

Robert "Bob" Johnson  
District Governor

# ROTARY DISTRICT 6630 NEWS

Mike Johns, Jr  
Editor

## April 2014

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## Governor's Letter

Fellow Rotarians - The month of April is all about the 2014 Rotary District 6630 District Conference. We are inviting all Rotarians from the district to join us in a great weekend of fellowship and fun at the Quail Hollow Resort & Conference Center. A Friday "Weekly Club Meeting" lunch, the dynamic Michael Angelo Caruso as a featured speaker, the RI rep. speaker Jim Berg from San Antonio, TX, Erin Huber and her life changing Africa water projects documentary film, workshops on a multitude of subjects of interest to Rotarians, great food, a Corn Bean Bag tournament, wine tour and more! We've got it all! Come join us on Friday 4/25 and/or Saturday 4/26. Register now at: [rotarydistrict6630.org](http://rotarydistrict6630.org)

### TENTATIVE SCHEDULE

## CELEBRATE ROTARY ROTARY DISTRICT 6630

Conference Convener  
Bob Johnson, DG 2013-2014



Conference Chair  
David Hansford

### District Conference and Celebration April 25 - 27, 2014 Quail Hollow Resort & Conference Center (Business casual attire unless otherwise indicated)

#### FRIDAY, APRIL 25

10:15 a.m.	Michael Angelo Caruso "Leadership"
11:30 a.m.	Weekly Rotary Lunch Meeting: Michael Angelo Caruso ~ Honor 50 year Rotarians
1:15 p.m.	ANNUAL BUSINESS MEETING
2:15 p.m.	Activities: Golf Scramble ~ Wine Tour ~ Private Historical Tour (James A Garfield Home) ~ Corn Hole Tournament
5:30 p.m.	Cocktails
6:30 p.m.	Dinner (Barbeque) RI President's Representative; Jim Berg, Regional Foundation Coordinator (District 5840) Vocational Training Team - Gift of Life
9:00 p.m.	Hospitality Suites

#### SATURDAY, APRIL 26

Morning	TRAINING SESSIONS for Club and District Leaders and All ROTARIANS Designing Club Projects ~ District Grants ~ District Website (for Club Runner Clubs) ~ District Website (for non-Club Runner Clubs) ~ Every Rotarian Every Year ~ Film: Documentary on Fresh Water in Africa ~ Starting or Growing a Foodbank Project ~ IRS Compliance ~ Membership Success Stories ~ Polio Plus Update ~ Rotary Club Central ~ Rotary Youth Exchange ~ Social Media (Facebook) ~ Social Media (Other Avenues/Opportunities) ~ Youth Services Q & A
11:30 a.m.	Lunch Youth Services: Parade of Flags ~ Four Way Test Speech Contest Winners Keynote Address Awards
2:30 p.m.	Special Presentations: Documentary Film on Water in Africa (Winner of Chagrin Valley Film Festival) Vocational Training Teams - "What are these things?" Youth Conference
3:00 p.m.	Games/Social time
5:30 p.m.	Cocktails
6:30 p.m.	Dinner Toasts State of the District Rotary Youth Exchange (Outbound Ceremony) RI President's Representative; Jim Berg, Regional Foundation Coordinator (District 5840) Vocational Training Team ~ Gift of Life
9:00 p.m.	Hospitality Suites

#### SUNDAY, APRIL 27

8:00 a.m.	Breakfast Buffet
9:30 a.m.	Memorial Service

**TRF-DIRECT USA**  
makes giving to The Rotary Foundation as easy as 1, 2, 3

1. Indicate the account you want to debit.  
2. Select the amount you want to contribute and the frequency.  
3. Choose whether you want to support PolioPlus, The Annual Program Fund, or both.

Learn more at [www.rotary.org](http://www.rotary.org), or call 847-866-3352.  
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**TRF-DIRECT USA**  
I hereby authorize The Rotary Foundation to debit:  
☐ Checking/savings account (05510 recommended)  
☐ Credit card (05523 recommended)  
USD \_\_\_\_\_ for PolioPlus  
USD \_\_\_\_\_ for Annual Program Fund  
or choose one below:  
☐ Set of every month ☐ Set of every month ☐ Set of every quarter ☐ Annually  
If you choose to support both PolioPlus and the Annual Program Fund, your contributions will be debited from your account in two separate transactions.

