



Mike Davanzo

District Governor

ROTARY DISTRICT 6630 NEWS

Mike Johns, Jr

Editor

July 2014

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Governor's Letter

Dear 6630 Rotarians

It is my extreme pleasure to welcome you to a new Rotary year. I look forward to working with you and for you throughout the course of the year. Rotary is a grand organization where we meet weekly in fellowship to break bread, join leaders, share ideas and take action and have fun. I have had the opportunity to meet many of you, our fine Rotarians, already. I eagerly await the opportunity to meet many more of you throughout the year.

Although there are many individuals I should recognize and thank for their help and support along the way, I want to offer a special recognition to our newest past district governor, Robert "Bob" Johnson. Over the course of last year, I have worked closely with Bob. He is a true gentleman and leader. Through his guidance, I have learned much about our district and the operations of it. He is indeed a very "class" individual and has worked endlessly for the good of our district. Bob and Cindy were living models of the Four Way Test and have become special friends to Judy and me.

I have many ideas and thoughts I would like to share with you. I will save those for subsequent

issues. I would like, however, to touch on a few items:

Our Theme

This year, President Gary Huang, has adopted the theme "Light Up Rotary". During my visits to your clubs I plan to share with you how we can incorporate that theme in our everyday activities. Please consider what the "light" can be and how it can be interpreted.

Our Assistant Governors

These fine individuals are here to help you. The AGs are important to the clusters as they represent the governor. These Rotarians are able to help your clubs succeed. These leaders will also help facilitate training and deliver important initiatives at the cluster level. Please work with them and use them and their expertise.

Our Celebrations

There are number of dates to mark on your calendar. First up is the August 1 night at the Indians. PDG Stew Buchanan has been very active in working with the Indians to provide and offer us a great evening and the ability to spotlight Rotary's efforts to eliminate polio - our gift to humanity. A big thank you to Stew for his leadership in this endeavor - the Terrace Club seating was sold

out by our deadline. Over 400 Rotarians and friends came together to for the cause. Other dates to mark on your calendars are: November 9, March 13-14, April 24-25, and June 28. More information will follow.

Our Rotary Pin

This is an important part of being a Rotarian - it means something special. It is another topic I will touch upon at my visit.

I could go on, but there are many great and interesting stories to read in this newsletter, so I will close with this: Thank you for putting your trust in me to continue to lead our district in a positive direction. It is an honor and a privilege to serve as the district governor this year. Together we will be able to do many good deeds for our communities and our world - together we will be able to bring the passion of Rotary to many more northeast Ohioans - together we will surely Light Up Rotary. Thank you.

Mike



First Meeting of PDG Council of the Year

On Wednesday evening, July 9, the first meeting of District 6630 Past District Governors was held at the Gambitta's Party Center in Northfield Center.. The location is the meeting place of the Rotary Club of Nordonia Hills and home club of PDG Bob Prevette. The evening began with the Attitude Adjustment followed by dinner and program. PDG Jack Young, 2005-06 and Council Chair for 2014-15 welcomed all in attendance and thanked everyone attending. DGN Dick Farkas presented the Pledge and Invocation. Cheryl Warren gave an overview of her attendance at the Rotary International Convention in Sidney. PDG Buchanan reminded everyone

of the Indians Game on August 1 and PDG Zabor and Skrzynski gave updates on the Zone institute. Marsha Pappalardo chair for the upcoming Foundation Banquet on November 9th and the District conference next year gave an update on both events.. Flowers were given to First Lady Judy Davanzo by Marsha on behalf of the PDG Council. Special thanks were given to immediate Past Governor Bob Johnson and 2013-14 Council Chair and PRID Mike Johns Sr. and to Past International Director Don Kwiat. The program was presented by DG Mike who presented his reflections and vision for his year..

2013~2014 Foundation Giving

The totals are in for giving to the Rotary Foundation during the 2013/2014 year and we had 11 clubs attain EREY status with every member contributing something to the foundation and a per capita average of \$100. Per member. These clubs were, Berea, Burton-Middlefield, Chagrin Highlands, Chardon, Cuyahoga Falls, Fairlawn, Mantua, Medina evening, Mentor, Northampton Twp., and Port-Summit. Congratulations to all of these clubs and their presidents for making foundation giving a priority in their year. Special recognition should also be given to the RCs of Fairlawn and Port-Summit for achieving "Sustaining Member" status with every club member contributing at least \$100. to the foundation.

