



# CALL OF THE LOON

THE NEWSLETTER OF ROTARY DISTRICT 7780

Tim Placey, District Governor, 2002-2003

AUGUST, 2002

## Governor's Notes



This year's theme, "Sow the Seeds of Love," is one which goes with the needs of our world. It could not have been more timely given the world's troubles. President Bhichai Rattakul's diplo-

matic and gentle style goes hand-in-hand with the theme.

To build stronger clubs we need to listen and understand each other. Clubs are like families. Each person plays an important part in the strength of the organization. Just like sowing seeds, some Rotarians become Rotarians quickly while others take longer to be touched. This is the time for nurturing and understanding. Everyone joins Rotary for a reason, and sometimes the longtime Rotarian feel forgotten. Yet we know they have a world of knowledge to be shared. Getting your entire club involved in activities is healthy for the club and the individual members. Celebrate your success as a group. Have barbecues, socials, gatherings to say thank you for a successful project. Folks, it does work. In time your club will grow because of the fun and caring you have together.

When your club projects help a less fortunate child or family by drilling a well, building



Continued on Page 2

## Jorge Cordoza

1983-2002

The humanitarian challenges that confront dedicated Rotarians throughout the world hold many twists and turns that are totally unexpected. Such is the shortened life story of Jorge Cordoza from Yoro Yoro, Honduras. The story's genesis came about as the result of the work of two "high flying" members of the Rotary Club of Durham-Great Bay over 10 years ago, Bill Skinner and dentist Tom McShera.

These two intrepid members launched a mobile dental health clinic to serve Hondurans in the backwaters of this small Latin-American country. It was there that they met a local Rotarian and his family, including an eight-year-old son who was suffering from a severe heart condition that required a life-saving operation not available in Honduras.

An unintended consequence of the dental health project? Of course, but an unexpected challenge that had to be answered!



And it was. But it triggered plans and events that included the Durham-Great Bay and Portland clubs, American Airlines, two pediatric cardiologists, Maine Medical Center in Portland, and the "Rotary House Fund."

The first problem was how to bring Jorge with his mother and father to Portland, Maine for the life-saving procedure. The answer? American Airlines' "Miles for Kids in Need" project, which donated airline tickets to Boston and the return to Honduras. Bill Skinner drove the family from Boston to Portland in late June, 1992.

Now the events were quickly put in place. The Maine Medical Center offered hospitalization at no cost, a policy for indigent patients. The two cardiologists, Richard McFaul and Domenic Paolini, stepped forward to provide their highly skilled medical service free of charge. And

Continued on Page 4



Tom McShea, Jim Willey, Bob Trail, Jr., and Bill Skinner, at Maine Medical Center



homes, feeding the hungry, promoting literacy, or helping the homeless, we are sowing the seeds of love. Remember that some seeds grow right away while others need extra nurturing, care, and lots of love.

So as we reach out to help others this year, we need to have patience, care, understanding, and lots of love.

God Bless You All,  
Tim



how about Jorge's parents? No problem. The Portland Rotary Club's "Rotary House Fund" paid, in full, the room and board bill. Assisting here with arrangements as well as opening the doors at Maine Medical Center were Portland Rotarians Jim Willey and Bob Traill.

Now everyone waited, including the local media, for word from the hospital on the diagnosis and in anticipation of the surgery necessary to give eight-year-old Jorge a normal, happy life. But word was relayed from the doctors that Jorge's "aortic valve disorder was inoperable." This devastating news was met with tear-filled eyes. Were the planning, the excitement, the possible success worthwhile? Even though Dr. McFaul said Jorge would only live a short life?

Yes! Yes!

Back home, Jorge lived almost ten more years. He died February 22, 2002.

Bob Patton, PDG

## Free Speakers Bureau Web Tool Launched

Speaking to civic, service and professional groups is a great way for business owners to get the word out regarding their industry, service and expertise. Rotary, Kiwanis, trade associations and other organizations are in constant need of presenters and speakers.

