

THE ACORN

Governor's Newsletter
Rotary International



District 778
Charter Year 1990-1991

**"HONOR ROTARY
WITH FAITH
AND ENTHUSIASM"**



Daniel W. Mooers
District Governor

August 15, 1990

Dear Fellow Rotarians:

DURING THE MONTH OF JULY, Shirley and I took the opportunity, in addition to our club visits, to attend several club fundraising events. While eating more than our share of barbecued chicken and bean hole baked beans we observed hard working Rotarians sacrificing beautiful hot summer weekends to raise money for their club's many community service projects.

As I watched the club members scurrying around performing their many assigned tasks, I could not help but observe how the busy Rotarians could benefit, and lighten their share of work a bit, by having additional new younger club members to help with the projects. Is the same true in your club?

Take a few minutes and take stock of your club. Is the average age of your members less than 50 years old? Has the growth of your club paralleled the growth of your communities? Is the percentage of women members reflective of the percentage of women in your business and professional community? Do you feel you have enough active members to fulfill your service commitments to your commu-

nities? Unless the answer was consistently "yes", your club needs to get serious about membership growth.

Rotary International designates the month of August as Membership Development and Extension month. If you have not done so already, the officers of each club should sit down and devise a positive plan for membership growth in your club for the next 10 months. Share your plan with all club members and elicit their help to achieve your growth goal. Membership growth usually does not "just happen." It requires the same thoughtful planning and execution that goes into club projects. If you achieve your goal, one thing is sure - next year that fund raising project will be just a little bit easier for each of your members.

Yours in Rotary Service,

..... **HONOR ROTARY WITH FAITH & ENTHUSIASM**

GOVERNOR:

Daniel W. Mooers • 111 Commercial Street, Portland, ME 04101 • (H) 207-799-7290 • (O) 207-775-7444

GOVERNOR NOMINEE:

Robert H. Patten • 33 Murray Drive • Cape Elizabeth, ME 04107 • (H) 207-799-3819 (O) 207-774-7553

SECRETARY:

Robert N. Carson, Jr. • 36 Trundy Road • Cape Elizabeth, Maine 04107 • (H) 207-799-8029

TREASURER:

Gregory Payne • P.O. Box 426 • Portland, Maine 04112 • (H) 207-883-4660 (O) 207-774-2635

"Preserve Planet Earth"



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THE REGISTRATION FORMS ARE IN THE MAIL!

The District 778 September 29th and 30th "Fellowship Conference" registration forms are in the mail to each Rotarian in the district.

Please encourage your members to complete and return the forms by September 1st.

Conference plans are coming along well and the enthusiasm expressed by Rotarians to the idea of this type of conference in overwhelming. Everyone is looking forward to the opportunity to get to know Rotarians from around the district and to share their interests and the fellowship of Rotary. Come for an activity that interests you and your family, come for the day or come for the whole weekend! Whatever your interests, come and enjoy the fellowship of Rotary.



PRESS CLIPPINGS WANTED

Rotarians and Rotary Clubs receive frequent recognition in local papers and other publications, as well as through other media. Unfortunately, most of the media coverage is limited to the local area and therefore neither the District Public Relations Committee nor I ever see the local media coverage.

Would you please designate one or more persons in your club to diligently clip all articles in your local press relating in any way to Rotary, Rotarians or your club, and immediately forward those clippings to:

Dan Davidson, Chair District 778 Public Relations Committee 26 Ocean View Road Cape Elizabeth, Maine 04107

If you receive radio or TV coverage, you can usually obtain a copy of the audio or video tape. Please make the effort to do that and forward it on to Dan Davidson.

W E L C O M E N E W C L U B S

DURING July one new club was accepted into Rotary International membership and another provisional club is about to submit its charter application. First came Brunswick Coastal, with twenty-seven charter members, and this new club was accepted into Rotary on July 30, 1990. Brunswick Coastal will meet on Monday evenings at 6:00 p.m. at Bob's Hideaway in Brunswick.