**Banking Information**  
Bank Name \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_  
Account Number \_\_\_\_\_  
Account Type \_\_\_\_\_  
☐ Checking (Exclude a valid check)  
☐ Savings (Exclude a deposit slip)  
**Credit Card Information**  
Please charge my (mark one below)  
☐ Visa ☐ MasterCard ☐ American Express  
Account Number \_\_\_\_\_  
Security Code \_\_\_\_\_ Expiration Date \_\_\_\_\_  
Signature \_\_\_\_\_  
I understand that each transaction will appear on my regular bank or credit card statement. I further understand that I

in my responsibility to notify The Rotary Foundation if there are any changes to my bank or credit card that will affect my TRF-DIRECT participation. This authorization remains in effect until I notify The Rotary Foundation in writing and the Foundation has had a reasonable amount of time to fulfill my request. The Rotary Foundation can terminate this agreement at any time.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_  
Phone \_\_\_\_\_ E-mail \_\_\_\_\_  
Rotary Club \_\_\_\_\_ District 6630  
Rotary Membership ID \_\_\_\_\_  
☐ Non-Rotarian: Please credit the Rotary Club of \_\_\_\_\_  
☐ Rotarian: Please credit the Rotary Club of \_\_\_\_\_  
☐ Rotarian: Please credit the Rotary Club of \_\_\_\_\_

Mail or fax the completed form to:  
The Rotary Foundation of Rotary International  
TRF-DIRECT, 15400 N. 15th Ave.  
One Rotary Center  
5500 Westpark Avenue  
Overland Park, KS 66201-3698  
Phone: 847-866-2352 Fax: 847-956-2390  
E-mail: [info@rotary.org](mailto:info@rotary.org)

## News From TRC Mentor

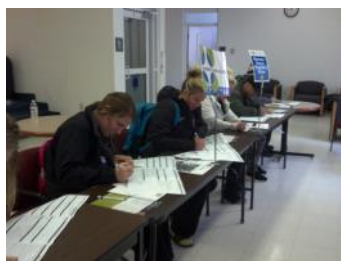
### Be The Match Drives

The Rotary Club of Mentor baked with the help of the folks at Great Harvest Bread in Mentor, and bagged and sold bread in January and February this year, so the club can continue to run drives for the National Bone Marrow Program, Be the Match. Our bread sales help to defray the cost of testing to for folks to be placed on the national registry. We have been doing this for over 20 years, some years more successful than others.



We feel it is a great cause so we continue to run drives at our local college campuses. If we save one life it is so worth the effort. On April 15th the

club ran a drive on Lake Erie College's campus with the



wonderful help of the Storm football team, and they have graciously offered to assist again next year. On the 16th we were on Lakeland Community College's campus striving to increase the number of folks on the National Register. The ages to participate in this program are from 18 to 44 which is the reason we have chosen to go to the area colleges. All it takes is ten minutes to fill out a form and a few cheek swabs for the testing—if you fit the age requirements, please think about becoming a donor!

## Stow/Munroe Falls Service Day

The Rotary Club of Stow-Munroe Falls participants after finishing their service day at the Akron Canton Regional Food Bank. Each month, Rotarians joined by the Interact Club



from Stow-Munroe Falls High School along with friends and family, work the first Wednesday of that month sorting food for the food bank. One more example of how Rotary supports the community.

## Club Historians Wanted

District Historian Ed Thomas would like to interview some "long-time" Rotarians and past district governors at the District 6630 Conference of Clubs, which will be held April 25-27 at Quail Hollow Resort & Conference Center. Interviews will be conducted on Saturday, April 26, and will last about 15 minutes. The subject of the interviews will

be your Rotary "story"—how and why you got involved and what your favorite memories are. A sign-up sheet will be available at the registration desk on Friday, April 25, and Saturday morning, April 26. Information and quotes from the interviews may be used in the History of District 6630, which is being written this year.



## A Taste of the Western Reserve

"A Taste of the Western Reserve" is happening on Sunday, April 27th from 4 - 7 pm at Signature of Solon. If you haven't bought your ticket please call Dick at 330-562-9543 to reserve your place. If you want to try to win the 50" VIZIO LED Smart TV the

raffle ticket is \$5.00, or 5 for \$20. Please call Brady at 330-802-4058. It will be given away that night but you do not need to be present to win. Don't miss 20 great area restaurants and a fun evening of events!

Hosted by the Rotary Club of Aurora Foundation

## Akron Rotary Centennial

“Honoring the Past, Driving the Future” was the theme for the Akron Rotary Centennial Celebration Saturday evening. Co-chairs Cheryl Warren and Jack Harig, along with Vice Chair George Rooney, greeted 450 guests as they arrived at the Hilton Akron/Fairlawn to celebrate the 100th anniversary of the Rotary Club of Akron.



Emcee Dave Lieberth gave a history of Rotary International, which was started by Attorney Paul P. Harris in Chicago in 1905, and is the oldest service organization in the world. Today there are more than 32,000 clubs in 200 countries around the world.