I want to also thank the RCs of Aurora, Barberton, Cleveland, Hillcrest, Lakewood/Rocky River noon, Shaker Hts., Solon and Strongsville that averaged over \$100. giving per member but fell a few members short of every member giving something. Unfortunately, this situation seems to occur every year as the awards are based on RI's membership records as of June 30th. If someone is not closely monitoring the membership lists, it is possible to overlook a

contribution by a new member brought in late in the year. I would caution all clubs to be aware of this, especially if you are a strong giving club like the ones listed above. The shortfall for all members giving something for all of the above 8 clubs was 180 members (116 from one club; most were only 1 or 2). If all of these members had given only \$10. (only \$1800 total), the district would have had almost 20 EREY clubs which would be an incredible number for a district our size. I thank all of the above clubs for their generous giving to our RI Foundation which fuels much of the great work we do both in our local communities and around the world.

Once again, the RC of Medina-sunrise led the top 3 giving per capita list with \$384.58 average given per member led by president John Ross, followed by Solon at \$256.25 led by president Cindy Bowman and Mantua at \$235.72 led by president Steve Zabor. Congratulations to these active and generous clubs.

Robert "Bob" Johnson

Immediate Past District Governor - 2013/2014



2014 Bedford Rotary

**Five Star Veterans Honor Run
10K and 2 Mile Fun Walk/Run**

Sunday, September 14, 2014

8:30 a.m.

This is a fast, scenic and rolling course that takes you through historic Bedford and the Metro Parks.

This is a **CERTIFIED** course.

There is also a 2 Mile Fun Walk/Run.

Anybody may enter this race!

Pre-registration for both events is \$20. Pre-registration is available on-line at www.hermescleveland.com. Race day registration is \$25.

Awards presented to top finishers, T-shirts to the first 200 entrants, water stops, goodie bags, free parking, refreshments, raffle drawing and a celebration of our veterans!



Rotary District Literacy Award

As Literacy Coordinator, I will be to sharing information on the Rotary Literacy Program throughout the coming Rotary year. It is hoped that all clubs will participate in literacy activities in some capacity this coming year. Many clubs have ongoing projects in literacy. I would like to know about them so they can be featured in upcoming newsletters.

Literacy is important because of the role it plays in being successful and breaking poverty throughout the world. It is define as being able to use reading, writing, listening, speaking and viewing to succeed in college, work and life. An article will be devoted later to more on literacy in depth.

The District will be conferring Literacy Awards to clubs again this year that meet the criteria of the completion of projects related to literacy in the 2014-15 Rotary Year.

Examples of projects are:

- Involvement in the dictionary project
- Hosting an educational speaker, such as a librarian, teacher, professor, etc.
- Award a student, a teacher, or a person in the community who has contributed to literacy development
- Tutor children who are

struggling in literacy

- Disburse reading material to those in need, such as underprivileged children, battered women's shelters, schools in economically poor districts, doctor's or dentist's offices, new mothers, etc.

- Providing scholarships for students

- Providing assistance for educational trips

- Send an eleventh grader to RYLA

- Take part in the Four Way Speech Contest

- Support or start an Interact Club in your local area

Other literacy activities are possible - just ask

All information and forms related to this endeavor will be posted on the Rotary District website. If you have further questions you can contact me.

Beth Shriver, District Literacy Coordinator

Attracting, Engaging & Retaining Members

We are starting our Rotary year with three exciting presentations in August at different locations convenient to you. We will focus and share with you strategies on Growth, Retention and Leadership skills to achieve your goals. Any Rotarian may register for any of the three seminars;

the agenda for each will be nearly identical.

Saturday,

August 2 - Akron Rotary Camp, 4460 Rex Lake Drive, New Franklin, 44319

Saturday, August 9 - Hilton Garden Inn, 700 Drive, Mayfield Village, 44143

Saturday, August 23 - Safety Town, Strongsville Recreation Center, Strongsville, 44136

All seminars - Continental breakfast 8:30. Presentations 9:00 - 11:30.

Cost is \$8.00. Cash or checks only. (pay at door)

What's on the agenda?

Leadership - Mobilizing Your Team to Get Results. How to Lead Your Club

Retention, Let's Reverse the Trend. Strategies to Retain Members

Building the Language of Trust - How to Attract New Members

Take a Look at Your Club. Is it vibrant and fun?

Please join us for this exciting seminar. You will take with you numerous ideas and beneficial information on Leadership, Growth and Retention.

You can register on the District website, or just email me: acorrao@homesavings.com

Look forward to seeing you soon!

Tony Corrao

District Membership Chair

São Paulo Convention Dates Changed

July 2014

After careful consideration, Rotary International President Gary Huang and the RI Board have decided to change the dates of the 2015 Rotary Convention in São Paulo to **Saturday, 6 June, through Tuesday, 9 June** – starting and ending one day earlier than previously scheduled.

The dates were changed because the original opening day (Sunday, 7 June) coincided with one of the city's most popular parades. The new start date will dramatically reduce traffic congestion and make it easier for Rotary members to attend the opening plenary sessions. It will also make it convenient to attend our very own Rotary Carnival, a [Host Organization Committee event](#), on Saturday evening.

