



Mike Johns, Jr  
Editor



Steve Zabor  
District Governor

# DISTRICT 6630 NEWS

October 2011

## Governor's Letter

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### Community

When you look up the word, 'community,' you are likely to find that it is defined as a group of people living in a shared environment with common values. As I prepared for my year as District Governor I thought a lot about the concept of community. In many ways I think community is right at the heart of what it means to be a Rotarian. And I asked myself, "could we improve?" As RI President Kalyan Banerjee has said, "Good is not good enough." So I established one of my personal goals for the year to work to build our sense of community in District 6630.

Now that I have visited over sixty percent of the clubs in our district I have gained a much better perspective on the meaning of community to Rotarians in District 6630. There are many different ways that Rotarians would describe their community. There are clubs who are highly committed to the well-being of their local community. Through projects to empower youth, enrich the lives of the disadvantaged, care for the elderly, and to creating public places for people to relax, reflect or interact these Rotary clubs seek to build stronger and more sustainable

communities. Other clubs define their community to include those outside Northeast Ohio and, indeed, outside the United States. Wherever there are people struggling, locally or in far distant places, Rotarians in District 6630 share a common value of Service above Self. All have heeded the call of Rotary International president Kalyan Banerjee to "Reach Within to Embrace Humanity." You make me proud to be part of this district. Thank you.

The Rotary theme for October is vocation. As a first step to celebrate vocation I urge you to reflect on the Four Way Test. It begins with the saying "Of the things we think, say and do," and continues with the four key questions we should be asking ourselves as we conduct our daily lives. The values embedded in the Four Way Test are the common values that we all share. Just think what the world would be like if everyone stopped and asked those four questions before they made a decision. Take time this month to share not just your occupation with someone else, but your vocation. What does it mean to be a good accountant, lawyer, teacher, doctor, entrepreneur,

politician, etc.? When I visited the North Ridgeville club they talked about the job shadowing program they were going to test with their Interact club. What a wonderful idea. I only hope that they share the importance of the four way test as a guide to daily life and share with all of us the lessons they learn from this experiment.

November 13 we will be trying something a bit different when we have the "Party in the Park" at the Happy Day Center in the Cuyahoga Valley National Park. My goal, as I expressed it to those organizing the event, is that we have the opportunity to come together for fun and fellowship and to share our successful efforts to serve and contribute to our communities. This will be a family oriented event. A time to build community, to share common goals and ways to reach them, to share our vocations and, most importantly, to have some fun together as a community of individuals committed to Service Above Self and to preparing the next generation of leaders.

Please let me know how I can help you achieve your goals and I hope to see you on November 13.

## News From Lkwd/RR Sunrise

By Larry Faulhaber

On Monday, November 21, members of the Rotary Club of Lakewood/Rocky River Sunrise will again volunteer for the Cuyahoga Valley Scenic Railroad's *Polar Express*. They will put on Snow Man, Reindeer, Elf, Ginger Breadman, and other costumes to meet the two *Polar Express* trains that stop at the "North Pole" in Peninsula. The *Polar Express* outings have become one of the most popular of the CVSR's excursion programs each year. Nearly 40 sold out runs, with over 1,000 passengers, will be made. Sunrise Club members have made it a fun project meeting with dinner at the Winking Lizard in Peninsula before dressing up.

### Medical Mission to India

By Ramesh Shah

Rotarian Board member Dave Diffendal & his wife Laura are joining Dr. Jaya & Ramesh Shah - Chairpersons for Medical Mission to Ambaji, Guj. India Feb 6-Feb 13, 2012. Dr. Gita Gidwani from Chagrin Highlands Club will be also joining them. Mission will help more than 5,000 rural poor & needy villagers with their primary health needs and provide FREE medicines. "Gift of Sight"-200 Cataract surgeries are also planned. Mission will have 15-18 Physicians of different specialties.

Cleveland Rotary Club has been doing this mission in partnership with Association of Indian Physicians of Northern Ohio (AIPNO) for last 3 years.

Program is open to any Rotarian who wants to travel to India on their own.

For more info please write to

Dr. Jaya Shah

(jayashahmd@sbcgloabl.net) or call 440-460-1037

Their current Rotary Exchange Students and members of the Interact Club will join them. As trains from Independence and Akron arrive at the "North Pole" station in Peninsula the children on the train are at the windows looking for Santa, his Elves and other costumed characters to waive and greet them. It is a fun experience to add to the joy of the young passengers as they experience the *Polar Express* story which is read to them on the train as they head for the "North Pole." Having the Exchange Students and Interact Club members with them make it even more fun for the Club members.



### Rotarian & Hall of Famer

By Al Conners

Congratulations to Earl Biederman, newly elected to the Shaker Heights Alumni Association's Hall of Fame. Earl, a member of the class of 1953, has enjoyed a successful career in environmental sales, coaching, and pro football scouting. He is a Paul Harris Fellow, Past President of the Rotary Club of Aurora, and a distinguished, award-winning member of the Greater Cleveland chapter of the Audubon Society. Earl is a graduate of Miami of Ohio and was a running back on the football team. He is in his 43rd year as a scout for the Cincinnati Bengals.