Once someone decides to get in front of groups it's been tough to make your availability known. Until now there has been no central resource point in Maine for speakers or groups looking for speakers.

Rotary member Scott Simmonds (Biddeford Saco Rotary Club) and Insurance Consultants of Maine, Inc. is sponsoring a new, free web tool for Maine organizations and speakers available at [www.icofmaine.com/speaker.html](http://www.icofmaine.com/speaker.html). The tool includes a listing of people interested in speaking to civic, service, nonprofit and professional groups. Speakers interested in a listing can register for free through the site.

Speaker sign-up is easy. Go to the website at [www.GreatPontificators.Com](http://www.GreatPontificators.Com). Select the link for the speaker sign-up form. Complete the form and submit from the website. A confirming email will be sent to you. Within several days your listing will be added to the site.

Civic, service and professional organizations looking for speakers will access the site and contact the speaker directly. Listed speakers are free to accept the engagement to speak or not based on their schedule, location and suitability of the group. General publicity for the site will begin once a suitable number of potential speakers join.

For more information contact Scott Simmonds at [scott@icofmaine.com](mailto:scott@icofmaine.com) or 207.284.0085. 

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## Presidential Inauguration - July 1st, 2002

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The Presidential Inauguration at Spring Hill in South Berwick drew 104 Rotarians, spouses, and friends. 23 new presidents were greeted by outgoing District Governor Peter Johnson, and pins were handed out by incoming DG Tim Placey. Governor Tim hopes this will become an annual event, and was very pleased that he and his family had a chance to meet so many Rotarians.

It was certainly a special evening, with special honors for our Past District Governors, and some moving moments between our outgoing and incoming District Governors as they exchanged pins.

Spring Hill was a lovely location, and provided a fine meal. It was great fun to have so many Rotarians gathered together for the purpose of honoring their own.





# Polio Eradication Campaign Going Into Full Swing

## "Fulfilling Our Promise"

RI President Bhichai Rattakul and Trustee chairman Glen Kinross officially kicked off the Polio Eradication Campaign at the recently concluded RI Convention in Barcelona, Spain. The campaign is necessary so that Rotarians can fulfill the promise made in 1988 to the children of the world that polio will be eradicated by Rotary's centennial.

To fully appreciate the importance of this 2002-03 campaign, it is necessary to have a clear understanding of Rotary's 23-year involvement in the effort to eradicate polio.

It began in 1979 when the first approved 3-H (Health, Hunger and Humanity) grant provided for a five-year polio immunization project in the Philippines. Funded from Rotary's 75th Anniversary Fund, this initial immunization effort was followed shortly thereafter by additional project grants for Cambodia, Sierra Leone, Bolivia, Haiti, and Morocco. All were successful in showing that a sincere immunization effort could dramatically reduce the incidents of polio in a very short period of time.

Little wonder therefore that when Rotary leadership began to look at major projects with which to celebrate Rotary's 100th Anniversary, the one that caught the imagination



of Rotarians was the eradication of polio. An ambitious plan began to take shape, one which envisioned a collaboration between international, national, and local health agencies and Rotary.

The cementing turning point came when the late Dr. Albert Sabin threw out the challenge at the RI Convention.

Polio 2005 (later PolioPlus) was born with Rotary's pledge of \$120 million to fund the cost of providing six doses of oral polio vaccine (at 4¢ per dose) for five years to the anticipated 100 million newborn children. The official international announcement was made in October 1985 at the 40th Anniversary of the United Nations, and it captivated and energized the global public health providers. In 1987-88, Rotary undertook its first worldwide fund-raising effort resulting in not just the \$120 million pledge, but the raising of more than \$247 million. In 1988, seeing the success of Rotary's regional immunization efforts and the stunning success of its fund-raising, the 166 nation World Health Assembly committed itself to the eradication of polio by 2000.

Rotary became a partner in this endeavor along with WHO, the Center for Disease Control, and UNICEF. Between 1988 and 1990 Rotarians in every country in Central and South America mobilized society and turned out the volunteers for National Immunization Days (NIDs). In a very short time, the

Americas were declared polio free. Over the next twelve years, the initial success in the Americas was repeated in the Western Pacific and in Europe.


