

District Beacon



Michael K. McGovern, District Governor, 1999-2000

DECEMBER 1999

HAPPY HOLIDAYS!

Mark Your Calendars!

Dec. 8	World Community Service Committee Meeting	
Dec. 16	Damariscotta-Newcastle 75th Anniversary	
Jan. 11	Club Presidents '99-'00 and '00-'01 Keeley's, Portland	
Jan. 29	District Rotary Awareness Seminar	
Mar. 30 - Apr. 1	PETS Nashua, NH	
Apr. 12	District Assembly Yoken's, Portsmouth, NH	
May 18-21	District Conference 2000	

Rotary 2000 Starts With Rotary Awareness

What's coming, you ask? A District 7780 First. A special get-together to discuss Rotary Awareness and how to make it better.

Our tentative agenda includes sessions on:

- Sampling brochures and flyers from around the District,
- The impact and image of a club meeting,
- Raising awareness via heightened local involvement,
- Effective use of media,
- Rotary websites,
- Use of email, and more.

Breakout sessions will target 6 to 8 narrow topics such as how to take a meaningful photo, how to use local cable TV, how to find and use a Webmaster.

WHEN? Saturday, January 29 at 8:20 a.m.

WHERE? Tentatively at the University of Southern Maine (USM) Gorham Campus. Directions will follow later.

WHY ATTEND? It is important for all of us to focus on making Rotary more meaningful *to* our communities and more understandable *by* our communities. Businesses continuously need to focus on merchandizing, marketing and building brand name and brand loyalty. Rotary is no different. Encourage your club to send a group so we can all learn from each other.

WHY THIS NEW EVENT? Rotary awareness can also serve to encourage potential members and to have all of us better understand why we joined Rotary. This year's club presidents listed as their second highest goal after membership development and retention, their desire to have greater Rotary awareness in their communities.

WHO WILL PRESENT? Some presenters have already been lined up, but if you have special skills or knowledge you would like to present, please contact event chair DGN Peter Johnson (peteryar@aol.com).

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Message from Mike:



November 21st was one of those mild days we really did not expect. The sun shone down upon Boothbay Harbor and the temperature was in the mid-60s. As district governor, I am invited to many events, but I had a sense this one would be memorable. Maybe it was because I felt guilt that I had been at a Rotary Institute in Rhode Island and had missed the club's 60th anniversary celebration.

Maybe it was because the event involved a scout house and I had once been in scouting. No, I knew this event would be special because it clearly appeared that it was in keeping with my emphasis on "building community."

A little bus took those attending the ceremony up into the woods where the scout house had been built. President Bob Jacobson and Past President Gloria Walter, chair of the event, and Past Presidents Robin Reed and Bob Pike gave a welcome as warm as the day. We stood quietly as the United States, Maine, and Scouting flags were raised. About 80 in attendance heard Past President Tom Prouty speak of the involvement of the scouts, the hands-on labor of the Rotary Club and the many in town who had contributed money and material. Past President Chip Griffin gave a brief talk on the late Ralph Scott, longtime Rotarian for whom the building is named. Ralph died 20 years ago, but his service to the community has lived on through a generous bequest that enabled the construction to move forward.

The minister, Rev. Allan Wells-Goodwin provided a fine consecration. It was good to reminisce with him about his membership in Rotary in Bridgton. District Scout Leader, Michael L'Abbe gave moving words and we discussed his service in the Brunswick Rotary club. It was all beginning to tie together. Rotarians build community not only in Rotary, but through their other activities as well. Ralph Scott's spirit was continuing to help the community. The Rotary Club of Boothbay Harbor was certainly doing its part.

Gloria then called up a group of about 15 Girl Scouts. One of them said they had written a song to thank the Rotary Club. The third line of the song went, "By working together, we can make a difference." Their music reminded all of us what the day was all about and why it would be so memorable.

Best wishes for the holidays and for 2000
as we work together to make a difference.

Surfin' Rotary

Next time you log on to the internet, why not check out the following websites:

Kennebunk Rotary – www.cybertours.com/rotary/home.html

Portland Rotary – w3.ime.net/~protrary/

Scarborough Rotary – www.scarboroughmaine.com/rotary/index.html

Windham Rotary – www.geocities.com/Heartland/Prairie/6638/index.html

And don't forget www.rotary.org. If your club has set up a website, please let us know your address so that we can share it.