Earl-the Rotary Club of Aurora is proud of you and your many achievements!

## Membership Retention Pointers

By Jack Miaskowski

RETENTION PRESENTATION for existing members.

GOOD PROGRAMS: Use examples of our meetings US NAVY, FBI, CLEV COUNCIL ON WORLD AFFAIRS, Mayor, and School Board. Talk about your strengths.

GOOD PLACES TO MEET: Senior REC CENTER, ours is relatively new, provide a good location and a good meal.

GOOD PROJECTS: Explain each one a little ~ POLIO PLUS, SR LUNCH, SR XMAS, PAINT FIREPLUGS, CHILI OPEN, BOY SCOUTS, SAFETY TOWN.

GOOD PARTICIPATION: Explain large attendance and how we remind and call members. We have 85-100 EVERY FRIDAY, GO WITH SOME ONE, PICK WHAT YOU LIKE, HELP WHEN YOU CAN

GOOD PEOPLE: Self Explanatory GET RECOMMENDATIONS FROM MEMBERS, FROM FRIENDS, BE SELECTIVE, SEEK OUT OTHER GROUPS

GOOD COMMUNICATION: Show examples MAKE GOOD FLYERS, POSTERS, GET

FRIENDLY WITH YOUR LOCAL PAPER, VISIT RI SITE - GREAT INFORMATION THERE.

GOOD NEWSLETTER: SEE STRONGSVILLE OR OTHERS ON WEB. IMITATE WHAT YOU LIKE.

GOOD PROSPECTING: Use the New Video from RI & PLAN A NEW MEMBER MEETING, BRING A GUEST TO A SPECIAL EVENT, CREATE AN INVITE BUSINESS CARD, WORK WITH OTHER CITY CLUBS

GOOD FOLLOW UP: Assign people to follow-up by e-mail, Phone, especially new members.

GOOD PLANNING: Attend Board Meetings so you know what is Happening, Review weekly events and stay involved.

We use all of the items I have mentioned so don't be afraid to borrow a good idea!

Jack Miaskowski The Rotary Club of Strongsville

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Cell 440-376-1753

## District Outing Benefits Polio Eradication

By Linda Kramer

District 6630's Night at the Indians on Aug. 12 earned some special prizes for Rotarians and raised funds for Rotary International's worldwide polio eradication project as well.

A special raffle of Indians-themed prizes raised \$1,720 to fight polio. The First Pitch grand prize entitled the winner to throw out the first pitch at the Indians game and included a Paul Harris award. Winner was Rick Smith of Medina Rotary.

Other winners were Jim Wal-

ters of Berea, Four tickets to the game; Ron Wilkinson of Ashtabula, Two Club seats to an Indians game and Charles Mayer of Shaker Heights, Baseball autographed by Fausto Carmona.

The drawing was held at the Rotary Club of Berea's annual steak roast at the home of Bob and Sandy Hammer.

Rotarians and their guests who attended the game enjoyed a picnic dinner and Elvis-themed fireworks afterwards. Plus, the Tribe beat the Twins 3-2.

By Al Conners

Our clubs report, and pay international dues, for their members twice a year. The first report is a snapshot of the club's paid membership on June 30, 2011. Rotary International expects to receive this report, accompanied by the dues payment, on September 30.

Preparing the SAR report represents a "moment of truth" for our clubs. Typically, the club secretary has sent out a dues statement to each regular (as opposed to honorary) member. Sometimes we now learn that one or more members are NOT going to renew their membership. We may have thought we had 50 members; the returns from the dues statements may "correct" that number to something less than 50. Please note that this has nothing to do with transfers or deaths; the members who did not renew their membership are "walking out the back door" and probably leaving Rotary for good.

I hope this did not happen to your club. If it did, it's important to recognize that members who do not renew their membership may be willing to share the reason for that decision. If possible, we need to know what triggered that decision and what, if anything, we can do to avoid similar departures in the future.

If we are to grow our membership, we must determine what, if anything is causing member defections. The list of possible

causes is endless; perhaps the member never felt accepted by the rest of the club or his/her input was ignored by our veterans who know what works and what doesn't. The weakest excuse I've ever heard is "we've always done it that way". Perhaps our lost member has a tight work schedule and can't afford to be late returning to work from the noon meetings that dragged on past the time when the meeting is expected to end.

Many of us join Rotary because we want to make a difference in the lives of those less fortunate than we. Is your club content to go through the motions doing "same-o, same-o) without examining the effectiveness of your programs and determining what-if anything could be improved. Perhaps a thorough review of your club's programs might suggest replacing one or more with new initiatives that promise more "bang for the buck". Complacency is not the way to improve what we do.

Of course the point of all this is that we need to make an effort to learn why one or more members did not renew their membership. Getting answers to this question may enable us to improve the operating effectiveness of our clubs and avoid future defections.