Not too long after that application was submitted, the application of the Rotary Club of Kennebunk Portside arrived. This new club, with thirty-eight charter members, will meet on Tuesdays at 7:15 a.m. at the Shawmut Inn in Kennebunkport.

The Charter President will be:

Douglas Cook

56 Portland Road
Kennebunk, Maine 04043
(207) 985-2078

The Secretary is:

Douglas S. Bean

14 Mabel Street
Portland, Maine 04104
(800) 442-6722

Make it a point, whenever possible, to make up at these two new clubs and enjoy with them the fellowship of Rotary.

Charter Night for the Brunswick Coastal club will probably be in mid-October. Undoubtedly, each club will be receiving very shortly invitations to that Charter Night.

Welcome To Rotary International Brunswick Coastal And The Same Welcome
Will Be Extended Very Soon To Kennebunk Portside!

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PUBLIC *Every Club's Responsibility* RELATIONS

WHAT IS PUBLIC RELATIONS? Well, there are dozens of definitions floating around. Basically, public relations (PR) is public appreciation of proper performance. "Proper" here could be construed to mean "in the public interest."

Do Rotarians work in the public interest? You bet we do! Just read our Four-Way Test. Part of our charter is to help where needed in our communities, and around the world. Recognition for some of what we do is important, but NOT simply for the sake of recognition itself. What is important is that we let people know what we are doing, that we are active participants in our communities, that we care . . . AND THAT others are welcome and encouraged to join us in our efforts. A positive PR program can help Rotary International and every Rotary club achieve its goals.

GROUP • STUDY

EXCHANGE

PAST DISTRICT GOVERNOR JOE HAHN, *chair of the District 778 Group Study Exchange subcommittee, has provided the following notice with regard to our 1990-91 Group Study Exchange.*

ROTARY INTERNATIONAL is seeking four individuals to send to District 419 in Veracruz, Mexico, on a Group Study Exchange. The team will be in Mexico for five or six weeks from late April to early June, 1991.

All the travel expenses will be paid by Rotary International and the group will live with local Rotarians during their stay in Mexico.

Applicants must be between the ages of 25 and 35; be U.S. citizens; be employed or reside in the local area; be in good health; be neat in appearance and be able to express themselves clearly and logically.

In addition, they should be of a sound general educational background and academically well qualified, be clearly enthusiastic about their chosen vocations and be currently employed in a recognized business or profession and have been so employed for at least two years.

Applicants may not be Rotarians, nor immediately related to a Rotarian.

Individuals interested should request a detailed application from the nearest Rotary club.

IN ADDITION to publishing this notice in your club's newsletter, you should consider doing the following: 1) Reproducing the notice and having it placed on the employee bulletin boards of local employers; 2) Taking an ad in your local newspapers; 3) Using the content of the notice for a press release and story in your local media.

If you or any club members know of interested applicants, please immediately notify a member of the District 778 Group Study Exchange subcommittee listed in the District 778 Directory, at page 14.

DISTRICT 778 ATTENDANCE - JULY 1990

CLUB	MEMBERSHIP		+/-	ATTENDANCE %	
	6/30/90	7/31/90		JULY	89/90 AVG
BATH	64	66	+ 2	84.07	86.30
BATH SUNRISE	47	40	- 7	70.50	82.32
BETHEL	33	33	0	80.71	87.58
BIDDEFORD-SACO	106	104	- 2	92.80	86.28
BRUNSWICK	144	146	+ 2	77.25	78.72
BRUNSWICK COASTAL	-	27	+27	*	-
DOVER-DURHAM	97	98	+ 1	74.60	75.12
DURHAM-GREAT BAY	44	45	+ 1	71.85	82.69
EXETER	49	46	- 3	72.00	77.39
FREEPORT	28	25	- 3	74.60	79.72
HAMPTON	71	73	+ 2	66.76	78.44
KENNEBUNK	98	98	0	79.58	85.59
KITTERY	31	31	0	74.00	82.02
NEWBURYPORT	83	82	- 1	74.63	80.09
OGUNQUIT	46	42	- 4	68.00	96.81
OXFORD HILLS	52	52	0	89.10	88.62
PORTLAND	216	214	- 2	75.38	78.77
PORTSMOUTH	203	203	0	78.74	79.12
ROCHESTER	68	70	+ 2	80.51	80.87
RUMFORD	39	38	- 1	70.40	79.89
SACO BAY	49	51	+ 2	76.00	76.7
SANFORD-SPRINGVALE	73	72	- 1	78.32	79.2
SCARBOROUGH	32	29	- 3	68.29	72.64
SEABROOK-HAMPTON FALLS	30	29	- 1	62.07	-
SOMERSWORTH	35	35	0	68.00	77.15
SOUTH BERWICK	32	30	- 2	82.00	88.00
SOUTH PORTLAND-CAPE ELIZABETH	50	48	- 2	82.67	84.01
SOUTH PORTLAND-MAINE MALL	27	26	- 1	75.40	75.01
WELLS	27	25	- 2	87.20	73.24
WESTBROOK	56	56	0	78.00	81.26
WINDHAM	54	51	- 3	*	81.45
YORK	51	49	- 2	82.65	79.76
TOTALS	2035	2034	- 1		