Focus on our Foundation

Our GSE Team to Brazil

by Janet McLaughlin, GSE Committee

The District's Group Study Exchange Committee has concluded its interviews and chosen the leader and team members for next spring's GSE exchange with District 4580 in Brazil.

The team leader is **Eric Weinrieb** of the Portsmouth Rotary Club. Eric is a civil engineer and president of Altus Engineering, Inc. in Portsmouth. He has been a Rotarian for 2 1/2 years and is active with the RYLA and Friends Forever programs. The alternate team leader is **John Dennen** of the Brunswick Coastal Club.

Four non-Rotarians were selected from a very strong field of candidates to be the team members. **Garry Page**, who lives in Stratham, is a project manager for IBM in Bedford, NH. The Exeter Rotary Club endorsed Garry.

Mary Angis is a dental hygienist in the office of Rotarian Wayne Lopez (a member of the Westbrook/Gorham Club). She lives in Scarborough and was sponsored by the Scarborough Club.

Sharyn Paul is a massage therapist and artist living in South Portland. The South Portland/Cape Elizabeth Club endorsed her.

Dianne Fallon is chairman of the English Department at York County Technical College. She was sponsored by the Portsmouth Club.

The alternate team member, **Nancy Bouffard**, is a programmer/analyst at UnumProvident and was endorsed by the Portland Club.

The committee gratefully thanks all clubs who encouraged and endorsed potential team leaders and team members. We were delighted with the quality of all applicants and look forward to hearing this GSE team's report at Conference 2000 in May.

RECOGNITION – A TALE OF TWO CHARITIES

In PDG Marie Williams' column last month she suggested including Our Rotary Foundation in your list of charitable organizations that you give to. Our Foundation has a unique donor recognition system which occasionally causes confusion among Rotarians. Therefore we thought it might be useful to point out the similarities and differences between our Foundation and a community-building organization we are all familiar with – the United Way.

Fundraising. Like the United Way our Foundation sets aside a time each year (November, Rotary Foundation Month) to focus on fundraising. Unlike the United Way we do not always stress the importance of giving by each individual, no matter how small the contribution. There is no minimum contribution to the Foundation; all contributions further the Foundation's goal of World Understanding and Peace.

Recognition of \$1000 Gifts. Both organizations award special recognition to individuals giving \$1000. In the United Way these people make up the Leadership Circle. Our Foundation recognizes these people as Paul Harris Fellows (PHF). They are presented with a certificate, a medallion and a lapel pin. Unlike the United Way, PHF recognition can be awarded as a gift or honor through contributions given by someone else.

Multiple \$1000 Gifts. United Way recognition is done on an annual basis while Foundation recognition is cumulative. Leadership Circle recognition is for contributions of \$1000 each year, whereas PHF recognition is permanent. The Foundation has a system, however, for recognizing people who continue to make contributions of \$1000 or more, through Multiple PHF recognition. These donors receive special pins containing sapphires or rubies, and also have the option of naming someone else as a PHF.

Gifts of Less than \$1000. The United Way erases the “score” each year whereas Foundation credit is cumulative. Therefore a Rotary Foundation Sustaining Member (RFSM) who gives an initial \$100 contribution can continue to give amounts of less than \$1000 until his/her cumulative total reaches \$1000; at that point PHF recognition is awarded. (There is no time limit for RFSM’s to achieve PHF recognition and there is no requirement that contributions be made annually.)

Despite these variations in the way the two organizations recognize donors, true "recognition" for both charities lies in the realization of the power of our contributions to make a difference.



Spotlight on . . .

The Center of the District

We have reached the middle of our Rotary year so this month we will visit the heart (geographically speaking) of our district: Biddeford-Saco, Saco Bay and Scarborough. Biddeford-Saco will turn 80 in March; it sponsored neighboring clubs of Scarborough in 1960 and Saco Bay ten years ago.

Biddeford-Saco

Biddeford-Saco has incorporated their 80th anniversary in their slogan for this year – “80 in 80” – representing their goal of 80 members by their 80th anniversary. This is an ambitious goal (a 25% increase) but the club has developed a systematic approach to reaching their target. They have developed a list of potential Rotary members and will have 2-member teams approach individuals on the list. The entire club will participate in this recruitment drive with 2 or 3 prospects assigned to each team. We wish them a very successful campaign.