By Richard Pollack

*This month's Foundation Thoughts...*

**"Alumni"**

Former Ambassadorial Scholar Alex Buchanan says that knowing he has helped nourish millions of children in developing countries gives him "a pretty good feeling." A food technologist and member of

**\*\*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*

the Rotary Club of Melbourne, Australia, the 75-year-old Buchanan created the high-protein Australian milk biscuit and the high-energy biscuit, which are staples of his country's international food aid. For this and many other accomplishments, The Rotary Foundation presented Buchanan with the Global Alumni Service to Humanity Award.

**"Polio"**

Some Rotarians have had the privilege of working with polio survivors to support PolioPlus, and what an inspiration those survivors can be! Clearly, no one understands the need to eradicate polio better than those who struggled with the disease. They challenge us to achieve that final 1 percent and complete this eradication goal, this task of epic proportions. The final stages of eradication will be difficult and when considering a worldwide

challenge, the numbers can sometimes be overwhelming. Perhaps it would help to think of it this way: Because you and I prevented polio, somewhere in the world a healthy child is happily playing in the sun. On behalf of all those children, thank you!" – Rotarian Terry Toone

An iron lung was one of the most feared images of the polio epidemics that raged through the United States in the 1940s and 1950s. And its where Dianne Odell, of Jackson, Tennessee, spent most of her 61 years until her death in 2008. —She was optimistic that eradicating polio would happen, says her childhood friend and Rotarian Sheila Campbell. "She was very supportive of what Rotary did. Her hope and prayer was that no child would ever go through what she had."

**"Every Rotarian, Every Year"**

Our world is filled with conflict and strife, but I believe that fundamentally, people are more alike than they are different. I believe the underlying causes of most of the conflict and strife are poverty, disease, hunger, and illiteracy. The work of The Rotary Foundation addresses all of these critical needs. My annual gifts to The Rotary Foundation enable me to do my small part, and these gifts are magnified by being added to The Rotary Foundations resources to bring meaningful help to people in need." – Past District Governor Tere Bergman

*The Andover Rotary Club has changed its meeting location. We still meet on Mondays at 6:30 p.m., but now meet at Scooter's Bar & Grill, which is located at 6669 State Route #85, Andover Township. This location is about 1.3 miles east of Andover, just before the Pymatuning Lake Causeway. We have changed our dinner so that each member orders from the menu. We welcome all of you to join us.*

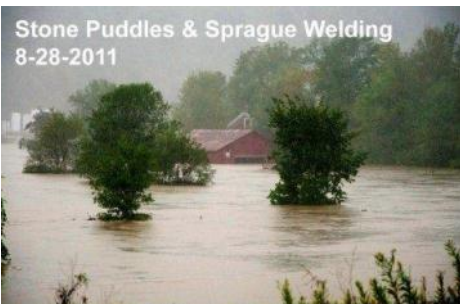
## Hurricane Irene's Impact on Southern Vermont

By Chris Adams

Growing up my family would vacation at our family cottage in Southern Vermont every summer on a small mountain lake outside Wilmington. It is an ideal place for kids to play; beautiful mountains, clear waters, fresh air, wonderful opportunities to experience the best nature has to offer, and wonderful down to earth residents. I have such wonderful memories of Vermont from growing up that I continue to return to Vermont yearly with my own kids so they can enjoy similar experiences I had as a child.

One of my Rotary highlights of each year is attending the Rotary club of Deerfield Valley while visiting Vermont. This club is vibrant, active and makes a strong positive impact on the local communities.

August 28<sup>th</sup> Hurricane Irene caused tremendous damage to Southern Vermont. Over 12 inches of rain fell in some areas, causing mountain streams to rise tremendously.



Widespread flooding occurred.



The business district of the town of Wilmington is at the intersection of 2 major routes in Southern Vermont, Route 100 and Route 9. At that intersection the water rose over 18 feet above the stream bed, flooding the main part of town. Over 40 businesses and homes were damaged or destroyed in the flood waters. Most of the infrastructure of the town was impacted, including roads, the water treatment plant, police and fire departments and town clerk's office were all severely damaged.



One Rotarian had his welding and tool shop destroyed; at one point it was under 12 ½ feet of water. All the contents of his shop were lost. He like the others business owners in the areas are digging out, salvaging what they can, and rebuilding when possible.

My club, TRC of Hillcrest-Sunrise has taken on the challenge to raise funds through our club to help the Town of Wilmington, TRC of Deerfield Valley and southern Vermont. A request for a grant has been made to our district 6630. District 7870 (New England area district) is working to create a matching grant for any Rotary contributions. If you have any interest in supporting the rebuilding of Wilmington and southern Vermont please feel free to contact me at [Christopher\\_r\\_adams@yahoo.com](mailto:Christopher_r_adams@yahoo.com) and I can let you know the latest progress and efforts being made at the club and district level to support this effort.



## DG Nominations Sought

By Steve Zabor

We are nearing the deadline for applications from District 6630 Rotarians who are interested in serving the District as Governor following Julie West in 2013/2014. This is a wonderful opportunity that anyone who has completed their year of service will acknowledge. I have very much enjoyed the opportunity to visit all 56 clubs and to get to know the diversity of Rotarians in District 6630. As I said in my cover letter for this newsletter I am proud to be associated with this district.

