

# THE ACORN

Governor's Newsletter  
Rotary International



District 778  
Charter Year 1990-1991

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



**Daniel W. Mooers**  
District Governor

July 15, 1990

Dear Fellow Rotarians:

In this first letter of the new Rotary year, I would like to share with you some thoughts of 1990-91 R.I. President Paulo V. C. Costa. Our dynamic and energetic Rotary leader from Brazil has a perspective of Rotary that we all should adopt as our own and which we should carry with us during our daily lives.

Paulo believes very strongly, and I certainly agree, that Rotary's great potential depends on the combined strengths of all Rotarians, and that the active participation of each member is required and essential if we are to succeed in our humanitarian endeavors. We must always keep alive the enthusiasm for Rotary, a dynamic movement that each day, around the world, proclaims friendship and harmony, dignifies all worthy occupations, alleviates the pain of those who suffer, defends truth and justice, and promotes deep understanding and peace among nations.

During the Rotary year 1990-91 President Paulo asks each Rotarian to:

- HONOR ROTARY, by being loyal and active -
- HONOR ROTARY, by making your vocation a lesson in dignity -
- HONOR ROTARY, by revealing Rotary's true image -
- HONOR ROTARY, by preparing for the next century.

The success of The Rotary Foundation and of our ambitious international projects leaves us with a responsibility to take one more step forward and, likewise, gives us the confidence that we will do precisely that. We will act with complete objectivity, dedicating ourselves to a world of greater justice in which Peace reigns supreme. We will work with devotion to protect and preserve our natural resources, in order to achieve a better quality of life on our "Planet Earth", not only for ourselves but for all the generations that are to follow.

In keeping with the dignity inherent in the legacy of Paul Harris and during this "acorn" year of the new District 778, let us **Honor Rotary with Faith and Enthusiasm**.

I sincerely look forward to working with each one of you during the year and having the opportunity to share with you the fellowship of Rotary.

Yours in Rotary Service,

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"Preserve Planet Earth"



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## PEOPLE YOU SHOULD GET TO KNOW!

*Even though you were recently introduced to the following two Rotary leaders in recent issues of The Rotarian, I wanted you to again meet the man who will be guiding Rotary International during this year, as well as our new General Secretary of Rotary International and our Rotary Foundation.*

### PRESIDENT ROTARY INTERNATIONAL 1990-1991



**PAULO V.C. COSTA**  
Santos, S.P., Brazil

Paulo V. C. Costa is an architect and president of Arena Construtora, an architectural and construction company in Santos, Sao Paulo, Brazil. He serves as president of Arena Imovels, a real estate company, and is the president of two real estate investment holding companies. He is chairman of the board of Familia Paulista Credito Imobiliario, a savings and loan association, and the president of an investment-holding company and a shipholding company. Born in Santos, he graduated from the Mackenzie University of Sao Paulo with a degree in architecture.

Paulo is a member of the Architects and Engineers Association, the Historical and Geographical Institute and the Council of Brazil-United States Cultural Center. He serves as chairman of the council of Benedicto Calixto Fine Arts Museum. He was bestowed the title of Citizen Emeritus of the City of Santos, S.P., Brazil.

A Rotarian since 1956, he is a member and past president of the Rotary Club of Santos. He has served Rotary International as District Governor, Consultative Group Member, Committee Member and Chair, International Assembly Instructor, Rotary Foundation Trustee, Director and Vice President. He has received the Citation for Meritorious Service and the Distinguished Service Award of The Rotary Foundation for his support of

its international humanitarian and educational programs. He is a multiple-donor Paul Harris Fellow and a Foundation Benefactor.

Paulo and his wife, Rita, reside in Santos, Sao Paulo, Brazil.

### GENERAL SECRETARY ROTARY INTERNATIONAL



**Spencer Robinson, Jr.**  
Evanston, Illinois

Spencer Robinson, Jr., was appointed general secretary of the world's first service club organization on May 1, 1990. As the managing officer of Rotary International, he reports to the Board of Directors and is under the supervision of the President. He is also the general secretary of Our Rotary Foundation.

A certified public accountant, Spencer was the executive vice president and chief operating officer from 1985 to 1990 of the University of Alabama Health Services Foundation, a medical faculty practice plan comprising more than 650 physicians. From 1963 to 1985 he worked for Deloitte & Touche (formerly Deloitte Haskins & Sells), one of the world's largest accounting and management consulting firms. He served as managing partner at the firm's offices in New Orleans, Louisiana, and Tokyo, Japan, having previously worked in Jacksonville, Florida.

Spencer has bachelor degrees in accounting and in industrial management from Jacksonville University and Georgia Institute of Technology respectively and a master's degree in health administration from the University of Alabama at Birmingham.