A dynamic video presentation showed the history of the Rotary Club of Akron, founded by M.E. Harpster and Harry Bauman in 1914, with 31 charter members, who met at the Portage Hotel.

In 1924, Walter Hoyt and Hezzelton Simmons founded the Akron Rotary Camp so kids with polio and cerebral palsy could have a camp experience just like other children. Today the Rotary Camp, located on Rex Lake, serves children and adults with

special needs, providing activities for over 1,700 campers in 2013.

Executive Director Dan Reynolds and the camp staff were introduced and received a standing ovation from the crowd.

Summit County Prosecutor Sherri Bevan Walsh thanked Rotary Camp for providing Summer Camp and Respite Programs for children with special needs as she related the camp experiences of her son, Matthew.

Rotary President Lance Chima led a champagne toast to the work of Rotarians around the world, as he proudly announced his

son Brian would become the third generation of his family to be a member of Akron Rotary.

Charles W. Billow and his wife Retta, along with their son, Charles M. and his wife, Patty, represented five generations of the Billow family who became Rotarians.

Rotary District Governor Bob



Johnson and his wife, Cindy, enjoyed the celebration.

## Some Thoughts On Building Membership

Some recently published statistics indicate that the District had 2,134 members on March 31, 2014. This compares to 2,117 members reported on the July 1, 2013, SAR (semi-annual report). In short, there is an increase of 17 members. This figure, a less than 1% increase, is welcome news! Before breaking out the champagne, we should consider that some of the 2,117 members will not be retained on the July 1 SAR. It's certain that some will be lost through death, illness, transfer or dissatisfaction with our organization.

### **\*\*EDITOR'S NOTE\*\***

**BE SURE TO MOVE YOUR CURSOR OVER THE GRAPHICS OR PICTURES FOUND IN THIS DOCUMENT... MANY OF THEM ARE LINKS TO VIDEOS, WEBSITES, PICTURES OR OTHER GOODIES**

I witnessed an induction at the Rotary Club of Sarasota Sunrise. The club met

at 7AM and inducted a new member, a young man who appeared to be on the sunny side of 30. He was accompanied by his wife and two grade school children. The induction ceremony was brief but meaningful and the youngsters were well behaved and obviously proud of their Dad. I suspect that they, and their Mother, will be supportive of his participation in the activities of his Rotary Club. Those youngsters may even be motivated to join the next generation of Rotarians. The obvious conclusion-the club is off to a great start toward the retention of their new member!

Another club, the RC of Sarasota, is another one that focuses on retention.

This noon club meets at a seafood bay-front marina perched on the edge of Sarasota Bay. The food is buffet style and features a seafood and non-seafood entree. There is a huge amount of free parking nearby and you can even indulge in valet parking if so inclined. The club meets in a private room and offers a superb environment and outstanding food at a reasonable price. Members would be hard-pressed to complain about the food or the environment in which that food is consumed. Members cannot skip meetings and justify their absence by saying the “food sucks” or the restaurant is “the pits”. Although we don't join Rotary for the food or the restaurant's ambiance, these factors can be negatives and interfere with a member's attendance regularity.

I cannot overemphasize the importance of retention. Rotary, as an organization, succeeds in attraction enough new members to grow membership. Getting these new members in the “front door” is essential, and, on the whole, well done by most clubs. But many clubs have NOT done as good a job of activating the new members and integrating them in to the life of the club. In short, the “back door” is frequently left open.



## Shoe Boxes Lead to Fire Truck

Recently, PDG Jack Young spoke at the Rotary Club of Stow-Munroe Falls regarding the Shoe Boxes to Nicaragua. For over seven years District 6630 Rotary Clubs have supported sending Christmas Shoe Boxes to the Children of the Dump living in and around the garbage dump in Chinandega, Nicaragua. Over the years clubs have provided around 3,000 shoe boxes in December of each year. This is the only gift that most of these children will receive at Christmas. This only happens when Rotarians, Rotary Clubs and Friends of Rotary share the Christmas spirit of sharing with the Children in Nicaragua.

It should be noted that our district works with Rotary Districts in Iowa, Indiana and Texas to make this happen. For the first time, this year's effort will have the Rotary Club of Atlanta Georgia join Ohio in sponsoring Shoe Boxes to Nicaragua.

One of the off shoots in the annual visit to the Children of the Dump was when Past District Governor Jack Young saw need for fire and rescue equipment needed by the fire fighters in Chinandega. When he made an appeal to the clubs and others in the district to see if used fire equipment was available, the mayor and Rotary Club of Stow stepped forward to make available a fire truck that was being replaced by a new model in the community. Through a fund raiser held by Rotarian Marsha Pappalardo, Past President of the Rotary club of Brunswick and Pam-

pered Chef, PDG Young was able to make the appropriate transactions with the city and send the fire truck to Nicaragua. It took several months for the truck to arrive in Nicaragua by a freighter and meet the necessary paperwork.