Once we choose the person to follow Julie West we will set our sights on identifying the person to serve during the Rotary year of 2014/2015. One requirement is that the candidate has served as the president of her/his club. While it is desirable that the candidate has had some experience at the district level there is plenty of time to get to know the district, its challenges and its possibilities. What I know from my own experience is that there are many who are ready and willing to help.

Please help us identify qualified and interested individuals for this position. If you, or someone you think might be interested, has questions or concerns please feel free to contact me, [zaborsl@gmail.com](mailto:zaborsl@gmail.com) or 330-569-4936. The deadline for nominations will be January 15, 2012.

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## Creating Sustainable Change

By Steve Zabor

When Kathryn and I were at a regional Rotary International meeting outside Chicago in September we heard Penny Nix-on-West speak about Etta Projects. Etta Turner was a Rotary exchange student in Bolivia when she died in a bus accident. The story of her short life makes me wish I had known her. Friends, teachers, and family members contributed to Heifer International in her honor, because that is what Etta would have wanted. The local Rotary Club in Bolivia created an education and nutrition center and named one room in Etta's honor, even though she had been there for three months.

Soon Etta Projects was created, [ettaprojects.org](http://ettaprojects.org), and is dedicated to creating sustainable change in Bolivia. According to their webpage "[Etta Projects](http://ettaprojects.org) partners with Bolivian communities to identify, prioritize, and implement sustainable solutions to the health, education, and economic challenges of poverty." With each project they ask what next and most impressively they work hard to empower the community members to take responsibility for the identification, creation and continuation of the projects. These are concepts that

are central to the creation of sustainable community development.

After Penny's presentation I followed her to the House of Friendship and spoke with her to learn more and asked if she would come to Northeast Ohio to share her story next April at the District Conference. Fortunately she agreed and I know that you will be as impressed as I was and continue to be. I urge you to visit their webpage - [ettaprojects.org](http://ettaprojects.org) - to learn more about the organization and their work.

Of immediate concern for Etta Projects is the need for a four wheel drive dual cab truck for their work in Bolivia. The cost is \$30,000. If you, or your club, would be interested in helping please contact me. They also need approximately \$14,000 to transport medical equipment to Bolivia. The equipment is being funded through a Rotary Matching grant sponsored by RI District 6220. If you want to see a copy of the grant I can send it to you.

Please consider the possibility of providing support for either of these projects.

I look forward to Penny Nixon-West's visit with us and am sure that you will be as moved as I was and continue to be.

## District Family Picnic

By Marsha Pappalardo

This year instead of the expensive Dinner with Speakers to celebrate Foundation Month, we are having a FAMILY PICNIC IN THE PARK! Since the dinners are always overpriced in order to raise money for the Foundation, this year we are going back to the basics of why Rotary was founded! Paul Harris invited men of different VOCATIONS to meet. That being said we want YOU to SHARE your VOCATION with other Rotarians in our District! For \$25 you can have your business card, brochure, trinket... whatever you would like, put into a bag with the items from other Rotarians. Each family will be given a bag when they leave the picnic. What an opportunity to get the word out about your BUSINESS! I know I would rather do business with a fellow Rotarian and I bet you would too. First though we have to know what each one does for a living. Now it gets better because that \$25 will be RETURNED to your CLUB in the form of a donation to the Foundation. This way we are helping our Governor reach his goal and at the same time you are helping your President and Club reach their goal. PLEASE ORDER THE ITEMS YOU WILL WANT TO HAVE DISTRIBUTED AND CALL ME OR EMAIL ME. Once we have a count we will let everyone know through an email blast however, if you can only give X number of items, that's okay too!

Marsha Pappalardo [cmpappa@aol.com](mailto:cmpappa@aol.com) 216-410-4844

[Click Here to Register](#)

## Medina Sunrise Rotary Commemorates 17 Years of Service

By Michael Davanzo

Medina Sunrise Rotary gathers around its Paul Harris Burr Oak Tree, which was planted in 1994 on Public Square in Medina, for the annual "Sunrise" meeting commemorating the club's founding 17 years ago and its continuing mission of service to our community.



"When we consider the symbolism of our tree, planted in 1994, as a mere sapling, we will be reminded of how Medina Sunrise Rotary has its roots in our community and grown together as a club. You will

also notice, however, that the tree is not fully grown. You might even say the tree has not yet reached its full growth potential ~ neither has our club. I am proud of the work that each one of you has done." said club president Daryl Kubilis, "And it



is only through living our mission of service to our community, staying true to our beliefs and committing to our objectives for the long-term that our club will have the energy to grow."



## Shoe Boxes On The Way to Nicaragua

By Jack A. Young, PDG 2005-06

Michigan and Ohio Rotary Districts join together to support the children who are the real winners.

At the end of August, the 370 Shoe Boxes plus which were sponsored by Rotary Clubs in our Rotary District 6630 were delivered to Rotarians in Michigan - Rotary District 6400 and are on the way to the Children of Chinandega, Nicaragua. Courtesy of Walmart, the shoe Boxes were shipped to Iowa to be combined with Rotary clubs and their district after which were shipped to Houston Texas. They will be loaded in a container and shipped by freighter to Honduras, picked up by citizens from Nicaragua and delivered to Chinandega for distribution in December to the Children living in the garbage dump.