Coincidentally, when interviewed for this article, President Dick Lagarde mentioned almost word for word the theme of DG Mike's message on the previous page. A Rotarian for almost 18 years, he said that he belongs to Rotary because he can make more of a difference by working together as

part of a group. And the Biddeford-Saco club makes a difference in many ways. They sponsor both an Interact club (Biddeford High School) and a Rotaract club (UNE). They have a continuing history of international service in providing assistance to homes for unwed mothers. They began in Brazil through their contact with a nun working there. The nun is now in Lesotho, South Africa and the club has a Carl Miller Discovery Grant to see how they can help there.

Most recently the club has been making a difference by cleaning up and doing trail work at a local park. A total of 90 people turned out for this event – not bad for a club of 66 members!

Saco Bay

Congratulations to Saco Bay on their 10th anniversary which they celebrated on November 20. Several members of their parent club were on hand to help congratulate them and present them with a handsome plaque. The two clubs share the same territory (Biddeford, Saco and Old Orchard Beach) and enjoy a friendly rivalry. They participate together in a televised auction in late spring which netted each club \$16,500 last year.

President John Williams, who joined Rotary just 3 years ago, also has membership as his primary goal. Many in the district are familiar with the club's Black Hat club, made famous by the late Charlie Snow. Word has it that baseball caps have replaced the cowboy hats, but the premise is the same – any Rotarian who sponsors 2 members in one year is inducted into the club. In addition to the hat, members of the Black Hat club receive a free breakfast the first meeting of each month.

The club has been very busy this fall. In addition to the Community

Service project pictured in last month's Beacon, they have painted an adult day care center, had a yard sale with proceeds of \$2,300, a golf tournament and a fireside chat for new members.

Many clubs in the district are proud of the wit of their Sergeant-At-Arms. Saco Bay boasts not only one of the district's finest, but **three** of the district's finest! The trio of Bill Cassidy, Phil Hatch and Tony LeBlanc “compete” to see who can raise the most for their club through fines.

Scarborough



Scarborough is a small club but they think big. Over the summer the club conducted a motorcycle raffle to raise money for bone marrow testing. Led by Secretary Al Cowie, the club searched tirelessly for purchasers of \$100 chances on a motorcycle or \$15,000 cash. Through the raffle they were able to contribute several thousand dollars to a community bone marrow testing day in August. One of the two local residents for whom the bone marrow drive was conducted recently received a transplant. What a way to make a difference!

The club thinks big when it comes to programs too. The club invited the Kiwanis Club to join them on November 16 to hear Senator Susan Collins. They have big plans for their town also. The community of Scarborough does not have a traditional town center so the club would like to build a Rotary Park to strengthen a sense of community.

You can read about the club's current activities (fruit sale and Christmas tree sale) on their web pages (see address on page 2). President John Murphy's son Kevin, a freshman at Scarborough HS was instrumental in developing the website.

Rotary 2000

by Mort Schmidt, PDG

"As movements get older, they become institutionalized. Tradition hampers the exercise of reason. Unworthy and irrational features are permitted to continue merely because they have always been. No one cares to disturb precedent even though it may be manifest that its reason, if there ever was one, no longer exists. The spirit becomes lost in the letter of the law."

(Rotary founder Paul Harris, as quoted by Rotary International President Carlo Ravizza at the 1999 International Assembly, Anaheim, California.)

The Rotary 2000 Committee has been charged by District Governor Mike McGovern to review the practices of providing District services to the Clubs. There have and will continue to be regional District meetings with groups of clubs and committee members. Please be sure your club is well represented when asked to participate. In conjunction with this task, the committee will also review the current District 7780 By-laws in preparation for a Council on Legislation at the District Conference in May 2000. Committee members are:

Morton Schmidt, PDG, Chair
Dan Mooers, PRID
Orville "Tex" Ranger, PDG
Marie Williams, PDG
Albert Carignan, PP
John Hebert, PP
Bruce Powell, PP
Loretta Rowe, PP



12 Things for Rotarians to Do to In the New Year

Explain to your club that PETS has nothing to do with dog obedience.

Call Rotary International and ask to speak to that Paul Harris fellow.

See if any member of your club can remember the Convoluted theme for this year. (Was that the third "c"?)

Practice your sleight-of-hand so that you will be sure to draw the winning card when you win the raffle.