In addition, 2 fire fighters from Stow,



Thand Krejcek and Bob Dobson were given permission from the city to spend time in Nicaragua to educate the local firefighters on its use and operation. Rotarian Marsha conducted another fund raiser and raised money to cover the travel expenses of the fire fighters. Since that time, the fire fighters from Stow have been in continual contact with the fire fighters in Nicaragua and have helped them with the repairs to the truck when needed. This has turned into a long term relationship between the fire fighters of two countries.

IT SHOULD BE NOTED THAT DURING THE FIRST WEEK OF OPERA-

TION, THE FIRE TRUCK WITH A 500 GALLON WATER TANK ON THE TRUCK IS CREDITED IN SAVING 3 CHILDREN IN A SMALL HOUSE FIRE.

Over the past seven years under the coordination of Marsha Pappalardo and PDG Jack Young, RC of Conneaut, almost 500,000 dollars worth of Fire and Safety Equipment, hospital supplies, school supplies for children, a fire truck, 3 ambulances, clothing from the students at Hiram College and other medical and school equipment have been sent to the Children of the Dump in Nicaragua. In addition over 60 Rotarians, College students and Friends of Rotary from District 6630 have gone on the mission trips to Nicaragua with PDG Young. Work has already begun to involve clubs in the Shoe Box process for 2014.

For more information how you can become involved in this International Experience, please feel free to contact PDG Jack Young, (Jack1villa@aol.com or Rotarian Marsha Pappalardo (cmpappa@aol.com)

**BEDFORD ROTARY RIB FEST**  
May 30-31, June 1st

Walmart Embassy Healthcare Johnson & Johnson University Hospitals Bedford Medical Center A Campus of the Regional Hospital

**Vintage Bike Show**  
Saturday, May 31st

On Broadway, in Downtown Bedford, Ohio 44146  
Registration at 3:30pm Judging Begins at 5:00pm  
Pre-Registration: \$15 or \$20 Day of Show  
Prizes For The First 5 in Each Of 9 Classes  
Plus Best Japanese, American, British, European & Best in Show!

**Live Music!**  
Friday Saturday Sunday  
Victory Hwy East Wind Mid Life Crisis  
Armstrong Bearcat

Entry forms available at:  
[www.EventsinBedford.com](http://www.EventsinBedford.com)  
For More Info Contact Mike at  
[Mguyer@msn.com](mailto:Mguyer@msn.com) or Call 440-773-2835

**ATTENTION VENDORS!**

We are looking for vendors for the  
**Fourth Annual Bedford Rotary RibFest and Vintage Motorcycle Show,**  
May 30-31 June 1,  
with the Vintage Motorcycle Show  
5-7pm on Saturday, May 31st.

Call Wayne Urban at 440-232-3241  
[wurban@ameritech.net](mailto:wurban@ameritech.net)  
or see Merchant Contracting at  
[eventsinbedford.com](http://eventsinbedford.com)

We are also having a  
**Motorcycle Run on Sunday, June 1st.**  
Contact Amy DiMarco at 330-573-8524  
or [Amydan16@windstream.net](mailto:Amydan16@windstream.net)  
or go to [eventsinbedford.com](http://eventsinbedford.com).

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## News From TRC Bedford

Please join us on Sunday, April 27 for the Bedford City Schools Foundation 5-mile race and 2-mile run/walk. Registration starts at 7 a.m. in the Bedford High School Gym. Race begins at 9 a.m. Cost is \$22 pre-registration by April 23 or \$25 day of the race. Kids 12 and under are \$12. For more information, call 440-247-3129.

Also that day, the Bedford Rotary Club will be sponsoring a Pancake/French Toast Breakfast in the Bedford High School Cafeteria. It is all-you-can-eat pancakes and French toast. Raffle prizes will be given away! Age 5 and under: FREE / Age 6-12: \$3 / Age 13 and over: \$7. Tickets are available at the door.

And, if that is not enough, the Bedford City School District will also be holding a Health Fair in the Bedford High School Cafeteria and school hallways from 10 a.m. - noon. Admission is FREE. There will be vendors, exhibits and activities focused on wellness, health and fitness!

## A Message From Your District Secretary

I hope that you enjoyed this holiday week-end with friends and family.

I just wanted to remind you that it is not too late (but it will be soon) to sign up to attend/enjoy the 2014 District 6630 Conference, A Celebration of Engaging Rotary and Changing Lives!