* = Report Not Received

District Average

76.39%

TOP FIVE CLUBS (JULY)

1.	Biddeford-Saco	92.80
2.	Oxford Hills	89.10
3.	Wells	87.20
4.	Bath	84.07
5.	South Portland-Cape Elizabeth	82.67

September is "ROTARY YOUTH ACTIVITIES MONTH" and a perfect opportunity for your club to assess its projects and programs directed toward young people. There will never be a better time for your club to explore the creation of an Interact Club in your local high school or to begin planning for an ESSEX exchange student during the 1991-92 school year. September is also the perfect month to begin your club's active planning and participation in a new district coordinated youth program - RYLA. This article is the first of four monthly items that will help your club become more familiar with this exciting new District 778 program.

Rotary Youth Leadership Awards

What makes a leader? Rotarians, who must use skill to enlist others in many cooperative and voluntary projects, value the qualities of a good leader and seek to promote such qualities in young people. But it is difficult to define the traits of leadership exactly, since a person who is effective in one situation may be much less effective in another. As a means of fostering community leadership ability, District 778 has instituted a program that might be described as a group "laboratory" in which young leaders can emerge and develop.

Known as RYLA - an acronym for Rotary Youth Leadership Awards - the program takes many forms around the Rotary world. In its most familiar form it is a project conducted at district level with the active participation of Rotary clubs.

The roots of RYLA go back to Leadership Camps founded in the U.S.A. in 1949. The program as it is known today was launched in Australia and in New Zealand, beginning in 1959, when Australian Rotarians found they enjoyed acting as hosts to young people from all over the state of Queensland who had come to celebrate the state's centenary. The club members admired the caliber of the young people and realized that they represented an untapped human resource that needed to be developed for the benefit of the community and the young people themselves. The Rotarians experimented with a series of seminars designed to promote young people's leadership ability. The resulting program proved highly popular, quickly spread to Europe, Canada and other areas, and was adopted by the Board of Rotary International as a worldwide youth activity in 1971. Continued growth appears inevitable.

Recently, for example, in just one year, some 1,500 young people in the Australia-New Zealand-South Pacific islands area attended RYLA seminars arranged by 29 districts. RYLA programs are also flourishing in Argentina, Belgium, Brazil, Canada, Chile, France, India, Italy, Japan, Korea, Norway, Pakistan, the Philippines, Portugal, Switzerland, Thailand, and some districts of the U.S.A.

The RYLA program for District 778 will follow a traditional format. Planning originates with the district RYLA committee, under the leadership of Dick Clark. The program will focus on a series of seminars interspersed with social activities over a three day period at the University of New Hampshire in late June, 1991. The awardees, young men and women ages 14 through 16 (high school freshmen and sophomores) will be chosen by individual Rotary clubs to attend, cost-free. Each club bears the expenses of food and lodging for its awardees. Following the program, the participants will receive an award certificate at Rotary club meetings after they have returned home.