However, because of war, inadequate funding, and weak infrastructure, the goal of eradication became increasingly elusive. Despite an inconceivable effort by

Rotarians and their international health partners, there remained 20 endemic countries at the end of target year 2000. By the end of 2001 the number of endemic countries was reduced to 10, with only three countries considered "reservoirs" of the virus.



Rotary's role in polio eradication has evolved over the 23-year effort. However, Rotary has always been the leading international advocate for polio eradication, keeping the international health

agencies focused on the goal. Now, with the goal so very close, Rotary finds that it must again step forward and demonstrate to the world that the objective of eradication is worth the continuing effort - that the promise to the children must be fulfilled.

As the struggle to stamp out the polio virus enters its final phase, the lack of adequate funding is the chief obstacle to achieving the dream. That's why this district has pledged to raise \$300,000 this year for polio eradication. This is our fair share of Rotary's \$80 million fund-raising goal. We'll do it because it is our way of fulfilling our promise. 





## DGE's Notes

As I expected, the Rotary International Convention in Barcelona made me proud to be a Rotarian.

It was my first international convention—oh, what to expect? In the airports of Frankfurt and Dusseldorf, I met Rotarians from California, Ohio, and Texas. The man standing in the corner watching CNN wore a Regal Eagle pin; at the taxi stand in Barcelona stood a Rotarian from Indiana. There were Korean Rotarians in black suits, their wives wearing high-waisted, billowy satin dresses; African Rotarians, whose traditional cotton outfits were patterned in Rotary wheels. At the Convention Center, the crowds were full of faces of every color, age, and nationality. The Convention in Barcelona brought that out in a thrilling parade of languages, costumes and, most of all, friendly smiles.

The first plenary session, held at the Palau Jordi, was an inspirational sight. Local musicians, dancers, acrobats, and stiltwalkers showcased the culture of Catalonia. Then, the flags of all the countries in the Rotary world were led in a solemn parade to open the session.

RI President Richard D. King addressed the assembly and presented the Rotary Award of Honor to Jerry Lewis, for his humanitarian work on behalf of children with Muscular Dystrophy. Incredibly, Mr. Lewis has raised over 1 billion dollars for these special kids.

Back in the Exhibition Hall, over forty displays showcased some of the innovative and exciting humanitarian projects being conducted by Rotarians all over the world.

Another highlight was the keynote address by the former president of the Soviet Union, Mikhail Gorbachev. We heard great speeches from Past RI President Cliff Dochterman, President-Elect Jonathan B. Majiyagbe, and the incoming President, Bhichai Rattakul.

But for me the most moving presentation was by Kenneth Behring, chairman of the Wheelchair Foundation. It is estimated that 100 million adults and children worldwide need wheelchairs. For a donation of \$150.00, matched by RI, a wheelchair will be dispatched to give a new life to a man who has crawled on his belly for fifteen years, or a child who has never traveled beyond the walls of her own home. The auditorium was hushed during his presentation, and I doubt there was a dry eye anywhere.

Every day, Rotary is the catalyst that sets in motion thousands of small miracles, performed by ordinary people of goodwill. In Barcelona, we came from all over the world to

celebrate and praise the organization that lets us do so much good and make so many people happy.

We are indeed blessed.

Trish

*"When you throw a stone in the water, it produces ripples till the very end. In the same way, our deeds might inspire another to do a considerate act for someone else...creating a chain reaction. Think how many people will be helped."*

Alizeh Owals Kohari, Age 12, Pakistan  
1<sup>st</sup> Place, Mankind is Our Business Essay Contest



## Our New DGN



Bob & Muriel Jacobson

Robert (Bob) Jacobson is our new District Governor Nominee. He is married to Muriel, who is a Rotarian and a Paul Harris Fellow. Bob has been a Rotarian since 1992 and has held down many positions including chair of the International Service committee, Club Secretary, and Club President. He was a member of the District Governor Selection Committee in 2000.