We will communicate the new dates through all available Rotary media, including our websites, newsletters, and magazines. Please make certain everyone in your district is aware of the change by updating the 2015 Rotary Convention dates on your district websites, calendars, and communications.

Check riconvention.org regularly for dates, deadlines, and registration and housing details. Find information about Host Organization Committee events at www.rotary2015saopaulo.org.br.

We apologize for any inconvenience this decision may cause, but we are confident that Rotary members will enjoy a great convention in São Paulo. And now they can start the celebration a day sooner!

Thank you,
RI Meeting & Events Staff

registration@rotary.org

Dates for the following events have also changed. Please check riconvention.org for the latest information:

- International Institute: Thursday-Friday, 4-5 June
- International Institute Luncheon: Thursday, 4 June
- Rotary Peace Symposium & International Institute Dinner: Thursday, 4 June
- Rotaract Preconvention: Thursday-Friday, 4-5 June
- Youth Exchange Officers Preconvention: Thursday-Friday, 4-5 June
- President's Recognition Luncheon: Saturday, 6 June
- Conductor João Carlos Martins and Vai-Vai Percussionists Concert (HOC event): Sunday, 7 June

event): Sunday, 7 June

- President-elect's Leadership Luncheon: Monday, 8 June

On to Seoul Convention Luncheon: Tuesday, 9 June

The dates for these events have not changed:

- Rotary Peace Symposium: Thursday-Friday, 4-5 June

- Youth Exchange Officers Banquet: Friday, 5 June

- Rotary's Carnival (HOC event): Saturday, 6 June

Ivete Sangalo Concert (HOC event): Monday, 8 June



**SUMMIT COUNTY
ROTARY
NIGHT OUT**



Akron RubberDucks vs.
New Britain Rock Cats

**A NIGHT AT CANAL PARK
TO BENEFIT
WARRIORS' JOURNEY
HOME**

Thursday, August 7, 2014
Game Time – 7:05 p.m.

Cost \$9/ticket
\$5/ticket benefits Warriors' Journey Home
Oktoberfest - \$1 Beer & Soda

For additional information please contact:
Akron Rotary Club at akron@akronrotary.org;
Barberton Rotary Club at barberton@barbertonrotary.org;
Fairlawn Rotary Club at fairlawn@fairlawnrotary.org;
Northern Summit County Rotary Cluster (Cuyahoga Falls, Northampton, Stow, Hudson & Hudson Creek Lower Rotary Clubs) at boohydom@hotmail.com;
Port Summit Rotary Club at portsummit@portsummitrotary.org;
Tallmadge Rotary Club & All Other Inquiries at megannaber@neo.rr.com;
Warriors' Journey Home at jachluagfoc@aboglobal.net or chuckvictor@att.net





Rotary

Lakewood- Rocky River Rotary

CRUISE IN FUNDRAISING EVENT



Thursday, July 31, 2014
5:30 TO 8:30 PM
EDGEWATER PARK - LOWER AREA
CLEVELAND, OHIO

On the Lake, Live Music, Food Trucks

Security provided by Cleveland MetroParks 

Cars, Trucks, Motorcycles, all Makes, Models, and Years

No Judging. Arrive together, park together. Suggested donation \$20 per car (any amount appreciated) with all proceeds going to deserving college bound high school students.
Further information at www.lakewoodrockyriverrotary.org or call 216-526-3632.
Rain Date August 7, 2014.

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Wine & Walleye

The Rotary Club of Ashtabula will host a hospitality tent featuring beer, wine, pizza



and cheese plates at the 2014 Wine and Walleye Festival. This annual event will be held Fri., 8/22/14 through Sun., 8/24/14 on Bridge Street in Ashtabula's beautiful and historic Harbor district. The hospitality tent is one of two major annual fundraisers for the Club to support Rotary projects and programs. For a schedule of festival events and attractions, visit www.wineandwalleye.com.

"The Tipping Point" for Emerald Fields of Troy

According to Malcolm Gladwell in his bestseller, "The Tipping Point" there are three ingredients that make an idea spread like wildfire....1. The Law of the Few 2. The Stickiness Factor and 3. The Power of Context.

The Law of the Few involves finding those critical people who are influential, make great connectors or salesmen and who are totally committed to an idea. The Stickiness Factor has to do with the idea itself... one that resonates with people. Finally, the Power of Context are those everyday things in our environment that we are able to change so that there are fewer negative cues available to trigger negative behavior.

OK...what does all this have to do with Emerald Fields of Troy, you wonder? Well, we have the "sticky" idea which is our proposed therapeutic farm. We are looking for more great connectors...so the idea can spread. That's where you come in. These two things will help us to realize our goal, Emerald Fields of Troy, where positive cues abound, supportive individuals are present to ensure that

these cues are attended to and reinforced so that changes in behavior (the tipping point) will happen for those dealing with mental illness.