Awardees should be selected from a variety of backgrounds, but they should all be active, imaginative, and independent and have demonstrated leadership ability. Undoubtedly many will have years of experience in scouting. Some may have unusual qualifications. One participant in another district's RYLA program was once the leader of an antisocial motorcycle gang. His RYLA experience changed his direction and he later became the director of a social service agency specializing in work with maladjusted youth.

Diversity is essential to the RYLA program, since one of the tasks of a leader is to get a working agreement between people who have differing opinions. It is also valuable in fulfilling the objective of promoting Rotary ideals throughout all segments of the community. (Continued in September)

Club EVENTS

Here are a couple of club events you should consider taking in this month.

Oxford Hills:

August 18th, the Rotary Lobster and Clam Bake, at the Oxford Hills High School, South Paris, Maine

Sanford-Springvale:

August 22nd - 26th, the Rotary Chicken Bar-B-Que, at the Acton Fair, Acton, Maine.

If your club has any events coming up during late September and October, get the information to the District Governor so that all clubs in the district will be aware of your efforts.

ATTENTION:



Club Secretaries - ATTENDANCE REPORTS

Monthly attendance reports are due to District Secretary Bob Carson by the 10th of each month. Please make out your reports immediately after the last meeting of the month and forward the card to Bob right away. Make-ups from members received after you have mailed your report can be credited to the following month's attendance.

The July reports came in very slowly and required a number of telephone calls to tardy clubs. Bob should not be required to go to that type of effort. Please help him fulfill his responsibilities by fulfilling yours. Mail your attendance reports promptly and let's have a 100% complete report by clubs in the September newsletter.

ROTARY INTERNATIONAL
Daniel W. Mooers, Governor
111 Commercial Street
Portland, Maine 04101 U.S.A.

Rotary Promotes Peace



**HONOR ROTARY
WITH
FAITH AND ENTHUSIASM**



Marie A. Williams
Rotary Club of Kittery
Pepperrell Road, P. O. Box 142
Kittery Point, ME 03905

C H A N G E S I N C L U B O F F I C E R S

Since publication of the District 778 Directory, there have been several changes in club officers.

Bath

Vice President: Larry D. Cilley (p. 37)
RR 1, Box 695, Orrs Island, ME 04066

Director: L. Storrs Bigelow (p. 41)
19 North Street, Bath, ME 04530
(H) 207-442-7857

Bethel

Secretary: Bruce F. Powell (p. 27)
Star Route Box 130, Hanover, ME 04237
(H) 207-824-2789 (O) 207-824-2185

Ogunquit

President: Stuart Nudelman (p. 30)
P. O. Box 2234, Ogunquit, ME 03907
(H) 207-646-7055

South Berwick

Secretary: Felix DeVito (Skip) (p. 33)
343 State Road, Eliot, ME 03903
(H) 207-748-3238 (O) 603-431-4181

Westbrook

Bulletin Editor: Peter E. Murray (p. 50)
802 Methodist Road
Westbrook, ME 04092

There have also been several changes in addresses and telephone numbers:

Bath

President: Richard S. Short (p. 27)
New office phone number: 207-729-3333

Freeport

President: MacGregor Pierce (p. 29)
New office phone number:
207-883-6371

Hampton

Secretary: Laurie A. Lund-Carlson (p. 29)
New address
4 Louisburg Circle, Exeter, NH 03833
(H) 603-772-5928 (O) 603-433-3400

In addition, it has been pointed out that there are several typographical errors in names, addresses and telephone numbers:

Zone Representative

Zone 3: Joyce E. Crabtree (p. 8)
Correct address:
P. O. Box 277, Kittery, ME 03904

Past Officers of Rotary International

PDG Philip E. Stultz (p. 24)
Correct address:
P. O. Box 69, Westbrook, ME 04092
(H) 207-868-2617

Scarborough

President: Harry A. Stetson (p. 32)
Correct home phone number:
207-883-3644

Westbrook
Secretary:

Jane A. Beever (correct spelling) (p. 34)

Undoubtedly some corrections have been missed. Please send along any additional errors you have noticed so that they may be corrected.