



Robert "Bob" Johnson

District Governor

# ROTARY DISTRICT 6630 NEWS

Mike Johns, Jr

Editor

## December 2013

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## Governor's Letter

Here we are closing in on the halfway point in our Rotary year! Never have I worked so hard and enjoyed it so much. As the year unfolds and I occasionally look back, I am rewarded with so many fantastic memories. I have met some truly incredible people who share a passion for "ENGAGING ROTARY and CHANGING LIVES". I am most encouraged by our dramatic and, more important, continuing increase in membership. Many of our clubs have inducted one or multiple new members. Several of the smaller clubs, who were experiencing a precipitous drop in membership, have taken the "bull by the horns" and sat down and developed a plan to reverse this trend. Two deserve special mention; The RC of Conneaut and the RC of Garrettsville-Hiram. I could tell during my District Governor club visits, that they had breathed new life and enthusiasm into their clubs. They are not alone. Others have worked equally hard on this problem. If your club has discussed a plan to address membership problems but need a starting point or assistance, please feel free to contact either club as I am sure they would be happy to help.

I also want to thank the incredible number of clubs who

stepped up with our call for help to address the recent disaster in the Philippines. I don't know how many **Shelter Boxes** we were able to purchase but there were many, and I believe we, along with other Rotary districts, will make a dramatic difference in some of the survivor's lives. Again, **ENGAGE ROTARY** and **CHANGE LIVES**. I will ask our own PDG Jack Young, a Shelter Box director, to address the situation later in the year as the situation stabilizes.

Our DGE Mike Davanzo, has actively and aggressively begun to plan the training events for his year as DG (2014/2015). These are the President Elect Training Seminar (PETS1) that will take place on Jan. 25<sup>th</sup> 2014 at Windows On The River, at the Powerhouse in the flats. This is where the incoming club presidents will train to take over as club presidents on July 1, 2014. This will be followed by the All Ohio President Elect Training Seminar (AOP) which is held at the Renaissance Hotel in Columbus on Mar. 14 & 15 and will provide further club president training for the presidents elect and also where they will be commissioned as official incoming club presidents. Mike's last training event will be the District Training Assembly

(formerly called the District Assembly) where all club officers and club members are encouraged to take advantage of this Rotary training. This event will be at the Hilton Doubletree in Independence on Mar. 29<sup>th</sup>. Training topics are to be announced at a later date. These three events should prepare all clubs and their incoming presidents for a successful 2014/2015 Rotary year.

This will all be followed by my District Conference on April 25 & 26 at Quail Hollow Resort in Concord Twp. Activities will include the 4-WAY Test finalists, several training opportunities, Youth Exchange events, a "Rotary Club meeting Extraordinaire" to take the place of your regular club meeting that week. We are also planning towards a "celebration" type event to cap a year of hard work by clubs and district personnel. There will be golf, an interactive social and a giant BBQ in the tent (weather permitting), competitions, prizes, music, and much more. Stay tuned for more updates here in the Newsletter.

Bob Johnson

DG - 2013/2014

## District Committees for '14 '15 Being Formed

Have you ever wondered just how many District Committees there are or what they are responsible for? Are you interested in getting involved? Click the link at the end of this article to see the list of District Committees, their respective Chairs and the Committees' responsibilities. There are still opportunities to get involved in the various Committees during the next

Rotary Year. For more information contact DGE Mike Davanzo at :

mdavanzo@zoominternet.net

Or contact the Chairpersons listed.

[CLICK HERE FOR THE LIST AS OF NOV 1, 2013](#)



## District VTT

My fellow Rotarians,

We are in the process of applying for our first Vocational Training Team (VTT) project in District 6630. Please refer to the letter from Rotarian Larry Lallo from the RC of Brunswick that appears later in the newsletter. I feel this is a milestone opportunity for our Rotary district to partner with a fantastic hospital facility right here in our community to develop and spread their incredible knowledge to other parts of the world. Truly ENGAGING ROTARY AND CHANGING LIVES!

Ken Fogle, a Rotarian in the RC of Chagrin Valley and an officer of G of L NEO, is developing the project along with grant writer Larry Lallo of the RC of Brunswick. A VTT is funded almost exactly like any Global Grant Project. The District Grants Committee has earmarked \$15,000.00 in District Designated Funds towards this project. \$20,000.00 needs to be raised from clubs to apply for

the match. To date the RC of Chagrin Valley has pledged \$6000.00 and the RC of Burton-Middlefield has pledged \$2500. We are on our way but we need your help! We are asking any club that has not yet committed to international service in this 2013/2014 Rotary year to step up and make a pledge and count this as your international service. Also, if your club has not done any grant applications, District or Global, this year, now is the chance to partner in something historic, the district's first VTT. I know we have any number of financial requests throughout the year but I am asking all clubs to give this special consideration as a signature project for 6630. Also, if any Rotarian out there is connected with a medical supply company or some other entity that may be interested in partnering in this, please present this to them. Bob Johnson  
District Governor - District 6630

## District Grand Foundation Event

On Saturday, Nov. 9th, the District held our 2013/2014 Grand Foundation Event at the Beachwood Doubletree Hotel to celebrate the member giving and the tremendous good that our Rotary Foundation does in our communities and the world. Over 115 Rotarians joined in a night of awards, fantastic speakers and

er, the Zone 29 Major Gifts Officer, spoke at a private reception to thank 32 of our district members for their generosity in remembering our



foundation.

Eleven Paul Harris Fellowships were given out by Past District Governor Julie West from the 2012/2013 Rotary year, to very worthy recipients picked by qualifying Every Rotarian Every Year award clubs that had satisfied the \$100. per capita and 100% of members giving for this recognition. Some seldom heard from but very hard working and dedicated Rotarians and one non-Rotarian received this honor.



enjoyable socializing. Our friend and fellow Rotarian, Geoff Goll, from the RC of Salem, OH in District 6650 gave a compassionate and meaningful talk on his life as a survivor of polio. We seldom think much about this topic in America anymore, but Geoff made us aware that polio is still out there, scattered around the world, and our work eradicating it is not done. Dennis Crawford, the Endowment/Major Gifts Advisor for Zone 29 from District 7300 spoke about the importance of giving to our foundation and leaving a legacy with a bequest or by becoming a benefactor. Janet Newcom-

It was an enjoyable and satisfying evening for all and hopefully will help to strengthen the efforts of our foundation into this year and beyond. Bob Johnson  
District Governor

## Stow-Munroe Falls Interact

Stow-Munroe Falls High School Interact (a volunteer organization connected with the Stow Rotary) members volunteered at the Akron/Canton Food Bank on Wednesday, October 30. The students sorted and separated hundreds of donated items from businesses and individuals to help those in need.



**Members left to right are: Ryan Moleller, Natalie Menke, Maddie Dunn, Jasmine Rose, and Hanah Blasko.**

## Four Way Test Speech Contest Scheduled

By now many of you have been thinking about the upcoming Four Way Test Speech Competition event to be held in April 2014. I have received several emails and a number of phone calls asking for details of this important event. All information will be posted on the District's web site and information updates will be added to this site until the date of the event.

Approximately 150 people attend this event each year which include the students, Rotarian sponsors, and family and friends of the contestants. Attendees from prior years have truly enjoyed the event and have commented very positively about how this event promotes the importance of public speaking and the value of being able to address a live audience. Young people of today face a variety of challenges in their future years. Being able to stand in front of a group and deliver their message in a professional manner is a true talent. I applaud all the students who will be investing many long hours in preparation for their speeches.

This next competition will also provide an opportunity for District Clubs to promote their individual events to a broader audience. On the day of the event, as the students register they will be receiving a packet of information. This packet, in the past, has contained information about the Rotary Youth Exchange, RYLA and Rotaract as well as other Rotary activities. Again this year, I would like to offer to every club the opportunity to include information about your club and events in this packet.