Go back through your date books and make a list of all the clubs you made up at since you joined Rotary. Feel superior because your club is better than all of them.

Find out if it's true that DG Mike McGovern wishes to change "Rotary 2000" to the roman numerals "Rotary MM" in honor of his initials.

Have a speaker who claims the new millennium starts in 2001.

To make it seem less daunting, change The Four Way Test to the Four Way Quiz.

Change your entrance sign from "Rotary Meets Here" to "Rotary Eats Here" and see if anyone notices.

Fine the first Rotarian whose phone rings twice at one meeting.

Pre-register for the District Conference. (Excuse the shameless promotion.)

Act with consistency, credibility and continuity by forgetting the theme again.

International Medical Equipment Collaborative

by Brenda Thibodeau, District IMEC Coordinator



Many Rotarians continue to work and support IMEC in District 7780. This next month they will be moving their base of operations to a site not yet determined. When they moved into their present site, it was with the understanding that they would be asked to relocate if a long-term lease could be obtained. This fall they were notified unexpectedly by the realtors that they in fact did have someone to lease the building for a much longer term than IMEC could commit to themselves. Therefore everyone has been busy with packing up the warehouse and shipping the rest of the containers scheduled to go out by the end of this year.

With all this work, some exciting opportunities are in the offing for their youth program. They are going to be setting up their own warehouse and equipment reconditioning program in Sanford at the former Stenton Building on River Street. It will be the base of operations for the junior and senior high school volunteers, which we hope to become a part of when they officially open in March. Stay tuned for more information about this great program.

The container for Romania is scheduled to leave Seabrook by December 3rd. It will take approximately 44 days to arrive in Ramnicu Valcea. With Windham Rotary Club's generous donations, we are going to be able to send them 10 dialysis machines, ophthalmology equipment, heart rate monitors, and many supplies and large equipment as well.

If anyone is interested or can help with the move this next month, contact Mary Grillo, the volunteer coordinator. She is scheduling all the volunteers and can be reached at 603-474-4166. If you have difficulty reaching her feel free to contact me at 207-935-3341 or 207-697-3193.

PDGs Jim Labrie and Craig Wellman Named to Zone Posts

District 7780 is one of 30 districts in Zones 31 and 32 of Rotary International. Two of our past district governors, Jim Labrie and Craig Wellman, have been asked to serve this Rotary area extending to Washington, D.C. and westward through central Pennsylvania.

On July 1, 2000, Jim will replace RI Director Don Osburn as the Regional Rotary Foundation Coordinator and will be responsible for two years for all Rotary Foundation programs and fund development in the two zones.

Craig Wellman has been named by Don Osburn as General Chairman of the Rotary Institute to be held in Baltimore in late August 2000. A Rotary Institute is an annual conference of all incoming, current and past governors and other officers of Rotary International.

Both Jim's and Craig's volunteer positions will require over a thousand hours of voluntary service. Thank you both for exemplifying "Service Above Self."



Hi, my name is Anna Dieckmann and I'm an Exchange Student from Helmstedt, Germany. Helmstedt lies near Berlin (about 2 hours drive) and it has always been in West Germany; the former border was about 7 km from my town. My hobbies are playing the piano and singing in a choir. I'm playing the piano for about 8 years now and I'm singing for about 10 years. I quit singing before I came here; but now I'm singing in the OHCHS choir with my host sister and I have much fun. I used to take piano lessons, but since I'm in the United States I'm playing on my own.

At home in Germany I have two older brothers, Joe, 21 and Max, 19. Max was an Exchange Student in 96-97 in Connecticut. My father is a dairy farmer and my mom is an elementary school teacher. While I'm here I would like to see some American dairy farms or other kinds of farms. I'm living with the Hoisingtons (PP David of Oxford Hills) for the first half of my Exchange year and with the Carters for the second half.

Living here with a sister is how I've always imagined it. I have so much fun and I'm glad to be a part of this family. I have done a lot since I'm in the United States: canoeing and camping (with the other exchange students from District 7780), whitewater rafting (with my host family and friends). I enjoyed it very much and thanks again for this great opportunity. Then I've seen Quebec City with the exchange students from my school. It's a very nice city and it really looked a bit like Europe!!!

I would like to thank everybody for offering me such a great opportunity and I'm enjoying my exchange year.