Come to the Zucchini Festival on Aug 16 and 17 on Chardon Square. Have a great time and learn more about how you can help spread this great idea. Attend one of our community dinners and take the opportunity to talk directly with those involved and making things happen. Be part of this change to help our community deal constructively with mental illness. Don't miss the train moving out of the station. We can all be part of the solution. For more information, please contact Joy Black at Joyceab4@aol.com or 440-376-5097.

District Youth Exchange Begins New Season

Mid-July to mid-August is when long-term students, inbound and outbound, cross paths between our district and their foreign countries. As a reminder, the following list is of the students for the 2014-15 school year. The outbound had their last orientation at Otterbein College earlier this month and the inbound are scheduled to have their arriving orientation at Akron's Rex Lake Rotary Camp August 22-23.

Jacob Beckwith (Kent) to Brazil
Rodrigo Corrigan (Lakewood-RR) Germany
Marissa Graham (Ravenna) Spain
Julia Haiss (Solon) Chile
Robby Halter (North Ridgeville) Thailand
Orlando Hopson (Cleveland) France
Grace Lavelle (Lakewood-RR) Germany
Alexis Lapano (Cuyahoga Falls) Chile
Katie O'Donnell (Lakewood-RR) Spain
Gabby Palmeri (Hudson) Italy
Maggie Pizzo (Lakewood-RR) Germany
Kira Schmidt (North Ridgeville) Germany
Rachel Schwann (Hiram-Garrettsville) Japan

Evan Vargo (North Ridgeville) Thailand
Mattheus Barcelos (Brazil) and
Araceli Guillam (Spain) to Chagrin Valley
Zsadeny Lenart (Hungary) to Hiram-Garrettsville
Vandula Jancaldova (Czech) to Cuyahoga Falls
Maria Carolina Venturi (Brazil) to Lakewood-RR
Omar Lehto (Finland) to Lakewood-RR
Berke Sengul (Turkey) to Lodi
Sophi Lanos (Chile) to Mantua
Teerwat Saehoe (Thailand) to Medina
Quentin Darras (France) to North Hampton

At the Rex Lake orientation weekend, foreign students will get to meet everyone for the first time. Travel, school, health, and insurance documentation, and finances are checked and secured. Language and social skills are tested, and district coordinators will provide the necessary training for club officers, counselors, and host families.

Planning district youth activities for the year will also be part of the agenda, so returning exchange student "rebounders", and Interact and Rotaract clubs are invited. Fun educational and social activities, boating and swimming, campfire music, and plenty of food and drinks provide good icebreakers.

Clubs are asked to consider sponsoring and/or facilitating youth-related events during the year, especially if not currently sponsoring or hosting exchange students. The district is working on enhancing our web resources to better inform and include Rotarians online. However, more members are always needed to share in the volunteering required to keep our involvement in these youth programs viable. Please join the fun - throughout the district!

Note requests for inbounds for the 2015-16 school year will initially be determined in October, and correlative opportunity for outbound candidates' applications is determined in November.

Position Available

INTERESTED APPLICANTS - DIST. 6630 DIST. GOVERNOR 2017-2018

I have just completed one of the most challenging, yet rewarding, chapters of my life as your 2013/2014 District Governor. The year was filled with a lot of hard work, and a tremendous feeling of accomplishment in making our district stronger than when I took office. The most rewarding part was meeting and working with so many wonderful Rotarians that share my passion and love of the work we do. At this point in time I just want to "plant the seed" of thought in any Rotarians mind that shares these values and may be considering applying for the District Governor position later this year. As the Immediate Past District Governor (IPDG) I have the responsibility of chairing this year's Nominating Committee that will select our DG candidate for the 2017-2018 Rotary year. We will tentatively request applications sometime in October but I encourage all dedicated District 6630 Rotarians to begin to consider applying if this is something they want to add to their life's work and accomplishments.

I will be happy to speak with and answer questions from anyone on this topic, as will any PDG. Don't hesitate to connect with any one of us.

Robert "Bob" Johnson
Immediate Past District Governor
Dist. 6630 - DG 2013/2014
(H) 440-834-8447
goracerbob@aol.com

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(All amounts are in US dollars)
☐ Set of every month ☐ Set of every month
☐ Set of every quarter ☐ Annually
Specify month: _____

If you choose to support both PolioPlus and the Annual Program Fund, your contributions will be debited from your account in two separate transactions.