Keeping in mind that this packet must be kept to a reasonable size, please follow these guidelines when submitting your club's information:

Your document must be limited to (1) single 8.5x11 page of information, no exception! 150 printed copies must be provided as this is the approximate number of people in attendance. Please use white paper only, no color paper! The pages of information will be assembled in no specific order by committee prior to the event day. The copies MUST be received no later than March 29, 2014 to be included in the official packet. Please ship your flyers to me at the address listed below. I suggest that it be packaged appropriately to prevent any damage in shipping. All unused flyers can be picked up on the day of the event after the event has concluded. If you choose not to retrieve unused flyers they will be discarded.

Thank you and I look forward to seeing you in April 2014!

Scott Pease  
Mail Flyers to:

Scott Pease  
District 6630  
Four Way Test Speech Competition Chair  
165 Harmon Road  
Aurora, OH 44202

## Rotary-ShelterBox-Philippines

As we all know, on November 8th the worst recorded storm to make landfall flattened entire coastal towns and villages in the Philippines. Thousands of people were killed and hundreds of thousands more are struggling to survive without access to food, water, and shelter.

I know we all want to help. I am

urging  
o u r  
clubs to  
t a k e  
action to  
provide  
e m e r -  
g e n c y  
aid now  
a n d  
b e g i n

**\*\*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**

planning for the future when we can help rebuild homes, schools, and businesses. While Rotary is not an emergency disaster-relief organization, we are in the business of helping people in need. Every one of our six areas of focus is affected when disasters of this size occur.

I saw first-hand the difference Rotarians can make after one of the deadliest tornadoes on record tore through communities in my home state of Oklahoma. The widespread destruction was heartbreaking. Almost immediately after the storm, Rotarians were out in force cleaning debris, collecting food and water, and comforting families who lost everything. The Rotary clubs in the affected areas showed perseverance and strength. We helped pick up the pieces and build them back up.

What really moved me was the support and compassion from clubs around the world. In the

face of calamity, we were not alone. Rotary's collective spirit is the essence of how we Engage Rotary and Change Lives.

Rotary partner ShelterBox has committed aid for thousands of families in the form of emergency shelter and other relief assistance. They were already in the Philippines when the typhoon hit providing aid to families who lost homes in the 7.1 magnitude earthquake that struck the Philippines in September.

Such disasters are the reason why we entered into our partnership with ShelterBox. On Friday, I visited their website and sponsored a ShelterBox to help a family in need, and I encourage you to do the same if you're able to do so - any level of support will help to change lives for the better. The organization welcomes help from Rotary members to identify need and provide support. You can contact them at [rotaryrequest@shelterbox.org](mailto:rotaryrequest@shelterbox.org).

We have more than 21,000 Rotary members in the Philippines. The hardest hit areas include Districts 3860, 3850, and 3830. We are working with our governors in the affected areas to determine what type of support will be most effective, and we will continue to provide updates on [www.rotary.org](http://www.rotary.org).

I know I can count on Rotarians around the world to come to the aid of our friends in the Philippines. If you have any questions about how you can help, please write to [relief@rotary.org](mailto:relief@rotary.org).

Thank you.  
Sincerely,  
Ron Burton

*Club President training will begin in January with President Elect Training Seminar (PETS) 1 on January 25th. Registration is now open on our District website - [www.rotary6630.com](http://www.rotary6630.com). It will continue with All Ohio PETS March 14th-15th which brings together Presidents-Elect from all five Ohio Districts. Registration for All Ohio PETS will open January 10th.*



## Upcoming NID Opportunity Announced

Dear Governor:

The purpose of this correspondence is to announce that we are in the final planning process to organize a trip of about 35 people to travel to Delhi and Uttar Pradesh, India in February 2014 to participate in the polio eradication program. You are receiving this correspondence because, as Governor, we are inviting you to let the Rotarians in your District know that an announcement for such a trip is coming up in the next few weeks. Even if you are not planning on joining us in February, please share it with anyone in your District who may be interested.

Currently, we do NOT have the final dates of the program, the cost of the trip, and we are not accepting membership. However, we wanted to give you advance notice that we expect to have all of the details in the next few weeks. Now is the time to prepare for the possible trip for anyone who may be interested in such a trip.

Permit me to itemize a few key points:

1. We expect this trip will be held the second half of February 2014. The trip, including travel days, will be approximately 10-12 days. Currently, we are not sure if the polio immunization exercises will be February 16 - 18 or February 23 - 25. The Indian Department of Health is expected to make this decision shortly. Last year, the final February dates were decided by the government in late November and we announced the trip in mid-December
2. Our trip will include hotel accommodations, all transfers, most meals, Rotary meetings and events, project site visits, interaction with local Rotarians, attending the Polio Summit and at least two days dedicated to in-field Rotary immunizations. We will also visit the Taj Mahal, Jaipur and other significant and popular tourists sights in Delhi. Last year, the trip cost approximately \$2400 per person, based on double occupancy. Additionally, the traveler will need to purchase roundtrip airfare and the cost of securing an Indian visa. Many tour members have used frequent flier mileage to secure their air tickets, but for those who purchased their tickets, airfares have been as low as \$1,250 from many U.S. cities. We can help our members secure their air reservations and tickets, if needed.
3. This year's trip will be unique as we expect to include participation in a Polio Summit. This Summit is being planned by Senior Indian Rotary leaders and the Indian government to recognize and celebrate three years without a case of polio in India. This accomplishment will allow the World Health Organization to designate India as a polio free nation. We expect that this will be an extraordinary event to attend.
4. We have been organizing these trips since 1998, and have taken almost 900 Rotarians, family and friends on these trips. This program will be the 20th such trip we have organized; the sixth to India.
5. Last year, we announced this trip at 5:00 p.m. on a Thursday, and the trip was sold out, with a waiting list by 12:00 p.m. on the following Monday. We expect that this trip will sell out just as fast.
6. If some is interested in joining this trip, this is what they should do to be prepared for this trip:
  - a. Make sure they have a passport that is valid until AT LEAST August 31, 2014. They SHOULD NOT attempt to secure an Indian visa. They will need instructions and a letter of invitation. We will facilitate that process when they are confirmed on the trip.
  - b. Make sure their travel vaccinations are up to date.
  - c. We will send you another e-mail when this trip is ready for membership. We will also post it on our web site - ([www.howardtours.net](http://www.howardtours.net)). We will also post an announcement on our Facebook page (<http://www.facebook.com/howardtours>). If they "like" Howard Tours, they will receive a notice as soon as the trip is announced.
  - d. After the announcement is made, we will confirm people on the group first come, first served based on when we receive their completed application that will be a part of the announcement.

Please rest assured, we will announce this program as soon as we have received the firm dates from the Indian Government and we have secured all reservations and reservations for the trip so that you have confidence in the cost of travel and the program. We look forward to having members from your District join us.

Best regards,

Bradford R. Howard  
Rotary District 5170  
Governor, 2002-2003  
516 Grand Avenue  
Oakland, CA 94610  
Phone: (510) 834-2260  
FAX: (510) 834-1019  
E-mail: [BHoward@HowardTours.net](mailto:BHoward@HowardTours.net)

### Youth Exchange Students

We currently have seven Rotary Youth Exchange students in our district from around the world who love to join in on great times with your Interact club. Some Interact clubs are planning Dodge Ball tournaments, International events, and other fun get togethers. Invite our exchange students to join you! While you are at it, invite Interactors from other clubs as well.

The easiest way to invite exchange students and other Interactors is to post your Interact club events on the "Rotary District 6630 Interact" Facebook page.\* Or you can email your event info to me and I will forward it via email. Or both.

Here is a great chance to share all the wonderful things of home with kids from around the world and make new friends (always nice to know someone when you visit another country).

Arne van der Heyde

District 6630 Interact and Rotaract Chair

\* In order to post you will need to be a "content creator", just LIKE the "Rotary District 6630 Interact" Facebook page and send me an email with your name, email address, and Interact club name and I will make you a content creator. You will then be able to post and add photos of your events to this Facebook page.