We have 54 dynamic Rotary Clubs doing amazing work within our communities (and some of them doing work around the world). We have Jim Berg (President Ron Burton's Representative) and a gaggle of great speakers. Please join us as we each SHARE our work, LEARN what other clubs do, and ENGAGE in fun and fellowship.

Governor Bob invites you CELEBRATE ROTARY by joining with all other District Rotarians for the District Conference, April 25-27 at Quail Hollow Resort and Conference Center. If you have never attended a District Conference, this is the one for you! If you have attended one or more, you know how these revitalize and rejuvenate.

The fun begins on Friday at 10:15 AM,

Saturday at 8:00 AM, and Sunday at 8:00 AM.

Friday Lunch will be a regular Rotary Meeting, followed by the Annual Members Meeting & plenty of Fellowship Activities (4-man Golf Scramble, Wine Tour, Historic Tour, & Corn Hole). Friday Dinner is an informal barbeque dinner meeting where we'll celebrate Rotary and hear about the Vocational Training Team (to & from Haiti) in partnership with Gift of Life.

Saturday includes 20 workshop sessions where Rotarians will share their Success Stories of Engaging Rotary and Changing Lives. The Lunch meeting highlights the Rotary Club Successes through 'Be the Match ~ Be the Difference' and the winners of the 4 Way Test Speech Contest. Saturday's dinner, The Governor's Dinner has a special surprise.

Register TODAY by clicking here: <http://www.crsadmin.com/EventPortal/Registrations/PublicFill/EventPublicFill.aspx?evtid=a742eef3-ceed-4099-a4a2-8aa351c2a995>

## Every Rotarian Every Year

ONLY TWO MONTHS TO GO--BE AN E. R. E. Y. CLUB THIS YEAR!!!!

If you are an E.R.E.Y. Club with an average per capita of \$100.00, your club will receive 1,000 points for a Paul Harris Fellow Award for you to use to recognize someone to be a Paul Harris Fellow this year. WOW, what a bonus!!!!

The 2013-2014 Rotary year is fast coming to an end and we need to focus on meeting our Club and District goals for the ANNUAL FUND.

Our District has a goal of \$ 199,000 for this year and we are at \$ 100,000 through March 31, 2014. We are only 50% there with two months to go. In addition, we would like to have all of the Clubs strive to be E R E Y Clubs this year. Giving is always larger in the later part of the year, but we all need to be sure we have everything turned in to (TRF) THE ROTARY FOUNDATION at Rotary International well in advance of the end of the year, June 30, 2014.

The goal for this year is to have 22

E.R.E.Y Clubs. Work with your members to receive special recognition as an E R E Y Club this year!!!!

Keep in mind, to make it easier to for your Annual Fund Contribution, you can complete the Rotary Direct form and then not worry about it. That form is on line at Rotary.org or call Stew Buchanan at 330-607-1442.

If any of your Clubs would like a presentation or other follow up information, our Committee would be very happy to come and visit with you at any time. Call Stew Buchanan to set a time or to get information. 330-607-1442.

## Grant Inquiry Information

### *Important Dates for Grants for 2014-2015*

For clubs wishing to do a district grant during the upcoming Rotary year, please note these dates:

Grant inquiry forms are due by May 15  
To be able to submit a form, the club should have already:

- Sent two members to a Grant Management Seminar
- Completed the MOU for RI and submitted to John Weber
- Completed the district MOU and submitted it to John Weber
- The clubs needs to also average \$25 per capita in Annual Fund Giving for this year



## Rotarians Smile

It's a great day for the Hudson community and you can tell by the smiles at The Hudson Rotary looking forward to their 30th annual Gala on Friday May 16 at Twinsburg's Hilton Garden Inn.

Not only is this a fun time but it is going to raise a bundle of money for kids especially since Dr. John White (pictured above with Gala Chair Ron Strobl) is contributing a full orthodontic treatment worth over \$5,000 to the auction again this year. This is a cause for many big White smiles.



Rotary is shooting for \$40,000 net proceeds this year to help kids including a new Hudson Safety Town, EMS Outreach, NEO Gift of Life, Hudson Service Learning, scholarships and Boy Scouts. If you agree that this is worth smiling about, get your tickets now from any Rotarian or by calling ticket chair Joe Avella at 330-715-9733 or josephave@gmail.com



Friday, May 16, 2014 – 6 to 10pm  
Hilton Garden Inn, Twinsburg

Tickets: \$75 per person (black tie optional)  
Includes Dinner, Open Bar & Live/Silent Auction  
Call (330) 715-9733 for tickets or to make a donation

Gala Beneficiaries include: Gift of Life Northeast Ohio, Safety Town, EMS Outreach Fund of Hudson, Hudson H.S. Service Learning class, Boy Scout Troop 321, and the Rotary Club of Hudson Scholarship program.  
Thanks in advance for your support & generosity!