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Credit Card Information
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Account Number _____
Security Code _____ Expiration Date _____
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☐ Rotarian: Please credit the Rotary Club of _____
☐ Rotarian: Please credit the Rotary Club of _____

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Evanston, IL 60201-9598
Phone: 847-866-3352 Fax: 847-866-3360
E-mail: info@rotary.org

Looking Ahead to My Year as President of Our Rotary Club

By President Elect Ryan Knotts and Past President Christopher Adams

Feelings of excitement, trepidation, and humility are what I feel right now. What will I feel a year from now, when I am President of my club: confidence, nervousness, exhilaration? What will I feel two years from now, when I have passed the proverbial torch, and I will be the Past President: relieved, peaceful, stronger? I have been a Rotarian for four and one half years. My role in our club, and my understanding of Rotary, have continuously evolved, however, I am quite confident that my evolution as a Rotarian will be exponential over the next few years. Socrates said, "I know that I know nothing." This quote resonates deeply with me when I look forward to my year as president of my club, but I have another 11 months to work towards engaging our membership, developing our goals, and laying the foundation for a successful Rotary Year in 2015-2016 for our club.

Where do I begin? I've seen the last two Presidents of our club develop goals and share them with us for implementation. Where do I start? What is important to me? What is important to our club? What direction(s) are we heading, and is it time to make a major course correction, small tweaks, or keep us on our current path? Good news: our club developed a strategic plan a few years ago. Thankfully, we will not need to do another one so soon, but we can certainly evaluate our progress with that plan.

What do I need to do to prepare in the next year? Who will I lean on for support? Who will I look to for diverse viewpoints? How will I craft my goals? What is important to me to accomplish as President? What is important to our club, to

accomplish as President, to continue moving in the 'right' direction? How will I include our membership? How will I inspire our membership?

I plan to meet with each of our club's members (35-40) in the next five months to learn more about them, to incorporate their ideas into my goals, and to determine what leadership/responsibilities they are willing to take on. Our Board is due to turnover the majority of the leadership positions. What is the right balance of veteran Rotarians and newer members? How can we involve and retain newer members through formal and informal positions of leadership in our club?

What timeline do I want to follow? What resources are out there? I know that I need to attend PETS, but what else do I not know? I did find this helpful link on the Rotary International page: <https://www.rotary.org/myrotary/en/learning-reference/learn-role/president>

Lastly, how will I balance my life and Rotary? I know that my experience as a member and as a board member will be vastly different than my experience as club President. How will I budget my time including my family, job, and own personal life balance? How will I manage my budget to include more participation in Rotary, as the visible leader? What challenges known and unknown will I face as President? As I contemplate putting all of these pieces together, who better to gain insight from, than our club's immediate past President?

Ryan also shared this link that he thought might inspire you:

www.wanttoknow.info/060616ourdeepestfearttheinvitation

Strike Out Polio Night

On May 9th, 2014, over 330 Rotarians, family, and friends were in Section 116 at Classic Park in Eastlake. The Rotary Club of Cleveland, in conjunction with The Lake County Captains sponsored "Strike Out Polio" night. The primary organizers were Andrew Grover, and PRID Mike Johns of the Cleveland Club.

The evening commenced with a parade of Rotarians on the field, and ceremonial first pitches. The three hurlers were DG Bob Johnson, PRID Mike Johns, and Cleveland Rotary President-Elect Paul Qua. All three of these Rotarians achieved the honor of being First Pitchers by selling the most tickets for the *Strike Out Polio* event. Paul Qua's pitch was a sinker-slider heater which grazed the outside of the plate just above

the knees for a strike!



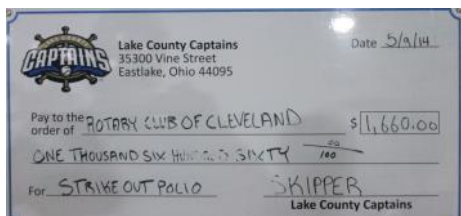
Andrew Grover, Paul Qua, Captains Mascot "Skipper", PRID Mike Johns, DG Bob Johnson

PRID Mike Johns gave a thoughtful narrative of Rotary's work prior to the game explaining the international immunization efforts of *Polio Plus/Strike Out Polio*. As he spoke, the eradication of polio story video was on the jumbotron. Throughout the game, Andrew Grover "plugged" Rotary while Public Service Announcements (PSAs) played on the jumbotron.

The Cleveland Rotary Singers performed the Star Spangled Banner under the direction of Dave and Eileen Smotzer. Eileen returned for the 7th inning stretch to lead the entire stadium in "Take me out to the ball game". What amazing pipes!

Cleveland Rotarians Ed Thomas, Julie Brouhard, Anne Kelly, Paul Qua, and Matt Koriath worked the crowd to sell

50/50 raffle tickets. The total pot was an amazing \$2450.00 with 1/2 going to the lucky ticketholder (#83065) whose identity could not be verified by press time. The Lake County Captains Charities will donate 50% of their half of the proceeds, \$612.50, to the *Strike Out Polio* initiative.



