



NEW & LETTER

In 27 years in Rotary, I've fostered some meaningful friendships I would not have if not for Rotary. Rotary opens opportunities to build relationships that keep us connected and engaged.

I met a fellow District Governor at training named Gajendra Singh Narang from Indore, India. This spring, he asked me if our District could help him with a Global Grant. 8% of all in India have diabetes and their project would purchase dialysis machines for less fortunate populations that have limited access. We agreed and now our District is helping people across the globe whom we will never meet.

A few years back, our club inducted Nikki Trifunovski, a former exchange student who had served in Ecuador in the Peace Corps. Recently, we found out that a girl from a family Nikki befriended there has an esophageal defect that needs surgery. The story touched my heart and I donated to the Go Fund Me that Nikki set up for this. Only because I met Nikki through Rotary. [Click here](#) for the GoFund Me link.

And sometimes you just meet fascinating people through Rotary. Blessed Unami Sikhosana Bird is originally from Zimbabwe. I would not know her if not for Rotary. Blessed has broken down some barriers and has shown me different perspectives on life. She is highlighted in this newsletter.

"Rotary Opens Opportunities." Even in this pandemic year of social distancing, virtual meetings, and wearing masks, we can connect people in creative ways and build relationships to last a lifetime.

**District Governor
Cheryl Matt**

DeWitt Rotary Club
cherylmatt7150@gmail.com



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May 3, 2021 07:00

**Rotary Trailblazer -
SYLVIA WHITLOCK**

Overcoming Membership Challenges

Register Online

<http://bit.ly/EmpireMembershipSylvia>Rotary 

Dr. Whitlock made history as the world's first female president of a Rotary Club following a federal lawsuit requiring female membership in Rotary and many other organizations.

Don't miss this opportunity to learn from a Rotarian who has faced adversity and made a difference in her community and the world.

REGISTER NOW**MONDAY, MAY 3RD AT 7PM
ALL ROTARIANS WELCOME!****NOTICE FROM ROTARY
REGARDING MEETINGS**

All clubs received an email about this already, but just to reiterate the message from Rotary International:
The Board advises regional leaders, district governors, club presidents and others to hold meetings virtually through the end of the Rotary year (June 30, 2021).

EMBRACING ROTARY'S LOGO

Every Rotarian should have recently received a special message from RI President Holger Knaack asking clubs and members to take a moment and assess your club's use of the Rotary logo. This is something Public Image Chair Lizzy has been speaking to clubs about for years and the fact that the RI President is taking the time to reach out shows how important great branding is to our organization. Here is some of his message:

We understand that updating a logo might not seem to be a very high priority, especially during a pandemic. But look at it this way: With so many of our clubs supporting their communities during this health crisis, consistently using a unified brand signals to the public — including potential members and donors — that local clubs are supporting the community and those clubs are part of the global Rotary network. It establishes trust in our organization and our members.

When every club uses the same visual identity, it builds awareness of who we are and the impact that we make around the world as people of action. Thank you for joining our effort to make the Rotary brand stronger than ever.

[Click here](#) for a helpful checklist of places to look in your club's materials to ensure you have the right logo.

[Click here](#) for the Public Image Tools page on the district web site where you can easily download proper Rotary logos.

Visit brandcenter.rotary.org to create a custom club logo.

As always, reach out to Public Image Chair Lizzy at emartin@advancemediany.com if you have questions or need assistance.

**THERE IS STILL TIME TO DO A
CLEAN UP!**

We now have 26 Clubs in our District alone participating in this International, Multi-District service project. Your club can pick a shoreline, park, or any public area that connects to the Great Lakes Watershed and plan your own Earth Day event on Saturday April 24 or some other date or time convenient to you. All efforts will still count towards this huge international effort.

If your club hasn't signed up yet to officially be part of this large coordinated effort, email Cheryl Matt at cherylmatt7150@gmail.com.

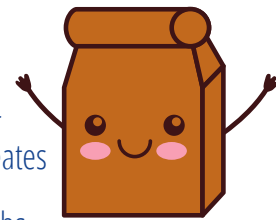
Clean up in your area or come to Oswego to help the clubs in our District that sit right on Lake Ontario!



Be sure to take photos at your clean up (action shots!) to share with newsletter editor Lizzy for the May issue!

SUBMIT YOUR CLUB'S NEWS TO LIZZY AT EMARTIN@ADVANCEMEDIANY.COM**BY THE END OF THE MONTH**

CAN YOU DONATE YOUR LUNCH MONEY?



During this pandemic, many of us did not spend a dime on Rotary meeting meals for months. At the same time, our Foundation events have been held via zoom, not really conducive to in-person appeals for funds. This, however, creates a perfect opportunity. (Remember, Rotary Opens Opportunities!)

The Rotary Foundation Annual Fund supplies our District with funds for our District Grants. These are grants that clubs like yours use to leverage your hard-earned philanthropy funds for local service projects. The Rotary Foundation Annual Fund also funds many Rotary projects and initiatives all around the globe. It's why Rotary International is known as one of the most service-oriented organizations and one of the highest rated charities in the world.

As this pandemic Rotary year comes to an end, and another begins, **let's take some of that money we didn't spend for one lunch or dinner (or a month's worth), and put it to work.** Let's donate to the Rotary Foundation Annual Fund.

