

# THINK DISTRICT CONFERENCE!



MORT & BRENDA SCHMIDT

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*District Governor 1992-93*

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District 7780

## GOVERNOR'S MONTHLY NEWSLETTER

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### Governor's Message

MARCH 1993

Dear Fellow Rotarians:

Do you want to have a source of Rotary information? Would you like to showcase your Club projects? Want to hear interesting, dynamic, motivational speakers? Do you want to network and share ideas with other clubs? How about the opportunity to meet and make new friends? Would you like ample opportunities for fellowship activities? Want a weekend conference to bring your family for good entertainment.

Then attend the **District 7780 Conference June 17-20, 1993** at the Cliff House on the rocky and scenic Maine coast. The District Conference is the most important District meeting of the Rotary year. It's not just another meeting for club officers or Past District Governors. It's for **all Rotarians and family members**. I have yet to meet a Rotarian or spouse attending a District Conference not inspired by the information, entertainment and fellowship of Rotary.

Most of your Club members do not know what a District Conference is. A few years ago, a then current Club President wrote to me to tell me his spouse was less than thrilled anticipating attending her first ever Rotary District Conference. After the conference though, on the way home, she expressed her felling about the experience.

"Oh I'm glad I went. To have spent three full days with that many men and women, who come from all over, who have in common only that they give so much of themselves to all the various things they believe in..., knowing that they are all out there somewhere, working to make things better, makes the 'Eleven O'Clock news' more bearable."

The Conference Committee and I are working to prepare a program with top speakers, Rotary information and inspiration, as well as entertainment and most importantly the opportunity for fellowship. Over the next few weeks you will receive information and instruction on participating and registering for the conference. Remember to wear the District Conference promotion badges, because two District Rotarians who are found wearing them in April or May will receive a free stay at the Cliff House during the conference. Bring your club members. Bring your family. Brenda and I look forward to seeing you at the Cliff House.

*Mort Schmidt*  
Morton T. Schmidt, Jr  
District Governor

## ROTARY DISTRICT NEWS

### IT'S OFFICIAL FOR OUR MAN DAN!

*A mail ballot has determined RI's final two directors nominee for elections later this year. The RI balloting committee met at world headquarters February 19 to examine and count ballots returned by clubs in SACAMA Zone 3 and USCB Zone 12 where elections were contested. The directors nominee certified by the committee are Gustavo Gross Cuadra of El Rimac, Lima, Peru and Daniel W. Mooers of South Portland-Cape Elizabeth, Maine, USA.*

*The other six nominees, selected earlier without opposition, are Reijiro Hattpro, Toyko Ginza, Japan; John VCharles Carrick, Lindfield, New South Wales, Australia; Giuseppe Gioia, Palermo-Est, Italy; Luis Felipe Valenzuela, Guatemala Sur, Guatemala; Richard F. Slager, Upper Arlington, Ohio, USA; and S. Aaron Hyatt, Macon, Georgia, USA.*

*All eight nominees will be formally elected at the 1993 RI Convention in Melbourne, Australia. They will begin two-year terms as directors on July 4, 1994.*

### Don't Forget the District Assembly!

The 1993 District 7780 Assembly will take place Saturday, May 1, at the New England College in Biddeford. Incoming District Governor Dick Clark and his Dover Club will be in charge. The District Assembly offers motivation, inspiration, Rotary information and new ideas for club officers, directors and key committee chairpersons of each club in our district. Another important feature of the District Assembly is a review by the incoming District Governor of the program and theme of the upcoming Rotary year. It's a great way to maintain your growth as a Rotarian. So hold the date open and we will see you in Biddeford on May 1.

### The ABC's of Rotary

Last month we mentioned in this newsletter the terrific little booklet written by our President Cliff Dochtermann. Wayne Brockney, president of the Rochester club, liked it so much he did something about it. First, he wrote to RI President Cliff and told him so. Because of that, he got a very nice write up on page 2 of February's edition of the Rotarian. Wayne was quoted as telling him that it is "the best publication ever put out by Rotary."