The goal is to encourage children to go to school to seek a better education that will eventually get them out of the extreme poverty conditions to leave a better and more productive life. The only way these children get a Christmas Shoe Box is to be enrolled in school, have good grades, good attendance and be recommended by the school teacher. In many cases this will be the only gift they will receive.

This is the 6th year that PDG Young has been involved in this process, working with Michigan Rotary District 6400 and PDG Larry Wright and other Rotary Districts. During this time over 2,000 Children Shoes Boxes have been sent to the children in Nicaragua with arrival and distributed before Christmas. In addition during this time, over 17 different Rotary Clubs in our district have been involved, with participation from over 600 different Rotarians and friends of Rotary.

Special thank you to Stan Socha, his daughter Ann and Dr. Tony Giovinazzo from the RC of Brunswick who helped load and deliver the shoe boxes to Michigan and to Marsha Pappalardo, Past President and AG of the RC of Brunswick, who help purchase items from donations received from clubs and individuals.

For more information on the shoe boxes for the children of the dump in Chinandega, Nicaragua, please feel free to con-

tact Past District Governor 2005-06, Jack Young. (C 440-759-4000)



Past Michigan Rotary 6600 District Governor Larry Wright greets Ohio PDG Jack Young from Rotary District 6630



Both Ohio and Michigan Rotarians join together after unloading the shoe boxes at the Walmart Store in Troy, Michigan.



PDG Jack Young (C) assisted by PDG 6400 Larry Wright (L) and another Michigan Rotarian (R) is ready to close the lid on the shipping container to ship Past Rotary International Director-2003-2005 Mike McCullough to accompany the shoe boxes.



The Final box is being completed to send to Nicaragua by PDG Young and a Michigan Rotarian. Rotarian Tony Giovinazzo from the RC of Brunswick, Ohio is in the background supervising.



Work is completed with a final picture of Rotarians from both Ohio and Michigan is taken before a luncheon celebration.

Houston Texas. The shoe boxes will be loaded in a container and shipped by freighter to Honduras, picked up by citizens from Nicaragua and delivered to Chinandega for distribution in December to the Children living in the garbage dump.

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## Gebauer Helps Gift of Life

Cleveland's Gebauer Company provided funds to help support Rotary District 6630's Gift of Life North East Ohio's recent medical brigade to Assiut Egypt. GoL NEO helped establish a children's heart surgery center in central Egypt 2 years ago. More than 125 children have now received life-saving open heart surgery both with the support of our partners from International Children's Heart and through the support of Assiut's own growing confidence to perform numerous procedures successfully on their own.

We are proud that Gebauer Company chose to focus their corporate giving to save the life of this 5 year old girl as part of the June 2011 Medical Brigade to Assiut University Egypt and want to share their child with our Rotary Community.

Ken Fogle Jim Kamer and Jim Frame

[Gift of Life North East Ohio, Inc.](#)

Clubs can contact Jim Frame (330-274-2482) Jim Kamer (216-789-3462) or Ken Fogle (216-861-5151) for more information and a club program.

## Rotary & Travel – A Great Combination

By Julie West

As District Governor-Elect one of my responsibilities is to promote this year's Rotary International Convention being held May 6-9 in Bangkok, Thailand. Having attended eight RI Conventions, this is an easy task. First some reasons for attending; then the details for this year's Convention. What can you expect? You will experience the internationality and breadth of Rotary as you join thousands of Rotarians from all over the world. You will be inspired by outstanding speakers from within and outside Rotary (past Conventions have included Bill Gates Sr. and Jr., Queen Noor of Jordan; Greg Mortensen, author of *Three Cups of Tea*; Wangari Maathai, winner of 2004 Nobel Peace Prize). You will learn by participating in interactive workshops on various Rotary topics. You will be awed by the pageantry of the Opening and Closing ceremonies which feature entertainment reflecting the host country's culture. You will be amazed by the project displays and number of Rotary Fellowship booths in the House of Friendship. You will make new friends as you participate in Convention activities and visit the House of Friendship, where, in addition to visiting the displays, you can sample international cuisines, enjoy a variety of entertainment, purchase Rotary or host country items, or just relax. In the evenings you can explore the host city or participate in one of the host events.

This year's host country, Thailand, is known as the Land of a Thousand Smiles. Host city Bangkok, known as the City of Angels, is both a cultural and business center where modern buildings and businesses are found next to sacred temples and ancient shrines. Two of the keynote speakers for this Convention are Dr. Muhammad Yunus, Founder of the Grameen Bank and Nobel Peace Prize recipient; and Hugh Evans, co-founder and CEO of the Global Poverty Project.