During his presidency his club won the Significant Achievement Award; Governor's Award for Foundation Support; Special Membership Award; and the Presidential Citation.

Bob is a retired Lieutenant Colonel, spending 9 years in the Navy and an additional 20 years in the Rhode Island Air National Guard. He was employed for 20 years by IBM, and retired in 1988.



## A Special Event Checklist

*Special events are friend raisers as well as fundraisers. In order to maximize the potential of your fundraising event review the following checklist and if you can answer these questions satisfactorily you will have a successful event.*

1. What is the purpose of your event, fundraising or friend raising or both?
2. Who are you trying to reach?
3. How many people do you want to attend?
4. What is your budget?
5. How much cash does your group have available?
6. How much can your group afford to lay out before money starts coming in?
7. Is the proposed event within your price range?
8. Should you consider joining forces with other groups?
9. Set the ticket price? (This can only be done after you've developed a budget which includes all expenses.)
10. Consider what types of income boosters you can add to the event, such as raffles, mini-auctions, etc.
11. How many people do you need to make the event a success?
12. Where will your audience come from? What are they willing to spend?
13. Is the event something people might attend if it were not for charity?
14. Will it help achieve your group's goals?
15. Will it interest the audience at which you are aiming?
16. Do you have enough time for the careful planning required to produce a successful event?
17. Do you have enough volunteer support?
18. Can you afford to hold the event?
19. Is there an appropriate and affordable site available?
20. Has this type of event been successful before?
21. Are there potential corporate sponsors? (Make a list of what needs underwriting and what each item costs and develop a list of what the sponsor will get in return for their support. In addition, prioritize a list of potential sponsors for each level and see if there is a particular person in your club that should make the ask for support.)
22. Is there any advertising potential in the event program?
23. Have you checked for conflicts with other major events?
24. Have you checked the weather reports for that date for the past few years?
25. Have you set your day and time to fit the audience?
26. Have you reserved the venue with enough time to set up and clean-up?

Deb Shelton  
Rotary Club of Portland

## First Lady's Corner



Let me introduce myself to those I have not had the pleasure of meeting. My name is Gladys. I'm Tim Placey's wife, Carrie and Glenn's mother, district first lady, or just plain Gladys to my

friends and neighbors. Tim has asked me to write an article each month on the spouse's side of our Rotary travels.

I am not a Rotarian, yet I call this year my Rotary Experience. I will not get into the policies or procedures of Rotary. I'll leave that to Tim and others who know

what they are talking about. I am just along for this terrific ride and so far it has been great.

We have a saying in our house "feed me and I'll follow you anywhere." Well, after I gain the allotted 30 pounds, I will waddle to my easy chair and put together the scrap book of our travels and dial Weight Watchers, but for now I am going to enjoy meeting each and every club member and attending all the meetings and fun events. It will truly be an experience to enjoy and remember for years.

Tim and I attended the Rotary International Convention in Barcelona, Spain, this past month. It was our first, but I am

sure it will not be our last. It is an annual event that gives Rotarians young and old an opportunity to recharge themselves for their Rotary commitment, plus renew friendships made in past years. Even in our short Rotary career, I found myself looking forward to seeing Tim's classmates and their spouses, and catching up on what is happening in the other Districts and of course listening to Tim chatting up the Polio Eradication challenge to anyone who will listen. To my delight, there are many more who feel as devoted to it as he does.

Anyone who knows me can tell you that I am a pessimist (I like to say I am a real-

Continued on Page 6



ist), but after meeting the men and women who are committed to eradicating polio, one can't help coming away with the feeling that it can be done. It will be everyday people like you and me who will make it happen. So you Rotarians may make a believer of me yet.

I am looking forward to attending all the fun events your clubs will be hosting this coming year. Let us know what is happening and we will be there.