Secondly, he has ordered a copy for each member of the Rochester club. As we mentioned last month, the book is available from the order desk of RI World Headquarters. The stock number is #CD3 363 at a cost of only \$2.00 per copy. We have used the booklet extensively in researching news articles for this District newsletter and recommend it.

### Rotary Blue Skies for Youth Program

The Portsmouth Rotary Club Blue Skies for Youth Program is a local club effort to provide Portsmouth junior and senior high students with stability in their daily personal and academic lives. Through companionship, encouragement and guidance, and through an introduction to Rotary and its goals, the committee seeks to have a positive influence on the choices and lifestyles of teenagers with unconventional environments.

The goal is to help these young people have a healthy and focussed early adult life by providing a support system from the club.

### Worth Repeating from the Rotarian Magazine...

April is Magazine Month, a great time to highlight the Rotarian and the organization's 28 regional magazines. You can help spread the word about Rotary by donating gifts of subscriptions to friends, libraries and alumni of Rotary programs such as Youth Exchange and Group Study Exchange.

### MAKE A NOTE!!!!

The regular meeting of the Portsmouth Club of April 22 will be held on Friday April 23rd at 7 PM. This **VERY SPECIAL** meeting is in celebration of the clubs 70 th anniversary. Also looking ahead, the meeting on the 17th of June will be at the Cliff House as part of the district conference. This meeting will be a joint meeting with the Kennebec Club.

## MORE DISTRICT NEWS

### WORLD UNDERSTANDING AND PEACE DAY DINNER WAS SUCCESS!

A great time was had by all who attended the 'World Understanding and Peace Day Dinner' at the Portland Marriott. The dinner was well attended by Rotarians from throughout the District.

The program was handled professionally by Chair Bob Carson and his committee.



Gov. Mort and PDG Dan presenting Gov. Mitchell with the coveted Paul Harris Fellow.

Evenings highlights included the awarding of a Paul Harris Fellow to Senate Majority Leader George Mitchell by the South Portland and Cape Elizabeth Clubs.

A 'Citation for Meritorious Service' was presented to PDG Jim Labrie. This very special award is presented by the trustees of the Rotary Foundation to Rotarians who render unusual service to the Rotary Foundation. It is a very proud distinction for any Rotarian to be selected to this high level of recognition by the Foundation Trustees. Additionally, it was announced officially that Dan Mooers has been elected to be a director of Rotary International. His term of service will be from 1994-1996. The downeast humor of Kendall Morse kept the attendees entertained.



Gov. Mort presenting PDG Jim Labrie with the 'Citation for Meritorious Service'



Newly elected Director of RI PDG Dan Mooers and Gov. Mort Schmidt



Lto R PGD Dan Mooers, Dinner Chair Bob Carson, PDG Jim Labrie



Senator George Mitchell and Paul Harris Fellow Judith Taylor from Portsmouth

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Printing: PIP Printing

## ROTARY NEWS

### Hope to See you at the District Conference!

Don Littlefield and Don Reeves, co-chairs of the District Conference from the Portsmouth Club, tell us that you will begin to receive information shortly on the conference, if you haven't already heard from them.

We ask that you be sure to designate a person from your club to be responsible for organizing your members who are interested in attending.

It is important that you get that person's name to Don Reeves. Meetings are being held, plans are being set up for a fantastic conference ...

we hope you and your club will be in attendance.

Your attendance is crucial to the success of the conference!

### Making Plans for the RYLA Conference?

Word comes from Lynn Hendricks, RYLA Chair for 1993 that the District RYLA committee, made up of volunteers from various clubs in the district as well as students who attended last year's program have been meeting since September. The program theme is 'Listen, Learn and Lead,' and is designed to cover some of the major topics of today.