## TRC Berea Hosts Open House for Youth Exchange Families



**Attending the open house are, from the left Dan and Karen Bucholtz, Jutta Mueller, Korinna Mueller, Judy Stull, Bob Huge, Joe and Anna Sladick and Norbert Mueller.**

“Willkommen” – German word for Welcome – decorated the cake as members of the Rotary Club of Berea and District 6630 officials welcomed Norbert and Jutta Mueller, parents of Rotary Youth Exchange student Korinna Mueller.

The Muellers of Sankt Johann, Germany, are here for a two-week visit and will take Korinna on a tour of American sights. Norbert Mueller is an electronics engineer and Jutta Mueller is a teacher. Korinna is studying at Berea-Midpark High School this year, where she is a member of the track and swimming teams.

Bob Huge and Judy Stull, who coordinate the Youth Exchange program for Berea Rotary, hosted the open house at their home in Columbia Station. Also attending were Korinna's host families – Joe and Anna Sladick and Dan and Karen Bucholtz. The Sladicks' daughter, Claudia, was a short-term Youth Exchange student last summer, visiting Spain. The Sladicks also hosted the Youth Exchange student from Spain.

On hand to greet the families were Bob Heydorn, Inbound Chair of District 6630's Rotary Youth Exchange; Jack Young, past district governor and Shelter Box chair; and Marsha Pappalardo.

Before beginning their tour of the U.S., the Muellers are staying with Bob Huge and Judy Stull. Their visit to the Cleveland area included the Rock 'n' Roll Hall of Fame.

**ROTARACT AUCTION:** The Children's Safe Drinking Water program of Proctor & Gamble benefited from the annual Silent Auction sponsored by the

Rotaract Club of Baldwin Wallace University. All proceeds went to supply PUR water filters to families in developing countries. Rotaract's goal was to raise \$600 to fund 2,000 PUR packets. Proctor & Gamble has collaborated with the Centers for Disease Control since 1995 to develop safe drinking water systems that families can easily use. The PUR packets are mixed with available water to kill bacteria and remove impurities.

**SHRED FEST:** The Rotary Club of Berea is again sponsoring a Shred Fest. The event will be 9 a.m. to 3 p.m. on Saturday, May 3 and is free to residents. . Donations will be accepted to support Rotary programs. There is a \$5 charge per box for businesses. Rotary also is accepting outdated and unused prescription medicines, which will be disposed of by Southwest General Health Center. Old eyeglasses, frames and eyeglass parts will be donated to Lions International. Shred Fest will be in the parking lot of Berea-Midpark High School, 165 E. Bagley Road, Berea.

**SAVE THE DATE:** The Rotary Club of Berea's annual Computer & Electronics Roundup will be Saturday, June 7 – held in conjunction with the Rotaract Club of Baldwin Wallace University. Hours will be 9 a.m. to 3 p.m., or until the truck is full, at Berea-Midpark High School, 165 E. Bagley Road, Berea.

**HEROIN IN THE SUBURBS:** Judge Michael Astrab of Cuyahoga County Common Pleas Court will present a program on Heroin in the Suburbs during the Rotary Club of Berea's meeting on Tuesday, May 20. Judge Astrab works with student groups throughout the school year to make teens aware of the dangers of drug abuse. This summer, he is bringing that message to community organizations. Heroin overdoses are killing people at unprecedented levels. It is the leading cause of death in Cuyahoga County. Judge Astrab's presentation will focus on preventing heroin use. It isn't a problem just in urban areas. It is common and accessible in the suburbs. If you are interested in attending, call (440) 234-5966 or check out the Rotary Club of Berea's Web site, [www.berearotary.org](http://www.berearotary.org).

## Online Marketing Grants of up to \$120,000 per year Available

by Bruce DeBerry, President-Elect of Chagrin Highlands Rotary for 2014-2015

I'm a tech guy, a nationally recognized media expert, and work with companies on the internet every day. Working with a new client recently I discovered something new that EVERY non-profit organization should know about.

***"Google gives grants of up to \$10,000 per month in free AdWords marketing to eligible nonprofits. If your nonprofit's account consistently reaches \$10,000 per month cap, you may be eligible to apply for a \$40,000 per month cap. Currently, approximately 4,000 nonprofits receive Google grants, although many more are eligible." <http://www.googlegrants.org/how-to-apply>***

The main requirement is a current 501(c)(3) status that makes organizations eligible for a special Online Advertising/Marketing Grant of up to \$120,000 per year from Google - and if you read the fine print if your group can use that much free marketing, you can even apply to get more! \$480,000! Who do you know that could use FREE marketing? Who couldn't???