In addition, Lake County Captains Community Relations Manager, Andrew Grover, presented Cleveland Rotary President Karen Melton with an additional check for \$1660.00 to *Strike Out Polio*. A lead gift from the Frank and Nancy Porter Fund of the Cleveland Foundation via the Cleveland Rotary Foundation in the amount of \$75,000 will be matched 2:1 by the Gates Foundation. Altogether the amount raised for *Strike Out Polio* totaled \$231,817.50.



Birkett Gibson and Stan Socha manning the Rotary Information tables at Classic Park.

A good time was had by all, and all celebrated as the Lake County Captains edged the Bowling Green Hot Rods 11-10 in 11 innings. All District 6630 Rotarians thank Andrew Grover, The Lake County Captains, and Captains Charities for their generous support of the *Strike Out Polio* night at Classic Park.

Submitted by PP Birkett Gibson
Rotary Club of Cleveland

All Ohio PETS

Below is a group shot of the Presidents Elect and AG's that were not in the bar at ALL OHIO PETS when this photo was taken. I hope you can see yours! Front and center is RI Pres Elect Gary Huang and his wife.



Rotary Fellowships

Rotary Fellowships are groups of Rotarians, Rotarian spouses and Rotaractors who share a common interest, wish to further their vocational development, wish to expand new avenues of service, enhance their experience in Rotary, or merely meet new friends !

A fellowship requires active Rotarians and Rotarians in at least three (3) countries, it provides you with the opportunity to make lasting friendships with people outside your club. For more information about Rotary Fellowships, please click on the directory below.

ROTARY FELLOWSHIPS: OFFICER DIRECTORY-2014-15



Membership Best Practices

By Tom Carroll on RI Discussion Forum: Membership Best Practices

For some time I've been thinking about the Rotary membership challenge in the United States and Canada, and what lies at the issue's core. I've come to the conclusion that it isn't that we don't ask guests to come to meetings, or even that members leave because they are not engaged. If this were true, then simply inviting people to meetings and engaging the membership would have solved our problems years ago. As Gateway Rotary (D5020) experiences dramatic growth (50% so far this year) and Gig Harbor Rotary (D5020) even has a waiting list, I'm constantly being asked, "What are you doing differently?" The answer? We're selling a car people want to buy, not the car we have always sold.

In the '70s and '80s, American car manufacturers were slow to recognize that customers wanted smaller, fuel-efficient cars. As a result, Japan was able to surpass the Big Three and redefine the industry. The Rotary "Car" most are offering today has several attributes and traditions. We meet weekly during the business day, usually requiring a 1.5 to 2 hour time commitment. We sing songs, typically written decades ago. We pledge our patriotism and we recite in unison our Four-Way test. We refer to our Rotary Foundations donations as to "My Paul Harris" making no mention of the Rotary Foundation, and we tend to sit with our close friends at the same table each week. I'm not saying these things are wrong or bad; I personally enjoy many of them. But I'd argue we're in the business of attracting and retaining members. If the Car we're sell-

ing isn't what the customer are buying, then it's time to take a hard look in the mirror and make some changes. All of the rebranding and public image efforts underway will not solve this problem. We must lower the barrier to membership and increase the membership value.

So what are the attributes of this new Car, something I am calling "Rotary 2.0"?

- **Fun and Fellowship.** A wise and learned Rotarian said to me, "Make your meetings fun! If it were not fun, why would you go? And why would you bring a friend?" Rotary is an opportunity to relax, have fun, meet with your friends and if you're not watching too closely, you just might help your community . . . and the world. Club business should be conducted at board meetings, and general announcements should be made via other media. The Club meeting is the center of what Rotary is. "Where everyone knows your name . . ."
- **Affordable.** "What's it cost?" If the answer is \$3,000, then many will take a hike. Gateway charges annual dues of \$200, and requests an additional \$100 optional donation to the Rotary Foundation. No meeting fees. If you want coffee or breakfast, that's on you.
- **How do I join?** If it's a courtship with a long dating period, potential members will balk and find an easier path. Unless your club has a waiting list, perhaps it's time to take a look at the membership process. One week is a good goal.
- **Networking.** I realize many strongly disagree with me on this point, but I firmly believe most young professionals are seeking networking organizations; if that's

not Rotary, then they will find another opportunity. The reality is that young people value talking with experienced business professionals, not as marketing prospects but as mentors. Sounds like Vocational Service to me. I believe Paul Harris formed the world's first business networking organization, and I think we should embrace rather than shun the concept.