See ya next month,  
Gladys



## Important Dates and Deadlines

### August 10:

**District Membership Seminar, York County Technical College**

### August 18:

**Take A Swing At Homelessness at Hadlock Field with the Portland Sea Dogs**


### Labor Day Weekend:

**Raffle Drawing for Caribbean Cruise, to benefit Polio Eradication**

### 15th of Each Month:

**Articles, information, pictures, updates for the monthly district Newsletter**

### Secretaries:


**Your semi-annual reports should be completed with copies sent to RI and the District.** 



## Exchanging the District Governor's Banner

On the left Nate Smith, president of the Yarmouth club, presents the banner to Rich Emerson, president of the Casco Bay Sunrise club. On the right, Tim Placey, Rich Emerson, Nate Smith, and Peter Johnson display the banner. The Yarmouth club joined Casco Bay Sunrise at its venue in the Cumberland Club for this exchange.

## District Membership Seminar

*Please remember our Membership Seminar!* This is a terrific way to get more information and ideas about how to bring new members into your club, or to share the successes you've had. We will be having the meeting on Saturday, August 10, 2002 at York Technical College in Wells. This is the same spot that District Assembly was held. The meeting will be from 8:30 to noon. If you have any question, you should direct them to Doug Hooper. His phone number is 1-207-282-7552 or e-mail [shooper@maine.rr.com](mailto:shooper@maine.rr.com). 

## Historian's Corner

1. Best month for District 7780 charters? March! Of the forty clubs in the district nine were chartered in March.
2. Worst months for charters? February, July and August. Zero charters those months. Interesting especially since none were chartered in February, the birth month of our founder, Paul Harris. Let's do one for the 100th anniversary of Rotary!
3. Most popular time of day for weekly meetings? Breakfast 21, Lunch 15, Dinner 3, Falmouth Club at 4:15 with no meal.

Bob Patten, PDG  
District Historian



## Polio Fact

**In the PolioPlus effort of 1986-88, Rotary raised some US\$247 million. Why are more funds needed?**

Rotary's financial input was never intended to fund the entire cost of polio eradication. It has made a substantial contribution toward it. Here's the background: the goal of the original PolioPlus campaign was US \$120 million, an amount sufficient to provide 6 doses of oral polio vaccine (cost US \$.04 apiece) to each of the world's 100 million newborns for a period of five years.

The PolioPlus program was announced in 1985 at the 40th anniversary of the United Nations as Rotary's support of the Universal

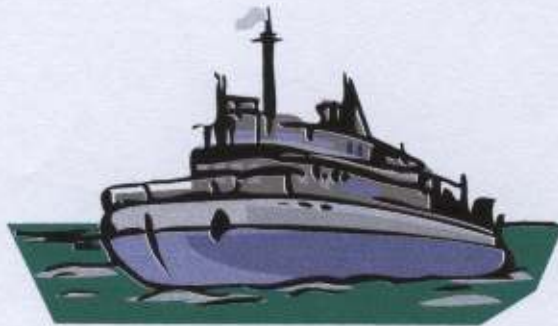
Child Immunization program (UCI) which had the goal of raising immunization levels to 80 % for all children against the diseases of polio, tuberculosis, measles, diphtheria, pertussis, and tetanus (this was the "plus" in PolioPlus). This 80% UCI goal was achieved. Moreover, the progress in controlling polio was so encouraging that the World Health Assembly in 1988, with Rotary encouragement, unanimously resolved to eradicate the disease. Thus the Polio Eradication Initiative (PEI) was born.

Many countries had the resources to fund their programs. But poorer countries needed financial help, and

continue to need help. Now, as PEI enters the final phase of eradication, the WHO and UNICEF jointly estimate the amount of donor funds required for the period 2002-2005 is US \$1 billion. US \$725 million has been pledged or committed. The current US \$275 million funding gap is the greatest single obstacle to eradicating the disease by the year 2005.