## VTT Grants Model Offering

This is the first year that our district will be eligible to participate in one of Rotary's new grant models, the Vocational Training Team (VTT). To some extent these grants have replaced the old Group Study Exchanges (GSE) that District 6630 has been active in for many years. The VTT not only is an exchange of participants from culture to culture, but also involves the sharing of training in vocations related to Rotary's six areas of focus.

District Governor Bob Johnson has been anxious for our district to begin one of these VTT projects and feels that partnering with an existing and established organization would be the best way to begin a successful project. We have chosen Gift of Life of Northeast Ohio to partner with in an exchange of hospital personnel from St. Damien's hospital in Port au Prince Haiti. Gift of Life hopes to establish St. Damiens and affiliates in Haiti as the hospitals that will perform child heart surgeries. Some minor surgeries are performed there now, but the more complex cases still have to be brought here to Akron for treatment. This has been difficult logistically and very expensive. The training for doctors and much of the support staff for these surgeries will be done both at Akron Children's Hospital and by a team from

Akron, going to St. Damiens. When this training is completed almost all of the surgeries will be done in Haiti at much less cost to Gift of Life and the patients and their families.

The Rotary Club of Chagrin Valley is the international partner for this project. A Rotary club in Port-au-Prince has been chosen as the host club in Haiti and is anxious to work with us. The necessary club funds for the VTT exchange are \$20,000. To date, about \$8500.00 has been pledged. The RC of Chagrin Valley, Governor Bob, Ken Fogle, a Chagrin Rotarian and officer of Gift of Life, and me Larry Lallo from the Brunswick club who is managing the grant application are asking for clubs in our district to step up and be part of this historic and important effort. We are asking for pledges of any amount (actual cash due approximately in February or March) be sent in e-mail form to me, Larry Lallo at the contact below. With the experience and knowledge of Gift of Life and with the generous and humanitarian nature of our fellow Rotarians, we can make our first VTT project a complete and overwhelming success by: **Engaging Rotary / Changing Lives.**

[larrylallo@aol.com](mailto:larrylallo@aol.com)

## Grants Management Seminars are Announced

Did you participate in a district or global grant this year? Do you plan to participate in one next year? Do you think you would like to participate in a grant next year? If you answered "yes" to these questions, you should read the following:

To be eligible to participate in the grant program next year, a club needs to:

Average at least \$25 per capita in annual fund (share) foundation giving this year **and**

At least 2 members of the club need to attend the grants management seminar

For district grants, submit a grant inquiry form to the grants committee by May 15, 2014

The district has announced the dates of three Grants Management Seminars

Saturday, February 8, 2014 at the Solon Library 9:15 to noon

Thursday, February 20, 2014 at the Brunswick Library 6 to 8:45

Saturday, March 29, 2014 after the District Training Assembly

There is no cost to attend the Grant Management Seminars. The one on the 29<sup>th</sup> of March is after District Training Assembly. There is a cost for the Assembly (it covers, breakfast and lunch with beverage break). If you attend the Assembly, just stay and quickly after lunch the GMS will begin. By the end of January you will receive information about the cost of the District Training Assembly and the program. The District Training Assembly is at the Double Tree Inn in Independence.

To attend, please sign up on the web. Information about registering will be sent at a later date.

If you have any questions, please contact Mike at [mdavanzo@zoominternet.net](mailto:mdavanzo@zoominternet.net)

## More on VTT

Here is another great opportunity for clubs in District 6630 to step up and fulfill their International Service commitment by contributing funds and being a partner in the districts first Vocational Training Team project. This VTT will soon be underway to bring personnel from St. Damien's Hospital in Port au Prince Haiti to the Akron Children's Hospital for training in surgery and support for young children with heart defects. As it stands now, in 2013, children born with heart defects have no chance of survival in Haiti because there currently is no facility there that can do the surgeries that would save them. A precious few have been brought here at great expense by Gift of Life Northeast Ohio for treatment. Gift of Life will partner with Rotary District 6630 to train Haitian doctor's and support staff here in our own community of Akron, OH, to return them to Haiti to perform the surgeries there. This will drastically reduce the cost of bringing the children here, and allow them to get their life saving operations in their home country.

Please discuss this opportunity with your club. Any amount of contribution will be gladly accepted and, again, will qualify as your club's International Service for the 2013/2014 Rotary year. Please contact District Governor Bob Johnson if you wish to take part. We just need pledges at this time and will probably need the actual funds around the end of February. **ENGAGE ROTARY and CHANGE LIVES.**

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OFFICIAL GOVERNOR SUGGESTION FORM  
TO THE NOMINATING COMMITTEE FOR GOVERNOR

December 31, 2013



To All Rotary Clubs in District 6630:

The attached forms are provided for the use of any club in District 6630 desiring to recommend a candidate to the Nominating Committee for District Governor for the year 2016-2017.

No club should feel obligated to do so, but any suggestion to the Nominating Committee must be submitted on using the attached official suggestion form and include the 2013 District Governor Nominee Information form.

A suggested candidate must meet the qualifications in article 15 section 15.070 of the Rotary International Bylaws (2013 Manual of Procedure). These qualifications include:

- 1) Be a Rotarian in good standing of an active Club in our District
- 2) Have served a full year as Club President or have served a full term (at least six months) as Charter President of a new Club from the date of charter to June 30.
- 3) Be willing to fulfill the duties of and responsibilities of the office of Governor, demonstrating commitment and ability, both physical and otherwise.
- 4) At the time of taking office as Governor, must have attended the International Assembly (to be held in January, 2016) and have been a member of one or more Rotary clubs for at least seven (7) years.

Any member of the 2013-2014 Nominating Committee is not eligible to be considered during this Rotary year.

The attached forms, signed by the candidate and club secretary must reach the Nominating Committee Chair, PDG Julie West, **no later than February 15, 2014** via fax at 216-371-9233, or via mail at 2774 Euclid Heights Blvd., Cleveland Heights, OH 44106.

As provided in the Rotary International Bylaws campaigning for the office is not permitted. Brochures, literature, letters or any form of communication promoting a candidate are not to be distributed or circulate by a candidate or others on the candidate's behalf. The bylaws further provide that under certain circumstances the Rotary International Board may disqualify a candidate from election who violates the provision prohibiting campaigning for the position.

Yours in Rotary Service,

Robert Johnson  
Rotary District 6630 Governor, 2013-2014

2013 District Governor Nominee Candidate Information

**Candidate Name:** [Click here to enter text.](#)

**Club:** [Click here to enter text.](#)

**Number of Years as Rotarian:** [Click here to enter text.](#)

**Year(s) served as Club President:** [Click here to enter text.](#)

**Meetings attended in the last five years (enter number of times):**

District Conference: [Click here to enter text.](#)

District Assembly: [Click here to enter text.](#)

Foundation Seminar: [Click here to enter text.](#)

Membership Seminar: [Click here to enter text.](#)

International Convention: [Click here to enter text.](#)

**Present and Past Positions and/or Assignments in Rotary (List all Assignments, Committees and Offices held, including Years of Service for each:**

**A. Club Level:**

[Click here to enter text.](#)

**B. District Level:**

[Click here to enter text.](#)

**List Special Rotary Services and/or Particular Rotary Activities and indicate how they have advanced Rotary:**

[Click here to enter text.](#)

**Indicate the most significant honors or achievements in Professional Activities:**

[Click here to enter text.](#)

**Indicate the most significant honors or achievements in Civic or Public Service:**

[Click here to enter text.](#)

**Certificate of Candidate**

I have read the following and certify the above statements are correct and that I am in good health and willing and able, physically and otherwise, to serve as a District Governor if nominated and elected. I further certify that my club, anyone interested in my candidacy and I will NOT allow any material, other than this form, to be circulated or submitted for consideration of and by the Nominating Committee. I have read, accept and agree to be bound by the provisions against campaigning, canvassing and electioneering for elective position in Rotary International as provided in article 10, section 10.060 of the Rotary International Bylaws.