- **Short Meetings.** Many people are unwilling or unable to take nearly two hours out of their business day to attend a service club meeting. Gateway starts at 7:05 am and ends before 8:00 am. If members are in town, they attend. Rarely is there a business conflict at 7:00 am.
- **Singing?** Some like it, but most do not. My parents were born in the early 20's, and they enjoyed gathering around the piano and singing songs. I was in a fraternity in the late '70s and our alumni sang; we did not. This is not a typical activity of Baby Boomers, Gen X, or Millennials. It's not the Car they want to buy.
- **The Rotary Foundation.** It's one of the best things about Rotary, and it is why people want to associate with us. Many clubs don't fully participate and instead, focus on their own foundation's fund raising. Without The Rotary Foundation, I think we're just another service club. That's not bad, it's just not optimal.

I don't think it's reasonable to expect most Rotary Clubs to move to this new model; the resulting change would cause many valuable members to leave. I think the best approach is to identify opportunities for Rotary 2.0 Clubs to be chartered in communities throughout the District, allowing the concept to grow membership while retaining our core.

Rotaract Club Starts at KSU

College students at Kent State University will have an opportunity to participate in Rotary by joining a Rotaract Club that is being formed at Kent State University. Mary Allen, a student who is transferring to Kent State from a college in Boca Raton, Florida, is leading the way in organizing the Rotaract chapter at Kent State. Mary has served as president of the Rotaract club at the college she is leaving. The Kent State chapter of Rotaract will be sponsored by the Rotary Club of Kent whose members look forward to working with and mentoring the college students. Members of the Rotaract club will work on both local and international service projects, attend meetings of the Rotary club of Kent, learn about Rotary scholarships, have networking opportunities with Rotarians and have a lot of fun!

In order to make this successful, Mary Allen needs other students to join who are just as enthusiastic about Rotary as she is. She asks that Rotarians in the Dis-

trict encourage any of their children, grandchildren, other relatives and friends to join Rotaract. Mary prepared the attached flyer that provides contact information for anyone interested. We appreciate your efforts in spreading the word!



Kent State University, Kent, Ohio

For more information
please contact Mary Allen:
Phone: (561) 777- 5746
Email:
meallen45@gmail.com

Are you ready to volunteer?
Are you willing to help
better the world? The
Rotaract Club is a great
way to do just that! You will
also have more opportunities
for jobs scholarships,
and interacting with career
mentors through the local
Rotary Club. Kent State
University (Kent Campus)
will have a new chapter in
Fall 2014! We look forward
to hearing from you!

TRC Ravenna Scholarships

After the swearing in of new members, Ravenna Rotarians provided eight local students with college scholarships and community service awards. Scholarship award winners and Rotarians pictured from l to r: Emma Hill, Rachel Park, Rotarian, Vince Pelose, Magdalene Durbak, Rotary President, Juanita Stanford, Abby Green, Kari Ann Waldron & Ashley Paydock.



Riders Raise Money For Veterans

With each streaming a large American flag behind them, the two lead riders at the 9th Annual BMR Motorcycle Run in Geauga County, roared out of the Geauga County Fairgrounds in Burton, Ohio, at mid-morning June 29th, leading the way to raising \$11,000 to help Geauga County veterans. Total riders numbered 119, including veterans or family members of veterans.

The sun shone on a made-to-order day for the 60 mile ride, which stopped for a ceremony of remembrance at the Geauga County Veterans' Memorial then continued on the scenic roads of Geauga County. Motorcycle riders from the Geauga County Sheriff's Department, who donated their time, assured everyone's safety. A ride that began with coffee and donuts ended with lunch, music by DJ Crazy Dave, freebies and a 50-50 raffle that

netted the winner almost \$400. The Sheriff's deputy who won the 50-50 prize money donated all of it to the fund for the veterans.

BMR is the Burton-Middlefield Rotary Club which holds this event on the last Sunday in June. All proceeds benefit the Geauga Veterans' Housing and Assistance Fund. To date this event has raised over \$100,000. The money has provided funds for the construction of the Geauga County Veteran's Memorial on Merritt Road just east of S.R. 44; Giant Eagle gift cards given to veterans, especially at the holidays (such as Thanksgiving); the purchase of heating oil and other assistance with housing maintenance and repairs. Maintenance and housing repairs support is given in cooperation with Geauga County's Habitat for Humanity. For example,

when a veteran needs a ramp or inside repairs and can't provide it for himself or herself, BMR will buy the supplies needed and Habitat volunteers will donate the labor.

Said co-chairs Heidi Hess and Brad Wadsworth, "We are deeply grateful for the support of the riders and all the volunteers who made this event possible. Next year will be our 10th Annual Ride and we look forward to it being an even bigger and better event."

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Berea Rotary honors scholarship recipients

Rotary Club of Berea scholarship recipients and their families attended the annual Scholarship Banquet on Tuesday, July 22 to give the club updates on their academic careers.