The dates of the Convention are May 6-9, 2012, but we usually arrive a day early to get acclimated. Early registration ends December 1<sup>st</sup> followed by fee increases; however registration fees for this Convention are the lowest ever. Blocks of rooms at reduced rates are being held at a variety of hotels, which are located on the shuttle routes to the Convention Center. Rotarians from our Zone have access to a special air only package to/from Chicago until November 15<sup>th</sup> and a very reasonably priced city tour and dinner cruise on Sunday, May 6<sup>th</sup> (must be assigned to the Opening Plenary session). For more information on this event, go to <http://www.zones28-29.org/index.html>. For more Convention information, go to <http://www.rotary.org/en/Members/Events/Convention/Pages/ridefault.aspx?housead>. For more information about Bangkok read the article in the October issue of *The Rotarian*.

## Membership Challenge

By Al Conners

Imagine that you are a Club President or Club Membership Chair. The Secretary has just reported that the SAR submitted for the period ending on June 30, 2011

will include the loss of two members. In short, you thought you had 50 members; two of these did not renew their membership. They did not move away or accept a new job requiring their presence at work when the club meets.

You study the club attendance records and learn the following:

John... joined the club a year ago and attended club meetings regularly until three months ago. A few phone calls reveal that John did not share the reason for his non-attendance with anyone.

Jane... is another relatively new member whose attendance fell off after a good start. She and John are alumni of a college Rotaract Club who were recruited in response to Rotary International's "New Generations" initiative.

You take the time to interview John and Jane. You committed to a membership growth of a net five new members this year. In order to achieve a net of 5, you now need 7 new members! It's important to learn why John and Jane were lost to the club. Both John and Jane are reluctant to discuss their reasons for dropping

Rotary Membership but finally share a few thoughts with you. Jane attended a few project

committee meetings and her input was not welcomed. In fact, one crusty veteran Rotarian suggested that women should "stick to their knitting" and leave "men's work to men". This put down, in more tactful terms, was repeated by others. Jane quickly became convinced that she was not wanted nor were her ideas seriously considered.

John's story was similar. His Rotaract Club was composed of energetic male/female self-starting doers who were not afraid to tackle big projects that would make a difference in the lives of people less fortunate. He eagerly joined Rotary with the expectation of getting involved in meaningful projects immediately. He was shocked at the tepid pace of Rotary committee work and the refusal of other committee members to hear and evaluate his ideas. He was convinced that he could not make a difference by continuing his membership and decided to drop out.

Now we come to the challenge! What would you do to change things in this Rotary Club? Give me a one to two page response. I will enlist a small circle of judges (omitting the crusty put down artist who discouraged Jane). The person submitting the best response will receive a large, family size pizza and have his/her response published in this newsletter. Best of all, sharing your thoughts may help all of our clubs improve their retention numbers.

For more information contact me at [alconners@gmail.com](mailto:alconners@gmail.com)



By Linda Kramer

The Rotary Club of Berea's 7<sup>th</sup> annual Lou Groza Charity Golf Outing on Sept. 8 earned funds for the club's scholarship program and for the club's support of local youth sports. More than 100 golfers and 10 Cleveland Browns alumni teed off at Cherokee Hills Golf Course in Valley City. Winner of the annual ball drop contest was Berea Rotarian Tom O'Donnell. The day included 18 rounds of golf, plus a continental breakfast, lunch and a buffet dinner. There were raffles and a hole-in-one contest. Golf Outing chairman was Chuck Stanko.

**CANDIDATES TALK:** The City of Berea has a mayoral election coming up in November and with that in mind, the Rotary Club of Berea invited both candidates to explain their platforms during the regular Tuesday night dinner meetings. Challenger Gene Zacharyasz, a Berea businessman, spoke on Sept. 20 and incumbent Mayor Cyril Kleem was our guest on Sept. 27. Both meetings were very well attended. There was a question and answer session after each candidate spoke. An upcoming guest speaker will be new Berea School District superintendent Mike Sheppard, who will talk about the planned downsizing of the district and a 2.5-mill operating levy on the Nov. 8 ballot.

**GUEST SPEAKERS:** Other guest speakers at Berea Rotary during the month included Afar Masuria of Ethiopia and Trooper Joran Cotom of the Ohio State Highway Patrol.

**GIVING BACK:** Berea Rotarians give back to the community in many ways. Recently, they volunteered at the 21<sup>st</sup> annual Berea Arts Fest on Sept. 11, working in the hospitality booth and staffing the raffle basket table. On Oct. 15, they will volunteer at Berea's annual Harvest Festival. Rotarians also collect non-perishable items for the SCAN Hunger Pantry and Berea Welfare Assistance. In August, Rotarians donated 46 pounds of food to the food pantry.

**KIVA LOANS:** Ken Weber, Berea Rotary Kiva chair, has made 213 loans to date. The latest went to entrepreneurs in the countries of Georgia (farming), Mexico (retail and agriculture), Kenya (dairy), Azerbaijan (livestock), Lebanon (cattle), Paraguay (poultry and animal sales), Pakistan (farm supplies and farming), Tajikistan (animal sales), Philippines (farming), Costa Rica (pigs), Iraq (farming), Kyrgyzstan (farming), Guatemala (cattle), Mali (farming) and Cambodia (farming).

To learn more about Kiva loans, go to [www.kiva.org](http://www.kiva.org).