He has been a member of the Rotary Club of Birmingham, Alabama, since 1987.



## **DISTRICT 778**

# **FELLOWSHIP CONFERENCE**

**Saturday and Sunday September 29th & 30th, 1990**

- o Join in fellowship with other Rotarians**
- o A weekend of fun and relaxation**
- o Share your hobbies and interests**
- o Enjoy bridge, chess, backgammon**  
**tennis, golf, softball, cycling**  
**railroading, racquetball, sailing,**  
**horseback riding**

**Get away to the Portland Marriot, South Portland near the Maine Mall**

**Take a mini vacation.**

**The focus is on fun and the aim is to ENJOY ROTARY.**

**Many activities are planned. Attend the ones that interest you.**

**Plan now to participate in this new district activity.**

**Rotarians of Amateur Radio (ROAR):** The amateur radio fellowship is planning a display at the Marriott and demonstration of their hobby with the hope of reaching RI President Hugh Archer.

**International Caravanning Fellowship of Rotarians:** We want to make it easy to attend the fellowship conference, so we are encouraging Rotarians and their families to pack up their motor homes, travel trailers and vans and head for Bayley's Camping Resort on the weekend of September 29th and 30th to have fun with the other Rotarians of District 778.

**International Chess Fellowship of Rotarians:** A Saturday afternoon chess tournament for Rotarians and their spouses will be, hopefully, only the first of many annual District 778 chess tournaments. Space is limited so register early.

**Rotarian Fellowship Cycling to Serve:** What better way to enjoy a Sunday morning than a cycling tour of historic lighthouses in South Portland and Cape Elizabeth, Maine. Bring the bike and join in the leisurely three hour cycling tour, ending at Fort Williams Park (home of the famous Portland Headlight) just in time for an old fashion outdoor chicken and rib barbecue.

**International Fellowship of Flying Rotarians (IFFR):** For Rotarians wanting to keep their travel time to a minimum, we have arranged "tie downs" for their planes at the Portland Jetport, just minutes from the conference headquarters. We will even arrange to pick you up with ground transportation and get you to the hotel and events.

**International Genealogy Fellowship of Rotarians:** The fellowship conference will offer a perfect opportunity for Rotarians and spouses interested in family history to exchange research ideas and notes. A special display area at the Marriott will be manned by members of this fellowship and a lively discussion is likely to be centered at this fellowship's booth.

**International Golfing Fellowship of Rotarians:** The first annual District 778 Golf Tournament will start with a special luncheon at the club house for the players, followed by a "shotgun" start. Make sure your club registers it's four member team immediately to guarantee starting times for the members of your club that want to play a round on the beautiful new Sable Oaks golf course. Teams may include spouses of Rotarians.

**Rotarian Fellowship of Touring Horseback Riders:** For Rotarians and family members interested in nature and horses, the fellowship conference committee has arranged with a local stable for trail riding on Saturday afternoon. There are only a few spots available so get your registration in early to reserve your place.

**International Hunting and Fishing Fellowship of Rotarians:** A local sporting goods outfitter will be putting on special demonstrations and programs on Saturday afternoon at the Marriott and on Sunday morning at Fort Williams for the outdoors people attending the conference.

**International Magic Fellowship of Rotarians:** We hope that members of this fellowship will agree to entertain us Saturday evening as part of our after-dinner program. Stay tuned.

**International Music Fellowship of Rotarians:** This popular fellowship will be represented by its International Chairman, and many, many Rotarians and family members are expected to join in the fun and fellowship at the jam session and sing along scheduled for Saturday afternoon at the Marriott and the fellowship meeting at breakfast Sunday morning.

**International Fellowship of Railroad Rotarians:** With this being the favorite pastime of the conference chairman, it should be expected that the conference will feature activities of this fellowship. A tour of the exciting Seashore Trolley Museum on Saturday afternoon will be a highlight for young and old alike, and the working model railroad display at the Marriott is sure to attract a lot of interest.

**Recreational Vehicle Fellowship:** Join the caravanning fellowship at Bayley's for a fun weekend. Maybe you will want to organize a camp fire get together Friday night for those arriving early.

**International Fellowship of Roaming Rotarians:** If you come to the conference and sign up for membership in this fellowship, you are promised a free gift. You should belong to this fellowship if you travel and enjoy meeting Rotarians from around the world and you will be able to get information at their booth at the Marriott during the conference.

**International Tennis Fellowship of Rotarians:** Both singles and doubles tournaments are planned on in-door courts not far from the headquarters hotel. Enter a doubles team from your club and get your club's name into the record books of the First Annual District 778 Tennis Tournament.