Is your Rotary Club registered as a 501(c)(3) yet? This alone

is a great reason to go through the process; to qualify for free advertising and publicity to promote your club's activities, fund raisers, events.....

Google says that there are approximately 4,000 nonprofits currently receiving grants "although many more are eligible".

I don't know how many nonprofits there are in this country but I'm sure that it is way more than 4,000! This article

when I ran a Google search for "dentist Cleveland". I blurred out some of the details because I am not endorsing any of them, just illustrating this point.

There are two RED boxes around ads 1 and 3 showing the standard 3 line Google ad. The BLUE box around ad 2, shows an enhanced 5 line ad.

You can see how standard 3 line ads have limited impact when compared to enhanced 5

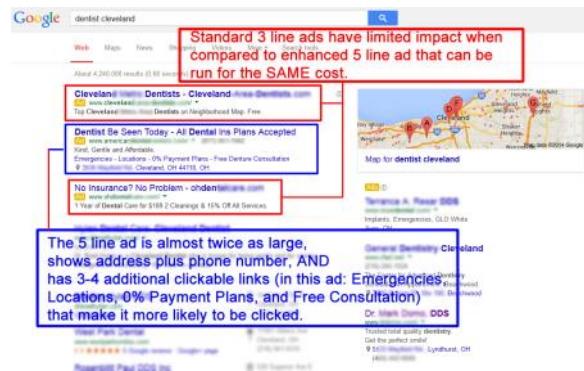
centage of how many times it is shown. The higher the CTR, the more Google considers the ad to be what searchers want to see and rewards the advertiser by actually lowering the rate charged for the ad.

Google knows that they are not the only search engine that people use. It is in Google's self interest to give searchers the best information possible to keep internet users coming back to Google to look up information. When one paid ad, or organic listing is repeatedly chosen (clicked on) over another, Google will show that result ahead of others.

2) By displaying your address and phone number, sometimes searchers contact you directly without clicking on your ad. The end result: the bigger ad sometimes costs you NOTHING.

It is a shame that many nonprofit's struggle with too little money to promote their cause when they don't have to just because they don't know about these Google grants.

Check out <http://www.google.com/grants/> or email [bruce@WRSMarketingSolutions.com](mailto:bruce@WRSMarketingSolutions.com) for more information about getting and effectively using the grant money your non-profit organization can use today.



is my starting point to help as many non-profits as I can who are missing out on this great opportunity to get a grant to help share the word about their organization and cause.

Additionally, many non-profit groups and businesses that are using online advertising, are actually wasting money by not fully utilizing several lesser known features that Google offers.

An example of some of these features can be seen in the attached screenshot that I got

line ad that can be run for the same cost - or even less. The 5 line ad is almost twice as large, shows address plus phone number, AND has 3-4 additional clickable links (in this ad: Emergencies, Locations, 0% Payment Plans, and Free Consultation) that make it more likely to be clicked.

Two additional points about having a bigger more effective ad:

1) Google measures how many times an ad is clicked as Click Through Rate (CTR) as a per-



## Shoe Boxes to Chinandega, Nicaragua 2014

By April 22, the final REQUEST to provide Christmas Shoe Boxes to the Children living in and around the Garbage Dump in Chinandega Nicaragua will be sent to the Rotary Club in Waterloo Iowa. As most of you know, this is the 8th year our district has participated in this Rotary Multi District supported International Project by providing the only Christmas Gift these children will receive this year.

Again, the objective of Rotary Clubs and Rotarians is to encourage children in Chinandega to go to school and receive acceptable grades so that they can hopefully break the poverty cycle to get away from living around the garbage and do something else than scavenging for food, etc. The process was started by a Rotary Club in Texas to help break the poverty chain in Nicaragua. Over the years, Rotary Districts have been involved from Texas, Iowa, Michigan, Ohio, Indiana, Pennsylvania and now Georgia. For the first time this year, the Rotary Club of Atlanta, Georgia has joined our district to help provide Shoe Boxes to Nicaragua. THIS CAN BE A GREAT ROTARY FAMILY PROJECT INVOLVING YOUR CHILDREN AND GRAND CHILDREN)

Several individuals have asked why we need commitments in April when the Shoe Boxes are not given to the Children in December. In response to this very good question, below is an overview of the basic events that take place:

- ◆ Estimate Now, the ages of the children that will be in school in December of this year.
- ◆ Prepare the boxes to be printed with our Rotary Logo
- ◆ Assign the sex and age to each box
- ◆ Transport the Boxes to the respective Districts and Rotary Clubs
- ◆ Distribute the Shoe Boxes to the appropriate clubs
- ◆ Clubs return the filled boxes to the District Representative
- ◆ Deliver the Shoe Boxes to the Rotary Club of Troy, Michigan where they are shipped

- ◆ To Iowa and on to Houston Texas by Walmart at no cost to Rotary.
- ◆ Then the Shoe Boxes must be loaded in a shipping container
- ◆ The Container must be loaded on a Shipping Freighter to be shipped to either the Port of Honduras or Costa Rico at no cost.
- ◆ Then delivered by land to Nicaragua by the end of November.