By Dan Riemenschneider

**Before December 31, 2011, consider significant contributions to Akron Rotary Camp Capital Campaign, Akron Rotary Foundation or Rotary International.** This year may well be the last chance for taxpayers age 70 1/2 or older to take advantage of an up-to-\$100,000 annual exclusion from gross income for otherwise taxable individual retirement account (IRA) distributions that are qualified charitable distributions. Such distributions aren't subject to the charitable contribution percentage limits and aren't includible in adjustable gross income (AGI). Lower AGI reduces certain other limitations and Ohio taxable income. Qualified charitable contributions from retirement accounts are scheduled to expire after Dec. 31, 2011.

**Are my Rotary Club dues deductible?** Under Internal Revenue Code any dues or fees paid to clubs organized for business, pleasure, recreation, or other social activities are generally nondeductible. Examples include country clubs, golf and athletic clubs. However, IRS Regulations do allow deductions for dues paid to professional organizations including bar associations and medical associations, or civic or public-service-type organizations, such as **Rotary Clubs**. You must be able to show that the amount you pay is an ordinary and necessary business expense.

**Rotary dues are deductible.** Your employer or Company can deduct the dues paid for membership in civic or public service organizations and they are not taxable to you as an employee. You could possibly deduct membership dues you pay and are not reimbursed on your Schedule A as an itemized deduction. However, this type of itemized deduction is subject to a 2% limitation of AGI. A lower AGI to deduct your dues may be an additional reason to make a qualified charitable contribution from your retirement account.

**Are my Rotary meals deductible?** Costs incurred for meals and entertainment must meet strict tests in order to be deductible. If you pay careful attention to the following rules, meals should qualify as deductible. All business expenses, including meals, must meet the general

deductibility requirement of being "ordinary and necessary" in carrying on the business. These terms have been fairly broadly defined to mean customary or usual, and appropriate or helpful. Thus, if it is reasonable in your business to lunch with or entertain clients or other business people you should be able to pass this general test.

A second level of tests specifically applicable to meals and entertainment expenses must also be satisfied. The business meal or entertainment must be either "directly related to" or "associated with" the business.

"Directly related" means involving an "active" discussion aimed at getting "immediate" revenue. Thus, a specific, concrete business benefit is expected to be derived, not just general goodwill from making a client or associate view you favorably. And the principal purpose for the event must be business. Also, you must have engaged actively during the event, via a meeting, discussion, etc.

If the "directly related" test cannot be met, the expense may qualify as "associated with" the active conduct of business if the meal or entertainment event precedes or follows (i.e., takes place on the same day as) a substantial and bona fide business discussion. This test is easier to satisfy. The event will be considered associated with the active conduct of the business if its purpose is to get new business or encourage the continuation of a business relationship. You should keep detailed records of each business meal and entertainment event and to justify its business connection. For expenses of \$75 or more, documentary proof (receipt, etc.) is required by statute. Generally, only 50% of qualified meal and entertainment expenses are deductible.

You can deduct entertainment expenses that are directly related to and necessary for attending business meetings or conventions of certain exempt organizations if the expenses of your attendance are related to your active trade or business. These organizations include business leagues, chambers of commerce, real estate boards, trade associations, and professional associations. If you meet the requirements above, **your Rotary meals are generally deductible.**

**How about sponsoring the Wayne Homes**

Cont'd on pg. 9 



## Tax Benefits cont'd

**Chili Open or purchasing a Campership for the benefit of Rotary Camp for Children with Special Needs?** For a corporation, amounts paid to a non-profit as a sponsor of a charitable event can be classified as a charitable contribution. However, a corporation's charitable contributions are subject to a 10% of taxable income limitation and may only be carried forward 5 years before the deduction is lost. Under certain conditions, however, a corporation may deduct what would appear to be a charitable contribution as promotion, advertising, or other trade or business expense. Expenditures for institutional or goodwill advertising that keep the taxpayer's name before the public are generally deductible as ordinary and necessary business expenses if the expenditures are made with the reasonable expectation of a financial return commensurate

with the amount of the payments.

Individual taxpayers who contribute cash or property to a qualified organization can claim the contribution as an itemized deduction. The income limitation is generally 50% of AGI.

Amounts paid for **raffle, lottery, 50/50 tickets** or similar games of chance, for the benefit of a qualifying charitable foundation (i.e. Akron Rotary Foundation) or Rotary Club are deductible as wagering losses to the extent of winnings, even though the participants are intending primarily to make a contribution to the organization. Of course, you winnings from the above should be reported on your income tax return.

Happy dollars are generally not deductible. Just thank God you are happy.

## Dress For Success

By Beth Shriver

Beginning October 3, the Rotary Club of Twinsburg is conducting a drive to collect women's business clothing, hose and accessories for the Cleveland chapter of Dress For Success. This is an organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life.