It is in the best interests of all countries to support poor countries in their polio eradication programs, so that all countries can reap the eventual US \$1.5 billion in annual savings when polio immunization can cease. 🐟

## Who's Doing What...



**Attention all Rotarians, The Portland Club has decided to do a fundraising event just for Polio Eradication and it is a Reggae Cruise on Casco Bay.**

**The date is August 17 from 7:30 pm to 10:00 pm. Tickets are \$20. Cash and check only. Tickets can be purchased the night of but there is no guarantee that they won't be sold out!**

**We will have appetizer type food and there is a cash bar.**

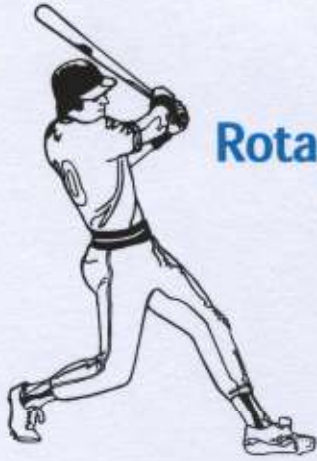
**This should be a great time! Tickets are already selling and we haven't even officially started selling tickets. Let me know if you are interested and we will get you tickets!**

**The Hampton Club vows the cruise raffle drawing will be held at their club, Windham says, NO WAY! Remember everyone, the club selling the most raffle tickets for the Caribbean cruise gets to have the drawing at their club!**



**Send news about your plans for the Polio Eradication Campaign to the newsletter editor. What are YOU doing?**





3<sup>rd</sup> Annual  
Rotary Takes A Swing At Homelessness

# BIG NEWS!!!

Through the cooperation of the

## Portland Sea Dogs

we had a total of FOUR Bat Boy and Bat Girl Positions available.  
We are pleased to report that TWO of these positions  
have been sold at \$500 each!

If you know a young person who is interested in baseball and would enjoy serving as a  
Bat Boy or a Bat Girl at the game on Sunday, August 18<sup>th</sup>,  
PLEASE call Liz Valliere with your offer and give a youngster a great time!

With a price of \$500 each, we will be able to raise another \$2,000 toward helping the  
homeless and the hungry in our District.

As an individual or a Rotary Club, think about making this contribution to a very worthy  
cause, and bringing a lifetime of pleasure to a young person.

The "availability status" for these positions will be announced every Monday morning, via  
Email to club presidents. Each Bat Boy or Bat Girl should be between the  
ages of 12 and 15, and able to be at the ballpark one hour prior  
to the start of the game and remain for the entire game.

Offers should be submitted to Liz Valliere:  
[evalli6066@aol.com](mailto:evalli6066@aol.com)

MAKE A POSITIVE DIFFERENCE IN SOMEONE'S LIFE  
and FEEL GOOD ABOUT IT, TOO!

(Note: for further information, please contact Elias Thomas at  
[ethomas@metrocast.net](mailto:ethomas@metrocast.net) or Liz Valliere at [evalli6066@aol.com](mailto:evalli6066@aol.com))





## ROTARY TAKES A SWING AT HOMELESSNESS

August 18, 2002, Hadlock Field, Portland

We are pleased to announce that due to the generosity of several corporate sponsors, we have four SKYBOXES available to the four highest bidders, for the Portland Sea Dogs Game Sunday, August 18<sup>th</sup>, at Hadlock Field.

All funds collected will benefit  
ROTARY TAKES A SWING AT HOMELESSNESS



Bidders may be Rotary Clubs, individual Rotarians, businesses or any other groups or teams. Each SKYBOX will accommodate 22 persons. Just think, you can make a charitable contribution to a wonderful cause.

All monies raised will be distributed to various agencies throughout the District, to benefit the homeless and the hungry.

Supporting this program will  
make a positive difference in the lives of a lot of people  
AND it will make YOU feel better, too!

In past years, we have been able to raise a minimum of \$1,000 for each SKYBOX and we look to your generosity for another successful year!

Please submit your bids to:

Liz Valliere (evalli6066@aol.com)

From now until August 12<sup>th</sup>, bids will be reviewed on a weekly basis to Club presidents.

(Note: for Additional Information, contact Elias Thomas at ethomas@metrocast.net or 207-636-1246)