Unfortunately the time to process the paperwork, customs documents, land transportation coordination, shipping arrangements from Houston, etc. is very complex and time consuming. The end result, we try and get the Shoes Boxes to the Children by the first week of December of each year. This is the time we send down Rotarians and Friends of Rotary to help distribute nearly 3,000 Shoe Boxes. Most of the time we meet the time schedule but there are times we may be a little late. The International shipping process can be very complex and time consuming in order to meet International Requirements.

It should be noted that our district sent 8 Rotarians and Friends of Rotary to Nicaragua in December of 2013.

When one sees first hand, the faces of the children and their smiles when they receive your Shoe Box, makes the entire effort worthwhile..

I am pleased to announce that as of April 10, the following Rotary Clubs, Interact Clubs and Friends of Rotary in our District and the Rotary Club of Atlanta, Georgia have committed to support 417 Shoe Boxes. If you or your club would like to join us on this commitment to provide those less fortunate than ourselves, please feel to contact either myself JackIvilla@aol.com (440-759-4000) or Marsha Pappalardo (cmpappa@aol.com (216-410-4844) for more information.

Those clubs who have made the commitment to support this Rotary International Project for 2014 sponsoring 417 Shoe Boxes are the Rotary Clubs of

Ashtabula,  
Aurora,  
Brunswick,  
Conneaut,  
Hillcrest-Sunrise,  
Kent,  
Lakewood Rocky River Sunrise  
North Ridgeville  
North Royalton-Broadview Heights  
Painesville  
Stow-Munroe Falls  
Berea  
West Geauga High School Interact Club  
Rotary Club of Atlanta, Georgia  
If you want your Rotary club, youth organization or community to participate please contact PDG Jack Young.

Thank you for making the Hopes and Lives of Children a little brighter.



### *Layette Supplies for New Born Children*

NOTE: FOR THE FIRST TIME A COORDINATED EFFORT BY several Rotarians who have traveled to Nicaragua saw a need to provide New Born Layettes to the women in the House of Unwed mothers. These are young women who have no support during pregnancy from their families or who have been raped. This is another project that Rotarians support through education and basic supplies which is in connection with the Shoe Boxes and was started by Father Marco Dessey who found these children living in and around the garbage dump.. The new born layette Rotary Bags has been supported by Rotary Clubs in Troy Michigan, Iowa and others and we would like to have our district be part of this process as well.

For more information on the Layette Bags to give the basic baby supplies to the young pregnant girls in Chinandega please contact Lou Ann Wilkinson, Rotary Club of Ashtabula (440-994-4589) or Marsha Pappalardo, Rotary Club of Brunswick (216-410-4844) for more information and ideas how you can help.





## AYF Students Attend TRC Lkwd/RR Sunrise Meeting

A group of members of the American Youth Foundation at Lakewood High School attended a meeting of the Lakewood Rocky River Sunrise Rotary Club to thank its members for providing scholarships for the Camp Miniwanca Leadership Camp in Michigan each summer. The Foundation and the Camp inspires young boys and girls ages 5-18 to discover and develop their personal best, to seek balance in mental, physical, social and spiritual living and to make a positive difference in their communities and in the wider world. The Camp's mission is to take participants beyond the traditional camp experience by challenging them to truly unlock their highest potential and realize that they have unique gifts that can affect the world around them in a positive way. At the meeting, three past participants related what they described as "Life

Changing" experiences at the Camp that will help them to be leaders at the School and in the Community. There will be 20 students from Lakewood High School going to the Camp this summer and 12



will be going for the first time.

The American Youth Foundation inspires people to discover and develop their personal best, to seek balance in mental,

physical, social and spiritual living and to make a positive difference in their communities and in the wider world

Funding for Leadership Camp scholarships is provided by the annual Sunrise at Sunset Fund Raising Auction which will be held Friday, May 2 from 6 to 9pm in the Umerley Hall, of Rocky River Civic Center, 21016 Hilliard Blvd, Rocky River

The Auction will include great Silent and Live Auction Items including trips, sports and theatre tickets, dinner outings, and golf packages, private parties, plus art and gift items.

For more information contact: Todd Kiick at [wtkiick@cox.net](mailto:wtkiick@cox.net) - 717.870.3808 or Dave Clements - [Dave@vision21consulting.com](mailto:Dave@vision21consulting.com) 216.333.8055