**International Travel Fellowship of Rotarians:** People travel from around the world to visit Kennebunkport, so why should Rotarians be any different. The travel fellowship is sponsoring a trip from South Portland to K-port, with a little shopping thrown in for good measure. Seats on the bus will go fast, so get your registration in early.

**Rotarian World Fellowship of Wine Appreciation:** Certainly any conference, worth its salt, would provide the opportunity to enjoy the finer things in life and our conference intends to do exactly that. A

meeting of the wine appreciation fellowship is scheduled for the time just before dinner on Saturday evening. Who knows, it may also be scheduled for the time just after dinner as well.

**International Yachting Fellowship of Rotarians:** The registration form includes space to reserve a slip for your yacht at Portland's first and best known marina facility. Berthing for yachts up to 200 feet LOA has been reserved and we have made sure that anchorage "B" off Fort Gorges is available if your yacht exceeds 200 feet. Sorry, launch service to anchorage "B" is not provided by the fellowship conference committee but we will provide you with ground transportation from the marina to conference headquarters. If you want to enjoy Casco Bay in the fall, but cannot bring your own boat, we have arranged three hour sailing cruises on a 63' sail boat. Space is very limited so get your registration in early.

**No current international fellowship but we have included them anyway:** Backgammon, cribbage and bridge tournaments have been set up for Saturday afternoon, and preference will be given to teams registered to represent clubs. Sunday morning will feature friendly competition by club sponsored teams on the basketball court at Fort Williams, and the conference will wind-up with the First Annual District Fellowship Softball Tournament. We haven't figured out yet how 31 team can compete in one afternoon but we sure hope we had that challenge.

If you have ever dreamed of running in the Olympics, we can offer the next best thing. Join Olympic Gold Medal Winner Joan Benoit Samuelson for the First Annual District 778 10k Fellowship Run. Joanie will lead Rotarians and their family members around her olympic training course that snakes through Cape Elizabeth and South Portland and bring them back in time to join the rest of us for lunch at the Marriott.

For those who would like to cover some of the same territory at a more leisurely pace, the Sunday morning hiking/walking tour of lighthouses may be more your speed. Leaving Fort Williams at 9:30 am, those "from away" are likely to see sights enjoyed "most usually only by locals".

**The International Fellowship Dinner** Saturday evening will honor Joan Benoit Samuelson. Because of limited seating, each club will be allocated tickets on a first come - first serve basis.

We do not have that problem for the **Old Fashion Outdoor Chicken and Rib Barbecue** on Sunday. Prepared by professional Rotary outdoor chefs, you will be asked to help pick the "best pit bosses in the Northeast".

Undoubtedly, we have left something out. Please let us know if there is nothing on our list that interests you. We're flexible!

## ANOTHER PERSON YOU SHOULD KNOW!

At one time or another during the next year, you may have occasion to call R.I. for help. If you do, chances are you will be connected to Dorothy Young, the Service Supervisor for our region. Be assured that if Dorothy does not know the answer, she will get the answer for you. So that you can picture the woman behind the voice at the other end of the telephone, here's Dorothy.

### **SERVICE SUPERVISOR** Canada/U.S.A. Dept.



**Dorothy Young**  
Evanston, Illinois

Dorothy serves Rotary clubs and District Governors in the northeastern area of the United States, including District 778. Appointed to her position in 1990, she joined the staff of Rotary International in 1954 as a file clerk. In 1987, she was appointed the facility service supervisor. In her years at Rotary headquarters, Dorothy has supervised both the incoming mail unit and the printing and distribution staff. She has attended four international assemblies.

Dorothy attended accounting classes at Chicago Business College. She has traveled extensively throughout Europe. Born on a farm in Sublette, Illinois, Dorothy's interests include auto mechanics, gardening and the ukulele.

## **THE PRESIDENTIAL AWARD OF HONOR** 1990-91

At the 1991 Rotary International Convention in Mexico City, President Paulo will present Presidential Awards of Honor to outstanding Rotarians, Rotary clubs and Rotary districts in various categories. One of those categories, for both clubs and districts, is in the area of **Public Relations**. At the district level an award will be presented to the Rotary district in each region which successfully sponsored the most effective public relations campaign to improve Rotary's image, and in which at least 75% of the clubs of the district participates. Six regional awards and one international award will be granted. Individual Rotary clubs are also eligible in the Club Award category. An award will go to the club in each region which has conducted the most innovative and successful public relations project to raise community awareness about Rotary International and its programs. Six regional awards and one international award will be granted.