Among committee members are last year's chair, Herb Barnes from the Portland Club and next year's chair, Dan Hart from the Bethel club. Last year's program was so successful that it was decided to offer a four day conference rather than the three day program offered the last two years.

**TIMELINE:** All District clubs are supposed to be working with local high school guidance people to come up with the leadership students who will attend. Deadline is April 30.

In all cases, speakers and program elements have been chosen to be as involving for the students participating as possible. The program will be June 24-27 at the University of New England in Biddeford.

### Remembering Spouses of Deceased Members

When a long standing member of a club dies, the sense of loss felt by the surviving spouse is shared by all of the club's members. It is common for the club to offer support to the spouse in this time of bereavement. Unfortunately, as time passes, clubs frequently forget about the widows and widowers of deceased members. This only serves to compound the loss. The spouse, particularly one who has devoted much of his or her life to Rotary, is part of the extended Rotary family. It's hard enough to lose a loved one, without losing all the friends and activities you shared as well.

Therefore, consider these individuals when planning social events or in situations where the topic of the weekly speaker might be of interest to them. A gift subscription to the Rotarian would provide a monthly reminder of the club's continued appreciation. The beneficiaries of these kind gestures will be grateful as would their departed spouses, your former club members.

### District 7780 Doing Its Part!

Refugees fleeing war-ravaged parts of former Yugoslavia have grappled with hunger, disease and exposure during the past winter months. Moved by their plight, Rotary Clubs around the world have contributed more than \$2 million in relief to the refugees, along with in-kind contributions worth nearly the same amount. The outpouring resulted from an urgent appeal by RI President Cliff Dochtermann in November 1992. Clubs in Austria are using the cash donations to buy desperately needed food, blankets and medicine. Rotary is working with the Red Cross, United Nations and other relief organizations to distribute the supplies. District 7780 can take great pride in our contribution of \$14,800. The aid helped at least 100,000 refugees. In addition to 30 camps in Croatia, Rotarians have targeted Turkey and other nearby countries, as well as people in Serbia.

### Make a Note of It!

The meeting place of the Dover Rotary Club has been changed. They now meet at Woodsky's Restaurant on the miracle mile.

Same time and day ...  
Wednesday at 12:15 pm.

*'People thrive on novelty. We need mental stimulation. We go stale or even bonkers without it. That's why it's so important to try new things in your club. Besides the intense satisfaction of succeeding at something new, new projects give you something to talk about - to communicate to your members, prospective members and people in your community.'*

### GOOD JOB MURRY

Congratulations going out to Murray Cott of the Kennebunk Club. He received a very special award from RI President Cliff Dochterman at the recent "Salute to Rotary" held in Cambridge Ma. The special recognition was for his leadership of Rotary World Fellowship in the "Trains and Trolleys" Category. Hats off to Rotarian Murray from all of us in the diatrict and Governor Mort.....

### PUBLIC RELATIONS OF ROTARY

Historically Rotarians perpetuated a myth that Rotary should not seek publicity, but rather let our good works speak for themselves. A 1923 policy stating that "publicity should not be the primary goal of a Rotary club in selecting an activity" of community service, was frequently interpreted to mean that Rotary Clubs should avoid publicity and public relations efforts. Actually, the 1923 statement further observed that "as a means of extending Rotary's influence, proper publicity should be given to a worthwhile project well carried out."

A more modern public relations philosophy was adopted in the mid-1970s which affirms that "good publicity, favorable public relations and a positive image are desirable and essential goals for Rotary" if it is to foster understanding, appreciation and support for its Object and programs and to broaden Rotary's service to humanity.

### THE 4-WAY TEST

The following is an example of what you'll find in President Cliff Dochterman's "The ABC's of Rotary"

One of the most widely printed and quoted statements of business ethics in the world is the Rotary "4-Way Test". It was created by Rotarian Herbert Taylor in 1932 when he was asked to take charge of the Chicago based Club Aluminum Company, which was facing bankruptcy. Taylor looked for a way to save the struggling company mired in depression-caused financial difficulties. He drew up a 24-word code of ethics for all employees to follow in their business and professional lives. The 4-Way Test became the guide for sales, production, advertising and all relations with dealers and customers, and the survival of the company was credited to this simple philosophy.