**Signature of Candidate:** \_\_\_\_\_

**Date Signed:** \_\_\_\_\_

District Governor Responsibilities

- Strengthening existing clubs
- Following the District Governor Code of Ethics
- Fostering continuity by working with past, current, and incoming district leaders
- Making sure your district leadership team is fulfilling its responsibilities
- Sharing the status of clubs with the district governor-elect before the International Assembly and offering recommendations for strengthening weak clubs
- Involving the governor-elect by assigning him or her specific responsibilities for committees, administration, or meetings
- Helping the governor-elect plan and prepare for incoming officer training meetings
- Reporting promptly to RI as required by the RI president or Board
- Ensuring that district nominations and elections are conducted according to the RI Constitution and Bylaws and other RI policies
- Transferring district files to the governor-elect at the end of your year
- Encouraging open communication among clubs, as well as between clubs and RI
- Conducting an official visit with each club (may be as multiclub meetings) to raise awareness of important Rotary issues, provide special attention to weak and struggling clubs, motivate club members to participate in service activities, and recognize the contributions of Rotarians
- Communicating at least monthly with each club president and secretary
- Conducting district meetings, including the district conference, district leadership seminar, and district Rotary Foundation seminar
- Serving as a spokesperson for your district and RI when appropriate
- Promoting membership growth by working with district leaders and club presidents to establish realistic membership goals for each club
- Organizing new clubs
- Regularly inquiring about the activities of Rotarian organizations operating in the district
- Supporting The Rotary Foundation through fundraising and grant activities
- Performing such other duties as an officer of Rotary



## News From TRC Berea

### Berea Rotary welcomes Interact Club



Officers and some of the members of the new Interact Club at Berea-Midpark High School visited Berea Rotary to receive their charter and pins. Also attending was Principal Vincenzo Ruggiero, third from left. Berea Rotary President Matt Lombardi is second from right.

The new Interact Club at Berea-Midpark High School has gotten off to a fast start with 18 members. Many of them attended Berea Rotary's meeting on Tuesday, Nov. 26 to tell us of their plans. President Matt Lombardi presented them with their pins and official certificates and administered the oaths of office to the officers.

Interact co-president is Marlon Robertson, one of our RYLA campers this summer. "I see Interact as a great opportunity to make a difference in the community," he said. "We've done a lot of brainstorming to make decisions on what we want to do." One of the advantages of Interact, he said, is that it is student-run.

Berea Rotary's short-term exchange student Claudia Sladick is Interact secretary. She said the club's first project is a Giving Tree to be placed in the school cafeteria. The tree will contain tags with gift suggestions for students at Guidestone, a residential counseling agency for troubled youth. BMHS students and staff are invited to donate the gifts, which will be delivered by Interact for Christmas. The club also plans a New Year's Resolution display where students can list what they'll do in 2014 to improve themselves or the community.

Korinna Mueller, our exchange student from Germany, serves as Interact treasurer. She is in charge of the international project, which will revolve around Valentine's Day. A bridge in Cologne, Germany, is decorated with more than 40,000

padlocks containing messages from visitors. The Berea-Midpark Interactors will work with the Interact Club in Cologne to sell the padlocks here and ship them to Germany. The locks can be engraved with names and short messages.

Co-President Monica Moody, also a RYLA camper, says Interact plans to work with other clubs at the school, including Key Club, to sponsor a Dodgeball Tournament. Proceeds would benefit the Eliminate Project, a campaign to fight maternal and neonatal tetanus.

The Interactors also will expand Berea Rotary's ink cartridge recycling program by placing a collection bin at the high school.

Berea Rotary President Matt Lombardi said there are 14,000 Interact Clubs in 139 countries. Their goal is to develop leadership skills while providing fun and meaningful service to the community.

Club faculty adviser is Chris Reynolds, who teaches French at the school. Matt Lombardi and Jeremy Rexroad are co-advisers.



Interact officers are, from the left, Korinna Mueller, Claudia Sladick, Monica Moody and Marlon Robertson.

### Rotary takes part in Jack Frost Festival

The Rotary Club of Berea worked jointly with Rotaractors from Baldwin Wallace University to provide free cocoa and cookies to children and families who attended Berea's annual Light Up Berea Parade. The parade is part of the city's Jack Frost Festival. The hot chocolate was donated by BW and Rotary and Rotary supplied the cookies. Rotary President-elect Linda

Kramer acted as a judge for the parade, which featured marching units and floats from area schools, churches and civic organizations.



Rotaractors from Baldwin Wallace University get ready to pass out cocoa and cookies at the Light Up Berea Parade.

### Berea Rotary celebrates at Holiday Party

Berea Rotarians and their families welcomed the holidays at the club's annual Christmas Party on Dec. 10 at Bucci's restaurant in Berea. The occasion was bittersweet as we learned that Bucci's, which has hosted Berea Rotary events for the past few years, is closing. The restaurant's last day of business was Dec. 21. Other restaurants in the Bucci chain will remain open.

President Matt Lombardi offered everyone gift stockings filled with candy and wooden ornaments and we dined on steak and chicken prosciutto. It was a lovely evening and a fitting end to 2013 for Berea Rotary. We will resume our meetings on Jan. 7 with a tribute to the late Irving Ryan, a Rotarian who passed away earlier this year. The club also will conduct a special Paul Harris ceremony.



Bob Huge, Judy Stull, Dave and Bev Skrzyński

### SAVE THE DATE

**Berea Rotary's Reverse Raffle/Silent Auction**

**Saturday, March 1**

**Cleveland Browns Training Facility  
On Lou Groza Boulevard in Berea  
Details will follow**



ROTARY INTERNATIONAL®

## Rotarians On The Internet

Dear ROTian,

<http://roti.org/img/Breadbasket/Dec2013.pdf>

Is where you can find the December ROTI Breadbasket. You can also find ALL the recent ROTI publications at [roti.org](http://roti.org). The December issue is a real travelogue of ROTI visits. You can visit polio inoculations in India, travel to Paris and Jerusalem, and Mozambique. Lots of Christmas too; see how some clubs sponsor parties for children, and the history of Christmas music. And learn how to both welcome new members, and retain the ones you have. See our ROTian of the Month, Mac McGee, and read two special stories; one on Nelson Mandela, and another by M.A.T. Caparas, the RI President 1986-87 as he spoke at the recent Zone Institute in Taipei, Taiwan. All that and a lot more.... I guarantee you will enjoy reading YOUR ROTI publication.....and remember to share it with o others when you finish.

PP Ron  
Ron Nethercutt  
ROTI Chair 07-09  
RC Mabalacat D 3790  
Angeles City, Philippines

## Rotary Code of Policies

The purpose of the Code is to place all general and permanent policies of the RI Board, the RI Conventions, and the RI Councils on Legislation, which are currently in effect, into an integrated and comprehensive volume with the topics arranged in logical order and with consistent language. The existence of such a code will make it easier for members of the Board, and those charged with the responsibility to administer the policies, to be familiar with all general and permanent policies currently in force, regardless of the dates of their adoption. This inaugural Code of Policies is expected to provide an important source of information for Rotary leaders. Click the link on the opposite side of the page to download the entire document.