## **PUBLIC RELATIONS - EVERYONE'S JOB**

As all of you know, District 778 will have an active Public Relations Committee. This article is the first in a series of monthly notes on Rotary public relations. Not only will these notes be helpful for those clubs wishing to compete for the Presidential Award of Honor, but good public relations is an extremely important function of clubs wanting to be successful in any endeavor. I have asked Dan Davidson, a professional public relations consultant at the Roger Williams Advertising and PR agency in Portland to again head up the District Public Relations Committee. Dan has nearly 30 years of PR background and experience and Dan is also a fellow Rotarian (South Portland-Cape Elizabeth Club). He has indicated his continuing willingness to talk with the chair of the club's publicity or public relations committees who might like some guidance. Even if you would just like to chat about PR, call Dan at (207) 774-9847.

I would like to see every club in our great district ensure that someone is in charge of publicity and PR. That person doesn't need to have a PR background. He or she only needs a desire to do the job; help can be provided. But, without someone having this responsibility, opportunities are lost.

Clubs may also wish to use the Monthly PR Tips in their own newsletters. Remember, PR is everyone's job, not just that of the president or PR chairman.

## **THE GOVERNOR'S CUP CHALLENGE**

As we discussed at the Assembly, there will be a Governor's Cup Challenge this year. To compete, clubs must notify the District Governor before September 1, 1990 of their intention to compete. All challenges must be completed before February 23, 1991. The challenge consists of six mandatory challenges and twenty-four optional challenges in five categories. The one club completing the most challenges (or obtaining the highest overall goals) will be presented with the first "Annual District 778 Governor's Award of Honor". The following is a summary of the challenge.

To receive the Governor's Cup, the club must successfully complete each of the following challenges:

1. Increase the club's "Percentile of Giving" to our Rotary Foundation by at least 400% over the percentile of June 30, 1990 through unrestricted giving to the Foundation;
2. Fifty per cent (50%) or more of the club's new members (less than one year in Rotary) register and participate in at least one activity at the District 778 Fellowship Conference scheduled for September 29-30, 1990;
3. Appoint a Public Relations Committee chair person and conduct a public relations project to raise community awareness about Rotary International and its programs and to improve Rotary's image;
4. Participate in the new District 778 Rotary Youth



**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

Leadership Awards program (RYLA) by sponsoring two young people to the RYLA conference;

5. Participate in the new District 778 "Preserve Planet Earth - Arbor Day" project by planting one new tree in the club's territory for each member of the club as of July 1, 1990; and

6. Successfully completing at least one optional challenge from each of the five categories: Rotary Foundation, Club Service, Vocational Service, Community Service, and International Service.

**LET'S HAVE 100% PARTICIPATION BY THE DISTRICT'S CLUBS!**

**AN URGENT APPEAL:  
MEDICAL SUPPLIES NEEDED IN THE  
DOMINICAN REPUBLIC**

In a letter received this week, the District Governor of District 406 has asked me to solicit of the clubs in our District for donations of medical and hospital supplies. Such supplies, as we know from hearing Ellen Labrie speak at the District Conference, are desperately needed in that country. Please speak to doctors, druggists, dentists, hospitals and pharmaceutical suppliers in your communities to see if donations can be obtained. If we receive donations, please let me know so that I can inform Governor Luis of our progress. Thanks for your help.

**RETURN R.I. PRESIDENTIAL  
FORM BY 1 SEPTEMBER**

The Nominating Committee for President of R.I. in 1992-93 is scheduled to meet in September, 1990. At this meeting, the committee will select its nominee for the office of President, taking into consideration all suggestions received from clubs. Any suggestion submitted must be on the official form prescribed by the Board of Directors. (Please note that a candidate for the office of R.I. president must have served on the R.I. Board.)

If your club wishes to submit the name of a qualified Rotarian for consideration by the committee, an official form can be obtained from your District Governor. Completed forms must reach the Central Office by 1 September 1990.

The procedure with regard to nominations for president is set forth in Article IX, Section 2, of the R.I. By-laws.

**UP-COMING  
CLUB EVENTS**

Summer is a great time to get around the district and meet some of your fellow Rotarians as they sponsor events to raise money for their charitable endeavors. Here are some events that I know about during the next month and I hope I will see many of you there as we support the efforts of the district clubs. Please let me know the upcoming events of your club so the dates can be published.

Let's join in the summer fun and support the club projects at the same time. See you at:

July 21st: Bethel, Mollycokett Days, Rotary Club  
Chicken Bar-B-Que

July 26th: Ogunquit, Rotary 2 Cent Sale, Dunaway  
Center, 7:00 pm

July 28th: Norway-South Paris, Oxford Hills Rotary  
"Beanhole Festival", featuring "Cow Chip Casino"

August 5th: York, First Annual York Rotary Inner-  
tube Regatta, York River

**What did you do today to help "Preserve  
Planet Earth"? What can you do  
tomorrow?**