Herb Taylor became President of Rotary International during 1954-55. The 4-Way Test was adopted by Rotary in 1943 and has been translated into more than 100 languages and published in thousands of ways. The message should be known and followed by all Rotarians. **" of the things we think, say or do:**

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL AND BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

### GOOD MANNERS ARE ALWAYS IN STYLE

Rotarians occasionally have to leave club meetings for professional or appointed duties, missing the speaker's portion. The policy in a lot of Rotary Clubs is that this obligates the "SCOTTER" to apologize, in advance, to the speaker and to your President as the meeting starts. and good manners also dictate that you leave with minimum disruption. It's not a bad idea to review the procedure in your club.

### Active public relations is vital to the success of Rotary

A service project well carried out is considered one of the finest public relations messages of Rotary. It is essential that Rotary clubs make every effort to inform the public about their service projects which have been well performed.

As Rotary clubs and districts consider effective public relations, It is important to remember that when Rotarians think of Rotary, we think of our noble goals and motives. But when the world thinks of Rotary, it can only think of our actions and the service we have preformed.

# ROTARY INTERNATIONAL DISTRICT 7780

## FEBRUARY ATTENDANCE REPORT

CLUB	MEMBERS 6/30/92	CURRENT MEMBERS	+/-	FOUNDATION PER MEMBER GIVING	ATTENDANCE %
BATH	65	63	-2	5	77.50
BATH SUNRISE	36	28	-8	0	75.90
BETHEL	34	34	0	90	83.58
BIDDEFORD-SACO	104	105	+1	2	82.70
BOOTHBAY-HARBOR	52	50	-2	38	79.70
BRIDGTON-LAKE REGION	27	29	+2	0	75.00
BRUNSWICK	147	150	+3	168	74.20
BRUNSWICK-COASTAL	15	17	+2	0	56.00
CASCO BAY SUNRISE	22	23	+1	0	81.53
DAMARISCOTTA- - NEWCASTLE	38	39	+1	2	84.60
DOVER	92	88	-4	0	74.33
DURHAM-GREAT BAY	37	47	+10	8	80.23
EXETER	41	47	+6	0	75.40
FREEPOR	28	28	0	0	74.90
HAMPTON	57	57	0	18	60.62
KENNEBUNK	100	100	0	0	79.30
KENNEBUNK PORTSIDE	34	31	-3	33	95.00
KITTERY	29	26	-3	80	79.00
NEWBURYPORT	75	76	+1	0	76.00
OGUNQUIT	45	45	0	4	74.20
OXFORD HILLS	55	50	-5	0	88.00
PORTLAND	215	214	-1	0	75.53
PORTSMOUTH	224	244	+20	10	76.50
ROCHESTER	60	60	0	8	67.35
RUMFORD	42	47	+5	11	61.56
SACO BAY	52	52	0	0	74.15
SANFORD-SPRINGVALE	70	70	0	12	77.86
SCARBOROUGH	27	28	+1	0	80.33
SEABROOK-HAM-FALLS	29	29	0	43	61.00
SOMERSWORTH	30	21	-9	0	63.10
SOUTH BERWICK	30	30	0	1	89.50
SOUTH PORTLAND- - CAPE ELIZABETH	47	43	-4	55	80.70
WELLS	34	37	+3	31	78.00
WESTBROOK-GORHAM	52	56	+4	0	78.20
WINDHAM	39	37	-2	27	89.00
YORK	54	50	-4	0	74.55
<b>TOTALS</b>	<b>2,138</b>	<b>2,164</b>	<b>26</b>	<b>22</b>	<b>72.33</b>

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District Governor 1992-93

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