## More District Directory Updates

### CORRECTIONS/UPDATES

Rotary District 6630

2013-2014 District Directory

Note: This month's updates are in **RED**

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**Mike Guyer**, Assistant Governor  
18725 White Oak Drive  
Auburn Township OH 44023  
O: 440/ 543-8880 x 33

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**Michael J. Johns** P.R.I.D

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**Dr. Roderick P. Grant**  
1010 American Eagle Boulevard, # 135  
Sun City Center FL 33573

**T. Damo Damodaran**  
11024 Boren Avenue  
Loma Linda CA 92354

**Robert A. Kobak**, PDG  
3208 Themis Street, #3  
Cape Girardeau MO 63701

**William G. Pinter**  
[wgpinter@gmail.com](mailto:wgpinter@gmail.com)

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**President Elect:** **Vernon I. Palo**  
**Partner:** **Karen**  
6019 Pymatuning Lake Road  
Andover OH 44003  
O: 440/ 293-6290  
[vippastor@yahoo.com](mailto:vippastor@yahoo.com)

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**Rotary Club of Bedford**  
**Meeting Place:** Nov.1 – March 31 –  
Gears & Cheers 23333 Aurora Road

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**Garrettsville-Hiram**  
**President:** **John Wolfe**  
[Johnwolfe49@yahoo.com](mailto:Johnwolfe49@yahoo.com)  
**President Elect:** **Delores McCumbers**  
8118 Main Street  
Garrettsville OH 44231  
O: 330/ 527-3000  
[Dee@mccumbersbrady.com](mailto:Dee@mccumbersbrady.com)

**Foundation Liaison:** **S. Kim Kohli**  
8121 Main Street  
Garrettsville OH 44231  
H: 330/ 527-7007  
[betvinsk@frontier.com](mailto:betvinsk@frontier.com)  
**Membership Chair:** **Jim Irwin**  
8161 Center Street  
Garrettsville OH 44231  
H: 330/ 527-2553  
[Irwinj55@yahoo.com](mailto:Irwinj55@yahoo.com)

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**Rotary Club of Hillcrest Sunrise**

**Meeting Location:**

Stonewater Grill; 1 Club Drive, Highland Heights  
OH 44143

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Rotary Club of Jefferson  
**President Elect:** **Chris Miller**  
**Partner:** **Juliana Berarducci**  
193 Parrish Road  
Conneaut OH 44030  
O: 440/ 576-2020  
C: 440/ 813-3049  
[C45Miller@suite224.net](mailto:C45Miller@suite224.net)

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Rotary Club of North Royalton-Broadview  
Heights  
New Officers:

**President:** **Jeff Ferrara**  
**Partner:** **Robin**  
4125 Buell Drive  
Richfield OH 44286  
O: 440/ 526-5315  
[jeff@faulhaberfuneralhomes.com](mailto:jeff@faulhaberfuneralhomes.com)

**Secretary:** **Donald Faulhaber**  
**Partner:** **Luby**  
7915 Broadview Road  
Broadview Heights OH 44147  
O: 440/ 526-7315  
[donfaulhaber@aol.com](mailto:donfaulhaber@aol.com)

**Treasurer:** **Richard D. Cervenak**  
**Partner:** **Carolyn**

**Vice President:** **Tim Bosko**  
2508 Montclair  
Cleveland OH 44109  
[Timothy\\_bosko@us.aflac.com](mailto:Timothy_bosko@us.aflac.com)

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Rotary Club of Port Summit  
**Meeting Place:** Wildcat Café – 3763 Mogadore  
Road, Mogadore OH 44312

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Rotary Club of Rock Creek-Grand Valley  
**President Elect:** **Jack Nettis, Jr.** **Partner:** **Joanne**  
7830 Rockdove Lane  
Concord OH 44077  
O: 440/ 437-6459  
C: 440/ 796-7296  
[jnettis@orwellvillage.org](mailto:jnettis@orwellvillage.org)

ROTARY  
CODE OF POLICIES  
January 2014  
(Containing Board Decisions Through October 2013)



**Click here to download**



## Upcoming Presidents-Elect Training

President Elect Training Seminar (PETS) All incoming presidents for the 2014-15 Rotary Year are required to attend the training session that will be held at Windows on the River in Cleveland on January 25, 2014 from 9 to 3:15 (breakfast and registration is from 8-9).

To register, please go to the web site. Registration closes on January 17. The cost for the event is \$55. Some of the presidents elect have inquired if they could bring their successors to the event. The PE successor, PEN, is welcome to attend also. That person needs to register also online.

The committee has been working on the event and has planned an outstanding program for the PEs. If you have any questions, please contact Mike (mdavanzo@zoominternet.net)

All Ohio PETS is the weekend of March 14 and 15. This is a required event for all

PEs. Spouse/partners are welcome to attend this also. Registration is online at the All OHIO PETS site. This should open on January 10. The seminar ends on Saturday evening with the PE commissioning ceremony. On the Friday evening, the key note speaker is Gary Huang, who is the President Elect for Rotary International.

Please attend this very important part of PE training. Again, if there are any questions, please ask Mike at mdavanzo@zoominternet.net.

Mike Davanzo, DGE

[CLICK HERE TO REGISTER FOR PETS1](#)

## Governor's Polio Challenge

Just a reminder of the Governor's Polio challenge that was issued on World Polio Day on Oct. 24th. I challenged all clubs in district 6630 to give a minimum of \$26.50 to the polio category of the RI Foundation. I am told donations made on-line have to be even dollar amounts so be advised of that. Donations made individually or as a club can be made with the Multiple Donor Form that can be accessed on-line. Strife and civil war have made eradicating the last few cases of polio more challenging and difficult but we are SO close and cannot reduce our efforts now! Recognition will be given to the clubs that work the hardest and contribute the most at a future awards function. Please encourage your club to do all you can. ENGAGE ROTARIANS and CHANGE LIVES.

## A Letter From an Inbound Youth Exchange Student

Dear Rotarians,

I want to start by saying Thank You. Without your help I wouldn't be where I am right now. Although I'm just 1 kid out of the hundreds you have assisted on sending abroad, you all will always be the people who helped change my life. I often think about how different my life would have been had I not left just 3 short months ago, and how happy I am that I left the States. Of course my trip has been bumpy, but I always knew you all would do your best to help me. Knowing I had the support of my new friends, family, and Rotarians meant a lot to me.

I remember my first day like it was yesterday. My journey started off with me almost missing my 1st airplane due to a mix up of gates. Thankfully I got to my plane on time and I made it to Chicago where I met up with other exchange students coming to South Korea too. I knew that by stepping on each airplane I was further giving up my version of "comfortable" and "normal" for the unknown. Nothing was a

guarantee. I stepped on each airplane with my back straight and all the confidence I had. I spent the 14 hour plane ride talking with the other exchange students; we compared our different "correct" versions of saying each word, and sleeping. Once we arrived in Seoul we took a few extra minutes to say our goodbyes to each other, knowing once we walked out of the terminal we would be instantly separated. My host family treated me to a large feast at their daughter's favorite restaurant my first night. It all tasted delicious.

My first month was spent settling in. I started school on my 3rd day in Korea. The first day of school was such a rush. I barely left my desk because during each class break people would crowd around my desk to talk with me. Some of my teachers couldn't recognize that I was an exchange student. According to Koreans I have the perfect balance of Asian and Foreign facial features that makes my face the type of face people have plastic surgery for. I spent as

much time as I could with my school friends so I wouldn't think about home, and it worked.

My Korean has improved immensely that by my 2nd month in Korea I could spit out a few sentences in Korean. By this time I finally got the opportunity to meet other exchange students in South Korea. It was so weird that after being in Korea for almost 2 months I met other people who felt exactly what I was feeling. Other people who I could talk with about the difficulties of this confusing culture, and try our best to "de-puzzle" the culture.

Now that I have hit 3 months in South Korea I can say I am proud of myself. I can feel myself changing and growing. I look forward to the rest of my exchange. I have been able to visit so many places in Seoul and experience the city. I feel like a native here, I have my favorite places and coffee shops to go to.

Though the thought of living in another country has never fully

hit me yet, I do sometimes get feelings of "what am I doing". I remind myself I am doing something important, I'm living. Living away from home, with another family. As much as I try to live as if I'm never leaving the thought of my inevitable return is always lodged in the back of my mind. I try my best to live in the moment and forget about the bad. I've made tons of memories with my new friends and made unbreakable bonds with many of them. I'm okay with the fact that I'm missing my American Senior Year, because I couldn't imagine a better Senior Year than this.

If you would like to view a video about my first 3 months in South Korea here is the link, <https://www.youtube.com/watch?v=tsdPCZGkP5k> (Preview) .

Thank you to all of you and happy holidays.