DG-Elect Elias

Many of us have recently attended Rotary Foundation seminars, held throughout the District. The agenda was to first explain WHAT projects our District and its members have engaged in over the past number of years and then HOW the monies are raised to support these projects.



Generally, we attend these meetings and are told that we MUST raise so many dollars within our individual Clubs and send it on to the Rotary Foundation. This year, PDG Marie Williams changed our perspective. She referred to OUR Rotary Foundation. As Rotarians, each of us has a stake not only in raising the funds, but also in seeing how these funds are allocated and expended.

DG Mike McGovern has set our goal at \$150,000. This breaks down to approximately \$67.50 per Rotarian. This goal may be reached through individual contributions, Club donations, and even donations from non-Rotarians. How do we persuade Rotarians to "pony up" \$67.50?

Why not invite past members of Group Study Exchange teams, Carl P. Miller Discovery teams, past Ambassadorial Scholars, or Rotarians who have been involved with Matching Grants to address your club. There is nothing more moving than to listen to a fellow Rotarian as he or she tells the story of holding an infant while two drops of "Magic Liquid" are dropped into his mouth to immunize him against Polio. Or to hear how fellow Rotarians have traveled to developing countries and helped to build housing or to drill fresh water wells or to help build a medical facility, which will serve the people of a remote village.

Where Our Rotary Foundation is concerned, it is time we GET UP CLOSE AND PERSONAL!

Elias



"I see the Light!"

And you will too!

at



Conference 2000

CELEBRATING THE LAST DECADE OF ONE MILLENNIUM AND THE BEGINNING OF THE NEXT

The 10th Anniversary Conference of District 7780

May 18 - 21, 2000

Pre-register before December 31, 1999

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OCTOBER ATTENDANCE

	ATTENDANCE	CURRENT MEMBERS	YTD CHANGE	FOUNDATION GIVING*		ATTENDANCE	CURRENT MEMBERS	YTD CHANGE	FOUNDATION GIVING*
BATH	78.0	59	+3	37.04	OGUNQUIT	64.0	42	+1	11.90
BATH SUNRISE	75.6	20	-1	0.00	OXFORD HILLS	78.0	59	-1	0.00
BETHEL	82.7	35	+5	30.00	PORTLAND	74.7	198	-8	0.00
BIDDEFORD-SACO	90.0	64	0	31.35	PORTSMOUTH	77.0	249	-4	3.97
BOOTHBAY HARBOR	81.0	41	-11	0.00	PORTSMOUTH SUNRISE	N/R	28	-3	0.00
BRIDGTON-LAKE REGION	76.0	28	0	0.00	ROCHESTER	73.6	74	-2	33.56
BRUNSWICK	74.1	127	-3	33.06	RUMFORD	83.8	39	-1	5.13
BRUNSWICK COASTAL	68.0	14	0	6.67	SACO BAY	76.6	70	+1	0.00
CASCO BAY SUNRISE	N/R	29	-1	0.00	SANFORD-SPRINGVALE	66.2	59	+1	0.00
DAMARISCOTTA-NEWCASTLE	N/R	42	-3	1.73	SCARBOROUGH	79.0	25	0	0.00
DOVER	61.3	78	-2	0.00	SEABROOK-H. FALLS	75.0	19	-1	0.00
DURHAM-GREAT BAY	85.7	53	0	1.89	SOMERSWORTH	N/R	22	+2	0.00
EXETER	79.9	46	-1	21.28	SOUTH BERWICK	88.4	42	+2	34.15
FREEPORT	74.0	34	+2	0.00	SO. PTLD-CAPE ELIZ.	80.0	44	-2	23.81
FRYEBURG AREA	91.0	29	+1	8.04	WELLS	80.0	50	+4	0.00
HAMPTON	79.9	59	0	0.00	WESTBROOK-GORHAM	65.9	41	0	1.79
KENNEBUNK	75.3	91	-2	17.76	WINDHAM	92.0	35	0	0.00
KENNEBUNK PORTSIDE	92.0	36	-6	0.00	YARMOUTH	73.0	39	-1	0.00
KITTERY	69.0	27	+3	0.00	YORK	N/R	62	+3	0.00
NEWBURYPORT	N/R	74	0	0.00					

*PER CAPITA AS OF SEPTEMBER 30

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MARIE WILLIAMS
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