Lauren Payne, a 2011 graduate of Olmsted Falls High School, is attending the University of Cincinnati, majoring in early childhood education. She is in the honors program while also juggling 20 to 30 hours of work at a daycare center. She coaches 7th and 8th grade girls soccer teams and has completed two half marathons and a Tough Mudder. After graduation, she will pursue a master's degree at the University of Akron.

Christine Wilkins, also a 2011 graduate of Olmsted Falls High School, is an accounting major at Kent State University where she is a member of Beta Alpha Phi, the accounting honorary fraternity. Christine volunteers at the Newman Center on campus and has taken part in fundraisers for the Hattie Larlham Foundation. After graduation, she will remain at Kent State to study for her master's degree.

Olivia Karp is attending Wittenberg University and will receive a bachelor of arts degree in philosophy with minors in business and studio art. A 2011 graduate of Berea High School, she is involved in campus ministry and Habitat for Humanity, helping to build houses in Mississippi and North Carolina.

Amber Black is a 2012 graduate of Olmsted Falls High School and is attending Duke University as an English major with minors in Spanish and

political science. She has tutored English as a Second Language classes and was a freshman class adviser. She had an internship in New York City working with a program for underprivileged and abused women. This year, she had a job with the university's sports information department and spent Spring Break in the Dominican Republic. Amber is looking at attending law school.

Alyssa Zikeli graduated this year from Polaris Career Center in the medical professions program and from Berea-Midpark High School. She will attend Cleveland State University to study nursing and hopes one day to become a nurse practitioner focusing on pediatrics. At Polaris, she earned STNA accreditation and earned awards for perfect attendance. She also was on the Honor Roll. Alyssa has volunteered with Operation Homefront and Bikes for Kids. Alyssa received the Irving Ryan Memorial Scholarship, named in honor of Berea Rotarian Irv Ryan, who passed away last year.

Madison Rausch is a 2014 graduate of Olmsted Falls High School. She will study biology and pre-med at Capital University in Columbus. She would eventually like to become a pediatric oncologist and take part in Doctors Without Borders. Madison has gone on six mission trips with North Olmsted United Methodist Church to help with construction projects in areas impacted by natural disasters. For example, she helped with clean up in part of Illinois devastated by tornadoes. She was president of National Honor Society at OFHS.

Marlon Robertson, 2014 graduate of Berea-Midpark High School, was a co-founder and co-president of the school's new Interact Club. He will study business at John Carroll University as part of the school's five-year master's honors program. He also will be an Arrupe Scholar, a community service program. Marlon was a founding member and president of Realizing Your Potential, a peer mentoring program at BMHS for African American males. He was captain of the soccer team and a four-year letterman in soccer and track. He also lettered in basketball.

Unable to attend the banquet were Rotary Scholarship winners Alyce Thompson and Alejandra Garcia-Ponce. We will arrange for them to attend a future Rotary meeting.

Youth Exchange Student returns to Germany

The Rotary Club of Berea's long-term Youth Exchange student Korinna Mueller has returned to Germany after spending at year at Berea-Midpark High School. Berea Rotary is very grateful to Rotarians Dr. Ed White for providing medical care when needed and Bob Quayle of UPS for shipping her items back to her hometown.

Our thanks also to Judy Stull and Bob Huge for being the Youth Exchange coordinators and making sure Korinna was well cared for during her stay. Bob and Judy also hosted Korinna's parents when they visited earlier this year.

Before leaving, Korinna sent a letter to Berea Rotary, thanking us for sponsoring her stay in America. Here is the letter:

Dear Rotary Club of Berea,

It seems like it was yesterday when I met all the new faces at my first Rotary meeting, shy but still interested in the work you're doing, not only for the community but also for the world. I believe that Rotary Youth Exchange is the best example of your mission of world peace and bringing cultures together and represents it very well.

This past year was the best year of my life and by saying that I would like to thank every single one of you, no matter if I met you in person, no matter how long you've been part of this wonderful club and no matter if you are personally enrolled in the Rotary Youth Exchange because without YOU, mine and thousands of other teenagers' experience would not have been possible.

By being a Rotarian and sponsoring us you ensure the possibility for us to go abroad and change our life and perception forever. This year has taught me so much about my country Germany but also America, about different cultures from all over the world. It taught me the most about myself, my personality, my morals and my potential. Every single day and experience during the last year made me grow up a little bit more until today I am returning back home to my family and friends as a mature young adult that knows what she wants in life.

Thank you so much for this truly amazing experience. I will never forget the days I spent here in Ohio.

"Exchange isn't a year in your life, it's a life in a year."

*Yours sincerely,
Korinna Mueller
Rotary Club of Alzey, D1860,
Germany*