Thank you,  
Jenny Sureemee  
Rotary South Korea Inbound  
2013-2014

## Medina Sunrise Build-a-Bear

### ENGAGE ROTARY - CHANGE LIVES

The Medina Sunrise Rotary Club recently partnered with Judge Kevin Dunn on a Build-a-Bear Workshop.

"All our hard-working Rotarian and student volunteers were a big help," said retired Judge Judy Cross, Rotary project



chair. "The Build-A-Bear program, under Medina County Common Pleas Judge Kevin Dunn, was another big success this year as last. The lovable bears will be given to local foster children and distributed to some of the children who currently attend Medina County's Windfall School."

Rotary Club President John Ross added, "We are pleased to continue our partnership with Judge Kevin Dunn on such a worthy project. The Build-a-Bear program is a perfect extension of our Medina Sunrise Rotary mission of 'Making a difference in the lives of children in our community and beyond through our time, talents and treasures.'"



## Operation Deployed For Good

On Dec 23, 2013, The Rotary Club of Akron completed a international service project call Operation Deployed for Good.

Operation Deployed for Good, organized by Akron Club President Lance Chima and International Service Director, Graham Reinke, created a supply chain between Akron, Ohio, and the Manas Transit Center in the post-soviet state of Kyrgyzstan. Deployed members of the Ohio Army National Guard's 371st Sustainment Brigade had identified a desperate need among local orphanages and charities that serve children with disabilities in this country just north of Afghanistan. The impact of the project was delivered in December when Ohio 12 Soldiers delivered 790 pounds of clothing, coats and school supplies to four charities that serve more than 350 orphaned children and children with disabilities in the Kyrgyz Republic's capital of Bishkek.

I am writing a feature article that will be ready for the January newsletter with details about the Akron club's creative international service that has reached around the world to serve children with disabilities.



**Howard with Danier**

371st Sustainment Brigade 1st Lt. Evan Howard reads a book with Danier, a student at the Nadjeschda Children's Rehabilitation Center in Bishkek, Kyrgyzstan, Dec. 8, 2013. Howard and a dozen other Ohio Army National Guard members spent time with children from the school after delivering donated clothes and toys as part of the Rotary Club of Akron,

Ohio's Operation Deployed for Good.



**Packing Party at Rotary Camp**

Akron Rotarian Sandy Nargon directs student volunteers who gathered to inventory and pack 790 pounds of supplies, critically needed by four charities that serve orphans and children with disabilities in Bishkek, Kyrgyzstan. Volunteers from the Akron Rotary and the University of Akron's chapters of Rotaract and Lambda Chi Alpha fraternity, at the Akron Rotary Camp for Children with Special Needs in the Portage Lakes on Nov. 13, 2013 as part of Operation Deployed for Good.

Very Respectfully,  
Kevin McGee  
1LT, USA  
Kuwaiti Liaison Officer  
371st Sustainment Brigade  
Camp Arifjan, Kuwait  
APO, AE 09366  
E-Mail: kevin.v.mcgee.mil@mail.mil  
Akron Rotarian

## Kudos to TRC Chagrin Highlands

Two recent Rotary events improved human relations with the community.

First, on November 16th, approximately 125 very disabled adults were brought to The Green Road Development Center to participate in a Sport Challenge, Special Olympics run by Chagrin Highlands Rotary members. They were accompanied by their care givers and in some cases by their parents. Games such as "pin the feathers on the turkey" and "throw the vegetables into the tureen" to make turkey soup were played. Each participant was given a star to pin on their shirt as well as a portable drink container to take home, and then sandwiches were served for lunch. It was rewarding and heartwarming to see these participants play the games and enjoy themselves. Chagrin Highlands Rotary hosts this event twice each year. Greg West is the project coordinator and most of our Rotary members helped out.



The second project was a trip to two Cleveland Charter schools, called Citizens Academy, on November 20th, where new, illustrated dictionaries were given to all 3rd graders in each school. It was a pleasure to see these highly disciplined children gratefully accept these books. They were able to write their names in the books and take them home to use as a reference book. The children normally can't take books home to keep and were

thrilled to be able to do so. It was gratifying to see the gleam in the children's eyes knowing that they could take home something useful. Roman Frayman was the project coordinator and was assisted by Sonny Ali, Karl Amstadt, Bruce DeBerry, John Newburger, and Bob Slanina.

The Chagrin Highlands Rotary conducts many positive events during the year for the community. We meet for lunch every Friday at Mitchell's Fish Market in Woodmere. One fund raiser each year is a Pancake Breakfast now scheduled for Sunday morning, March 16, 2014, between 9am and 1pm, at Orange High School. We raise enough money each year to fund our good will projects thanks to our sponsors for the Breakfast. This year our major sponsor is Ohio Savings Bank. Our website address is: "Chagrinhighlandsrotary.org".

## Matt Tifft to Visit TRC Akron Jan 28th

Matt Tifft, Teen NASCAR Driver from Hinckley, Ohio, is making all the right moves on and off the track. Matt, along with the guidance of his father, businessman Quinten Tifft, is taking a very proactive approach to learning about the business of racing and how to promote his brand. The effects of this approach have had a positive impact on his career and outlook for his future in NASCAR.

Matt will be the featured speaker at the January 28th Rotary Club of Akron meeting at Portage Country Club at 12:00 pm. This will be Matt's third time speaking to the group. Please join us for an update of Matt's accomplishments and goals for the future.

Matt is a 17-year-old senior at Highland High School in Medina, OH. He maintains a 3.8 grade point average all while spending most weekends, spring through fall, racing all over the country - including

racing recently in California and Arizona.

Matt takes racing seriously and aims to win every event. This rookie consistently finds the checkered flag in the top 10 of his races. Not only is his time



on the track important to him, but also learning about the racing business and helping out in his community. Matt plays a very active role in understanding and providing input into how his brand is portrayed in all areas of marketing, especially in social media. As a young person, he understands the power of social media and wants to ensure that it is harnessed to help

him increase followers and sponsors.

Also, Matt is leveraging his image to help local charities, such as the Take Control Program. The Take Control Program is run by the Montville, OH Police Department with support from Westfield Insurance and two non-profits. The goal of the program is to teach

young drivers the importance of safe driving with the use of a modified vehicle that mimics skidding situations. This program partners with two non-profits founded by parents of teenagers who lost their lives in tragic car accidents.

Matt is a true "driver" who is taking control of his future and destiny. If you would like to attend Matt's presentation, and are not a member of the Rotary Club of Akron, please email [dawnh@akronymca.org](mailto:dawnh@akronymca.org) to reserve a spot. This is always one of the largest attended presentations of the year. We hope to see you there



## Rotary District 6630 Gift of Life North East Ohio sponsors 2 surgical training teams in November... one to **Kenya** and one to **Haiti**

The Gift of Life North East Ohio sponsored medical team into Tenwek Hospital Kenya arrived in the first week of November and completed their mission on November 10<sup>th</sup>. The children's heart surgery team was made up of members from Vanderbilt University, University of Mississippi, University of Maine, Mayo Clinic and was led by Knoxville pediatric cardiologist Dr. Michael Liske. The team performed 9 open heart surgeries and 6 catheter procedures. All surgeries were successful and each child was off ventilation within 12 hours.

The team focused on training the 15 person Kenyan surgical team on all aspects of Risk Categories 1 and 2 for children's open heart surgery with a goal to make the Tenwek team independent on future surgeries for kids as small as 25 kg.

12 year old Ian pictured "thumbs up" is near the top of his class in school and wants to doctor when he grows up. Through Rotary District 6630's Gift of Life North East Ohio and this incredible training team, Ian is on his way.



