live in your community. They are eager to contribute. Younger professionals could make great Rotary members, but to bring them into our clubs, we first have to understand them. This is essential for Rotary.

This [toolkit](#) will help you rethink membership, from a broad perspective down to a tactical level, that you can adapt to your area. Topics include characteristics of your audience, your club's culture, ideas for outreach and engagement, and the long-term benefits of becoming a Rotarian. Understanding younger generations means understanding how changes in society affect them. Technology has given them the opportunity to customize nearly everything in their lives. But possessions don't sit at the top of their wish list. Rather, many share a unifying trait: a desire for experience. When young people invest time and money into something, it's with organizations that do good in the world. That's Rotary.

Younger generations are eager. They're motivated to change their communities and hope to move quickly along their career paths. They want to build a solid network and learn from mentors, from people with clout and experience. That's us. Few organizations span generations and professions and build personal connections the way that Rotary does. We blend tradition with innovation and use trust and respect to close the generation gap.

Welcome New Members

Use these resources to celebrate new members, develop an orientation program, and get them involved early and often.

[Welcome to Rotary](#)— Share this inspiring video with new members when they join.

[Kick-start Your New Member Orientation](#) — This Learning Center course shows how to make your club's new members feel welcome, appreciated, and valued.

[Introducing New Members to Rotary: An Orientation Guide](#) — Find ideas for engaging new members, getting them involved, and giving them a meaningful Rotary experience.

[Rotary Basics](#)— Give this comprehensive overview of Rotary to new members or order it for club reference. Alternatively, send new members a link to the Rotary Basics online course.

[Connect for Good](#) — Encourage members to get involved in their club, community, and the Rotary world for a more meaningful experience.

[New Member Welcome Kit](#)— Order a welcome kit from your local, licensed Rotary vendor or put one together using the resources in this section.

[Rotary membership certificate](#)— Customize a certificate for your new members and present it to them when you officially welcome them to your club.

EXECUTIVE BOARD

District Governor Larry Palant
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Leo Kaytes DG 2024-2035
Beau Leondorf DG 2025-2026
Mike Polasek DG 2021-2022
Tony Marmo DG 2020-2021
Cindie Kish DG 2019-2020
Bill Bassett DG 2012-2013
David Green DG 2009-2010

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Tony Marmo DG 2020-2021

COMMUNICATIONS CHAIR

Jacob Lerner

YOUTH CHAIR

Cindie Kish DG 2019-2020

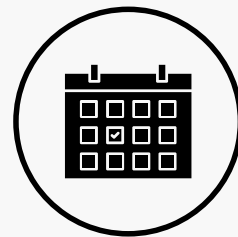
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David Ping
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Jack Strassman
Ed Lynch
Earle Bellows
Mike Seidenfrau
Alexandra Duenas
Larry Luxenberg

ROTARY EVENTS



RadioRotary - Maternal and Oral
Health

Feb 05, 2023 6:30 AM

Rotary Eats (Cairo)
Angels

Feb 12, 2023
4:00 PM – 8:00 PM

Food Drive
(Wappingers Falls)
Feb 13, 2023 – Feb 17, 2023

Socks for Others Drive (Nyack)
Rockland County YMCA
Feb 15, 2023
6:00 PM – 8:00 PM

Student of the Month
(Wappingers Falls)
Longobardi's
Feb 16, 2023 12:15 PM

Auction (Suffern)
CHARACTERS
Feb 16, 2023 5:30 PM

Cocktails 4 Charity (Nyack)
Nyack Grill and Bar
Feb 16, 2023
5:30 PM – 7:00 PM

Annual 98.3 WSUL Heart-athon
(Liberty, Monticello, Livingston
Manor)
Resorts World- Catskills
Feb. 17, 2023
6AM-6PM

Food Drive (Wappingers Falls)
Feb 20, 2023 – Feb 24, 2023

Comedy Night (Hyde Park)
Coppola's Restaurant
Feb 24, 2023 6:00 PM

Dutchess St. Patrick's Day Parade
(Wappingers)

Village of Wappingers Falls
Mar 04, 2023 12:00 PM

Philadelphia Flower Show
Pennsylvania Convention Center
Mar 07, 2023

District 7210 Training Assembly
Saturday, April 29, 2023
The Lecture Center
SUNY-New Paltz



For more details on each event,
please visit the district calendar
[https://www.rotarydistrict7210.org/
events/calendar](https://www.rotarydistrict7210.org/events/calendar)

NYACK, CATSKILL, & MONTICELLO---
celebrating 100 Years!!!

Rhinebeck--- celebrating 75 Years!!!

Milbrook--- celebrating 50 Years!!!

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