Gently used, clean professional clothing and accessories can be dropped off at the Edward Jones office in Twinsburg (North end of the Town Center shopping center at Rt 82 and Rt 91 in Twinsburg, near PNC Bank). For directions to the office, contact Tim Edgington (330) 425-1269. If you need someone to pick up your donation, please contact Beth Shriver (216)470-3828 <http://www.dressforsuccess.org/>

## ShelterBox USA President Says Thanks to Rotary

ShelterBox has enjoyed outstanding Rotary Club support of our mission to provide humanitarian aid in the form of shelter, warmth and dignity to survivors of natural and other disasters. With that in mind, we thought you may enjoy hearing more about our work with Rotary in Africa. Below, you'll find comments from Adrian Sumner a Rotarian of thirteen years and currently a member of Retford Rotary in Nottingham. Adrian has been delivering [ShelterBox](#) aid in the Horn of Africa following drought and conflict that has devastated the area, forcing thousands to flee their homes in search of food and security.

Adrian, an experienced volunteer, was a member of ShelterBox's first ever ShelterBox Response Team following the 2004 Boxing Day Tsunami, travelling to Sri Lanka to deliver essential shelter to families whose lives had been torn apart by the disaster. He had come into contact with Rotarian Tom Henderson, founder of ShelterBox, when a member of Hale Rotary. He was deployed to Sri Lanka again in 2005 and has since been to Myanmar, Somaliland, West Bengal, Egypt and, most recently, Ethiopia.

Rotary contacts in Ethiopia were made following the first ShelterBox Response Team's (SRT) arrival. This facilitated our operation so that we could work as efficiently as possible. Local Rotary Clubs also publicized Shel-

terBox within their district media to inspire further support from their members.

Rotary Club support is making a difference in the lives of survivors. Adrian recalled giving a tent to a Polio sufferer at Bokolmayo Refugee Camp in Ethiopia. Aodo is a seventeen year-old orphan who lives with her sister and two brothers. Adrian recounted: "To see how Aodo coped with her misfortune made me feel incredibly humble, and it was extremely pleasing to be able to help her and her family by giving them a ShelterBox, which will make her life more bearable in such a hostile environment."

Before leaving Ethiopia, Adrian delivered a talk regarding ShelterBox's work at the Rotary Club of Addis Ababa, Bole. Adrian speaks regularly at Rotary clubs and public speaking is an exercise done by many Rotarians to strengthen the long-standing ties between ShelterBox and Rotary.

Adrian said: "ShelterBox's work continues to be very much in the ethos of Rotary International's motto of 'Service Above Self'. It's something any Rotarian in the world can get involved with and make a hands-on effort to change people's lives for the better."

Rotary and ShelterBox have been closely associated ever since the disaster relief charity's inception at the turn of the millennium.

ShelterBox CEO and Founder, Tom Henderson worked with Rotarians and Rotary clubs around the world to begin making ShelterBox the largest Rotary club project in its one hundred year history.

We extend our thanks to Rotary clubs in your district for their historical and current involvement with our charity. Without this global Rotary support much of what ShelterBox does would not be possible. To learn more about the impact ShelterBox makes on disaster survivors, please [watch this short-form documentary](#).

You may also enjoy:

[Photos from East Africa](#)

[ShelterBox response to Ethiopia](#)

[ShelterBox response to Kenya](#)

[Other current deployments: Thailand](#)

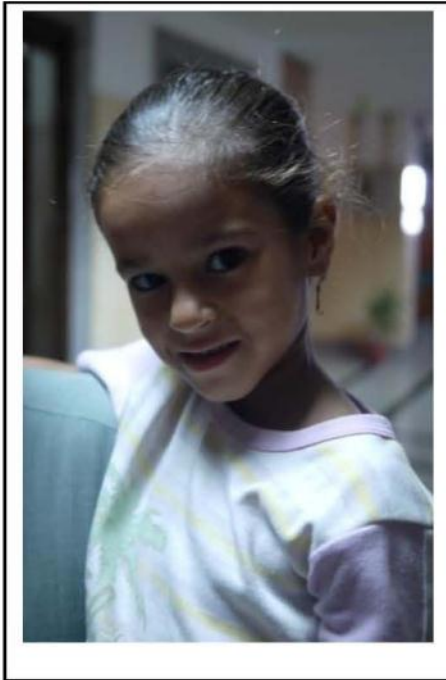
Should you have any questions about our efforts to provide shelter, warmth and dignity, please let me know.

Regards,

Emily Sperling,

President

ShelterBox USA



Five-year old Faraha Ali Hasan began to show symptoms of her heart condition when she was 6 months old. Her heart would beat quickly and with an abnormal rhythm, causing fainting spells. She was diagnosed with aortic stenosis (a narrowing of the aortic valve or the vessel above the aortic valve). She tried many different treatments, none of which were effective. Faraha's condition has prevented her from eating heavy meals, and she suffers from slight malnutrition as a result. Breathing difficulties have also kept her from running and playing like other 5 year olds.

Faraha received an operation on June 10, 2011. She is expected to recover fully. Once she returns home, she will be able to play with her brother and sister on the farm where her father works.

Faraha's mother says that the local staff, ICHF volunteers, and sponsors are good people, and would like to thank them all for their hard work. This little girl's life has been saved and her family is so grateful.



Gebauber Company child sponsored as part of June 2011 medical brigade to Assiut Children's Hospital Egypt in partnership with International Children's Heart Foundation and Gift of Life North East Ohio, Inc.