The second training team is still in Port au Prince, Haiti. Gift of Life NEO and Gift of life Manhasset Long Island have joined together for another surgical team into Haiti. This team is a result of a partnership



with Akron Children's hospital St. Damien's Children's Hospital in Haiti. Dr.'s Kempf and Bockoven from Akron have conducted Echo Screening of children at St. Damien's and the surgical team from New York have performed open heart surgery in nearby Clinique Lambert. So far 5 kids from St. Damien's screening list have received open heart surgery and are recovering. 12 year old Saviola and Gift of Life International Director Rob Raylman with his family just before his surgery. Two children are expected to return at the end of the month with Dr.'s Kemp and Bockoven for open heart surgeries at Akron Children's. More to come on this as we learn who is coming and when!

Rotary District 6630 Gift of life NEO is working with Port au Prince Rotary Kado Lavi (Gift of Life in Creole) to put together both District's first Rotary Vocational Training Team grant to bring 6 members of the St. Damien's Children's Hospital to Akron Children's hospital in the Spring of 2014 for 6 weeks of skill development. Our goal is establishing sustainable congenital heart health for Children in Haiti. More to come on Vocational Training Team and how your club can get involved as the grant develops.

## Suggestions For Presidents-Elect

By: Al Conners

Many Rotary Clubs spend a lot of time talking about member retention. This can be, and should be, well worth the time invested.

Jack Jacobs, past President of the Rotary Club of Ojai, in District 5240, recently authored an article on "Improving Your Club Programs". Most of us can agree that consistently excellent programs will improve meeting attendance and member retention. Take a minute to consider the plan he outlines.

Jack suggests that the path of least resistance is to obtain speakers from local acquaintances. He goes on to suggest that this practice restricts you to the easiest, not necessarily the best programs.

So how can we do better? The suggestion is to appoint your program committee early in your planning year (about now would be good).

Three to five members, depending upon club size, is a good way to go. These people should have widely varying interests, be reliable, and imaginative. The Committee's goal is to establish the Rotary year's program for 2014-2015 before June 30, 2014.

The key to success is 4-5 brain-storming sessions which the entire committee is expected to attend. Each committee member brings new ideas for program use. Record all suggestions, even the most bizarre! Although the suggestion of one member may not be realizable, the idea may trigger one that is attainable in the mind of another. The committee should come up with a list of 100 or so program ideas, from which you choose about 30. The "brain storming" sessions should expand the vision of possibilities for each member.

At the first meeting, have each committee member pick two different clubs from the District Directory and obtain a list of the best programs from that club's Program Chairs. Committee Chairs should watch for program ideas in newspapers, in the programs sponsored by other clubs, and also in a questionnaire completed by club members.

You, as President-Elect, should mark out all dates reserved for activities that will not involve a speaker. At the last brainstorming meeting, hopefully by the last week in April, make a listing of the top 50 potential programs. Appoint a Committee member to organize the contacts and assign specific contacts to each member. By making these contacts well in advance, you offer appearance date flexibility to the speaker and increase your chances of securing the program desired.

When all programs have been booked, and a list of short notice alternatives prepared (you probably have some new members who can provide bios on request or members who can talk with minimum notice), publish your programs to local and regional news media, near-by Rotary Clubs, the Chamber of Commerce, etc. Use the social networking outlets such as Facebook to showcase your programs. Make sure that the speaker's name is emphasized and the title of the program adds "sizzle" to your advertising.

A few dos and don'ts-

Do not be afraid to book controversial topics but make certain that they are handled correctly.

Have speakers from charitable organizations tell their story but caution them not to solicit donations.

Book programs supportive of the RI theme of the month. Schedule them for that month.

Be sure to follow up all presentations with written "thank you" notes.

A small gift for each speaker is also appropriate.

Arrange for media coverage for your speaker presentations and summarize their remarks in the social media.

When you are able to accomplish the above, your year as President is on the road to being a successful one.

## District Strategic Plan Update

By Julie West

Beginning last Rotary year, a team of Rotarians led by Chair Bob Meyer (Fairlawn) has been working on a Strategic Plan for our District. Among the objectives of this process was to seek input of a sampling of Rotarians District-wide. That was accomplished by sending a survey to each of the Club Presidents and asking them to have one new member and one longer-term member complete the survey. The survey questions were grouped into four categories: the VALUE of Rotary to them and those it serves; the ASSETS that give life to the organization and how they can be reinforced; the TRENDS that will affect Rotary over the next 3 years; and their wishes for the FUTURE of our District.

The survey responses, as well as input from Committee members were used to develop four Areas of Focus for the Strategic Plan:

- Increasing Cooperation and Collaboration of Clubs and the District
- Energizing Membership Development and Retention
- Projecting a Refreshed Rotary Image
- Creating Greater Continuity for District Operations

The next step was to develop SMART (specific, measurable, attainable, realistic, and timely) goals for each of these areas of focus. These goals were developed and a subset of the Committee is now working with others in the District to develop action plans for each goal. In some cases the development of the action plans is leading to modification of target completion dates and/or clarification of the goal. Once the action plans have been developed and any updates made to the goals, they will be shared via the District newsletter and the District website.

Committee members: Chair, Bob Meyer (Fairlawn), Stew Buchanan (Akron), Mike Davanzo (Medina Sunrise), Shelia Hedrick (Cuyahoga Falls), KC Henry (Chagrin Highlands), Bob Johnson (Burton-Middlefield), Shawn Mueller (North Ridgeville), Rick Pollak (Cleveland), Steve Smetana (Fairlawn), Cheryl Warren (Akron), Julie West (Cleveland), and Steve Zabor (Mantua).



## University of Akron Rotaract Holds First Meeting

On a cold but no longer snowy Wednesday evening a group gathered at the Akron Rotary Camp for Children with Special Needs. Students, parents, and members of Rotary came together to welcome members of the New Generation into the family of Rotary. The inauguration was headlined by District Governor Bob Johnson and Assistant Governor Steve Smetana.



Fifteen students form the core of the charter membership of the Rotaract Club. The opportunity arose when an incoming freshman, Tyler Humphrey, met an Akron Rotarian who is a member of the university's faculty, Doug Hausknecht. During that first conversation, the seeds of the effort were planted. Tyler's energy and enthusiasm (not to mention a family history with the Sandusky Rotary Club) brought the idea to quick fruition.

Although the official inauguration of the club just occurred, members already had



participated in two projects with the Akron club. On a Saturday morning Rotaractors had joined with members of Akron's chapter of Lambda Chi Alpha to pack boxes in support of the orphanage project spearheaded by Akron Rotarian Kevin McGee, stationed in Kuwait. For Halloween, Rotaractors returned to camp to help distribute candy as part of the neighborhood and camper Trick or Treat party.

Do YOU know someone at The University of Akron who might be interested in Rotaract? Contact faculty adviser Doug Hausknecht [hauskne@uakron.edu](mailto:hauskne@uakron.edu). We'll keep you updated as the club develops its social media messaging and will continue to share activities and photos here.

## District Website Gets Update

The District Website has made the move to ClubRunner's Version 3. In the process of moving we redesigned the home page. Thanks to help from several people, and after researching a lot of other sites, the design now has clear and concise buttons. We hope you like the new format. You will see more changes in the formatting in the coming days (i.e. a button on the side for Rotaract and Interact and Youth Exchange will be added instead of having them listed in the "site page" list).

I will be offering training on the new site for those of you who actually update your committee sections yourself. There are a lot more capabilities on this version and we have an entire library of archives that are now available to us in a much better format.

Nothing is "Lost" from the old site - before going live we migrated all pages - but it is possible it is hidden right now as I am still "building" and "linking".

This platform is much more stable as we are on a different server - hence emails should be pushed out immediately. As we proceed, I am sure there will be bumps - please bring them to my attention immediately so we can take action and they don't become bigger issues.

Thank you for your patience as I get the rest of the site finished.

Cheryl Warren

Rotary District 6630  
District Governor Nominee 2013-2014  
tel: 330.495.9814 [cawarren@neo.rr.com](mailto:cawarren@neo.rr.com)

## TRC Fairlawn Speakeasy Charity Casino Night

The Rotary Club of Fairlawn will host its fourth annual Speakeasy Charity Casino Fundraiser on March 8th, from 6:00 - 10:30, at Fairlawn Country Club. As part of its 50th year anniversary, The Rotary Club of Fairlawn will join forces with Stewart's Caring Place to make this a very special event in our community.

The Rotary Club of Fairlawn has raised over \$1 million for children in this community and around the world since 1964. Through the Fairlawn Rotary Foundation, this year's proceeds will help local organizations that support children's education, health and welfare. Stewart's Caring Place will also be receiving proceeds from this event.

The Speakeasy Charity Casino will be a fun-filled evening of dancing to a live band and games where everyone's a win-

ner. Guests at Fairlawn Country Club will enjoy a nostalgic 1930 speakeasy atmosphere with professionally run simulated poker, blackjack, craps, roulette and slot machines (all proceeds from the evening go to charity). Visits to gourmet food stations, raffle entries for fabulous prizes, a cash bar, a "best-dressed" costume contest and fun at the gaming tables are included in the ticket price of \$75 per person. Of course, the real winners will be Stewart's Caring Place and the charities and children of our community.

The spring fundraiser is one of the ways Fairlawn Rotary Foundation raises money for local organizations and schools. The club's efforts to support local charities and build goodwill throughout the community stem from Rotary's motto, "Service Above Self." Rotary's compassion stretches well beyond the Akron

community as it works to combat polio, poverty and illiteracy on national and international levels.

To order tickets to the Speakeasy Charity Casino, please contact GM Rana at 330-861-3499 or visit [www.fairlawnrotary.com](http://www.fairlawnrotary.com). Corporate sponsorships are also available starting at \$350. If you are unable to attend the event, but would like to help, please send checks to the Fairlawn Rotary Foundation, Inc. at P.O. Box 13063, Fairlawn, Ohio 44334. The Fairlawn Rotary Foundation, Inc. is a 501(c)(3).



## District 6630 Loses 337 Members Over Last 10 Years

By Al Conners

The July 1, 2013, club membership numbers are available. In 2004, our clubs reported 2456 members; in 2013, this number was 2119, a decline of 337 members or 13.7 per cent.

The District's 54 clubs are organized into 11 clusters, each with an assigned Assistant Governor. The members reported in the July 1, 2013 SARs, by cluster, are as follows:

Cluster	7/1/04	7/1/13	In(Del)	%	No. Clubs	Clubs <20
Ashtabula Co	219	168	(51)	(23.3)	5	2
Lake Co	255	224	(31)	(12.2)	5	2
Geauga Co	238	210	(28)	(11.8)	4	0
Portage Co	221	202	(19)	(8.6)	5	2
Cuyahoga Co NE	256	210	(46)	(20.8)	5	3
Cuy Co S/East-Summit	148	110	(38)	(25.7)	5	2
Summit Co-N	218	200	(18)	(8.3)	5	1
Summit Co, S	248	230	(18)	(7.3)	5	1
Cuy Co NW-Lorain	243	206	(37)	(15.2)	5	0
Cuy Co-S'West	228	238	10	4.4	4	1
Medina Co	182	121	(61)	(33.5)	5	1
TOTALS	2456	2119	(337)	(13.7)	54	15

The Cuyahoga County Southwest Cluster-Rotary Clubs of Berea, North Royalton-Broadview Heights, Parma and Strongsville- was the only one to achieve a net member increase over the 10 year measurement period. Nevertheless, the following individual clubs registered an increase in membership over the same 10 years~

Aurora, plus 9  
Chardon, plus 1  
Chagrin Highlands, plus 2  
Cleveland East, plus 1  
Conneaut, plus 14  
Kent, plus 4  
Hudson Clocktower, plus 15

Mentor, plus 6  
Shaker Heights, plus 3  
Strongsville, plus 29  
Tallmadge, plus 14  
West Shore, plus 4

These 12 clubs are to be congratulated for fighting off the membership malaise affecting our District, and many other Districts in the USA.

Another worrisome aspect of the membership picture is the number of clubs with 20 or fewer members-15. A generally accepted maxim is that a Rotary club needs 20 or more members to function as an effective organization in Rotary's "Service Above Self" theme. If club membership is below 20, membership growth needs attention as a top priority.

Several months ago, a blueprint for membership growth was published in this newsletter. The plan was developed by the Rotary club of Conneaut, which grew from 38 members to 52 members over the past 10 years.

This growth was not luck, this growth was not achieved by ignoring the follow up needed to retain newly inducted members, nor did it occur without a lot of focus by club membership and leadership.

The "Conneaut success story" includes three key elements~the use of club Presidents, past, present, and "to be" to develop a membership growth strategy with continuity, not a one year "shot in the arm"; the identification of desirable future member prospects and the formulation of action plans to procure their membership applications; and attention to the nourishment and development of

active involved new members. All too often, the last item is neglected by "shot in the arm" strategies.

Rotary's recent history in the USA features modest success in recruiting new members, and disturbing failure in retaining them. According to RI statistics, approximately 1/3 of new members coming in the front door walk through the back door in 3 years or less. Too many of these losses are our responsibility, not the result of death, transfer, new job, etc. The RC of Conneaut reviews the involvement of all members on a periodic basis. Members who are not active are identified and a Rotarian assigned to become involved with a non-active member. Since new members join for a variety of reasons, learning and catering to those reasons pays big dividends. In short, the shortcoming we casually assign to the new member may be a manifestation of our disinterest and follow up.

If our district is to reverse the membership loss of the last 10 years, we need to accept the fact that membership growth is not something that will "just happen" but something that requires a continuity to recruitment strategies, and a serious effort to identify new member prospects and develop a plan to recruit them. Once inducted, new members become a "precious commodity". Shower them with opportunities to learn about Rotary, to enjoy Rotary fellowship, and to become involved with worthwhile activities that appeal to their interests. Don't allow new inductees to get away because we aren't responsive their desires to make a difference.



Ron D. Burton  
President, 2013-14

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9 December 2013

Dear District Governors,

I'm happy to announce my new Rotary Club Central award!

Rotary Club Central is a relatively new online goal setting tool that helps clubs set goals and keep track of their progress and achievements throughout the year. In support of this new initiative, I'm asking you to join me in encouraging all clubs to use this tool as part of their strategic planning.

Ask your assistant governors to talk to clubs about Rotary Club Central during their visits and highlight why clubs should use the tool:

- **One-stop shop:** Provides access to data previously available in several reports.
- **Eliminates paper:** Replaces membership and Rotary Foundation goal forms and the Planning Guide for Effective Rotary Clubs.
- **Fosters continuity:** Allows club leadership the ability to see a history of goals and achievements as they change annually.
- **Enables clubs to track progress:** Helps club leaders determine whether goals they've set are realistic and make changes if needed.
- **Creates transparency:** All club members can see club goals. The incoming and current club president, secretary, executive secretary, treasurer, Foundation chair, and membership chair can add and edit goals and achievements for their club.
- **Showcases important work Rotary clubs do worldwide:** Allows Rotarians a vehicle to document details of the millions of service projects they undertake, including number of volunteers and volunteer hours, a list of in-kind donations, and cash contributions.

Sign up today for your own member profile on [rotary.org/myrotary](http://rotary.org/myrotary) and encourage your clubs to do the same. By logging in to My Rotary and clicking on My Club Snapshot, any club member can see how many Rotary Club Central goals the club has already set.

Every club that sets at least 15 goals or more in Rotary Club Central by 15 March 2014 will receive an award. Actual certificates for all award winning clubs will be printed and sent to District Governors in early May. You are then asked to distribute these to the clubs in your district in recognition of their achievement and promotion of Rotary Club Central.

For more information on Rotary Club Central, visit [learn.rotary.org](http://learn.rotary.org) and take the Rotary Club Central Resources course. This is a terrific resource for self-learners. You can also reach out to your Club and District Support team to work with assistant governors or clubs in your district who may need more personalized assistance.

Kind Regards,

A handwritten signature in black ink, appearing to read "Ron D. Burton".

Ron D. Burton