District Governor Cheryl Matt and District Foundation Committee Chair Mark Matt are spearheading this effort. They hope to receive a donation from every Rotarian who believes in Rotary's ability to "Open Opportunities". Every donation helps.

THERE ARE THREE EASY WAYS TO DONATE:

1. Send a check made out to "The Rotary Foundation" to Mark Matt – Rotary Foundation Chair – 310 Collin Ave, Fayetteville, NY 13066. Mark will do the paperwork to be sure your donation is eligible for Paul Harris Fellow recognition.
2. Visit rotary.org/donate and donate to the Annual Fund. Email a copy of your receipt to mmatt7150@gmail.com to credit your donation to this "Donate Your Lunch Money" effort.
3. Want to make a recurring donation? Complete a Rotary Direct Form [here](#). Email mmatt7150@gmail.com to credit your first donation to this "Donate Your Lunch Money" effort.

ALZHEIMER'S ASSOCIATION & ROTARY: NEW PROGRAMS

The local chapter of the Alzheimer's Association now offers SIX different educational programs that are 30 minutes long, which can easily fit into your club format. They also have several new and very popular 1-hour programs for special programming including "Healthy Living for Brain and Body" & "COVID and Caregiving." [Click here](#) to download details on these programs. If you wish to book this as a program at an upcoming meeting, please reach out to fellow Rotarian and Alzheimer's Association

Outreach Coordinator Pamela Baker Gratton at pbgratton@alz.org or (315) 612-2746.

Rotarians may also be interested to know that there is a Rotary Action Group that has partnered with the Alzheimer's Association and they are working on Walk to End Alzheimer's events across the country. [Click here](#) to register and join a team. You can also [click here](#) to learn more about the Alzheimer's and Dementia Rotary Action Group.

alzheimer's 
association®

LET'S TALK ABOUT DIVERSITY, EQUITY AND INCLUSION

Our district is forming a Diversity, Equity & Inclusion Committee whose main goal will be to support clubs in their efforts to become more diverse, equitable and inclusive.

A top priority for Rotary is growing and diversifying our membership to make sure we reflect the communities we serve.

Here's how diversity, equity, and inclusion can be applied to a real-life situation. Imagine you're planning a party for members, friends, and family:

- Diversity means that everyone is invited to and welcome at the party.
- Equity means that everyone has the chance to help plan the party and make decisions.
- Inclusion means that everyone is fully engaged — dancing, talking, eating, laughing — together.

A top priority for Rotary is growing and diversifying our membership to make sure we reflect the communities we serve.

[Click here](#) to read RI's statement.

We want people with differing perspectives and ideas who will help Rotary take action to create lasting change in communities around the world. **Everyone is welcome in Rotary.**



NOTICE ON YOUTH EXCHANGE FROM ROTARY INTERNATIONAL:

To ensure that our legacy continues, these valuable, life-changing experiences must build from a foundation of safety and well-being for all our students, families and communities. To that end, Rotary's Board of Directors has been regularly monitoring the impact of the COVID-19 pandemic on communities around the world to determine whether it is safe to reinstate the Youth Exchange program for the 2021-22 school year.

With the continued uncertainty of the pandemic and COVID-19 virus variants, inconsistent disease mitigation efforts, and the global imbalance of vaccine access – the board has decided to suspend the Youth Exchange program through 30 June 2022.

The board's decision was informed by scientific data, global health guidance and a number of factors required to guarantee a safe, equitable and quality experience. Careful consideration was also given to ease and availability of international travel, access to medical care and insurance coverage, school delays and closure, potential financial impact on participants' families and Rotary volunteers.

SOCIAL MEDIA PROMPTS

Thanks to feedback from a Rotarian following District Training Assembly, PI Chair Lizzy has put together a list of important dates, theme months and days of interest that could help your club's public image chair come up with timely and interesting content to share on your club's social media (or even in your newsletter or meeting discussions). [Click here](#) to view the list, which is a compilation of important dates in Rotary's history, Rotary's monthly themes, UN sanctioned days and then some fun ones sprinkled in. Many have links to more information. If you have suggestions, email them to Lizzy at emartin@advancemediary.com. Hopefully this will inspire thoughtful sharing on topics relevant to volunteering, Rotary and humanity!

How have you felt about COVID this last year?

Scared you might get it?

If you have received your first COVID shot, did you feel relieved?

If you haven't gotten started on your COVID vaccination yet, are you nervous about when it will be your turn? Worried you come down with the virus before you've been vaccinated?

Now think about polio and those who need that vaccine.

Do you think they are scared their families might get polio? That their children could be paralyzed from the virus? Imagine their relief when they get the vaccine.

Now WE know their fear.

Let's help them by providing them with the polio vaccine. Let's End Polio Now with our donations!

Make out your check to The Rotary Foundation, include a note with your name and club name, and send to:

Jim High, New Hartford Rotary
29 Clarion Drive, Whitesboro NY 13492

Or log on to www.rotary.org/donate to give online and choose the Polio Fund for your designation.



CLUB LEADER RESOURCES

Are you thinking about how you can get ready to make an impact next Rotary year? Take the [Learning Center](#) courses for your role before you take office (My Rotary login required). Courses are available for roles such as President, Secretary, Treasurer, as well as for various committee leaders like Club Administration, Membership, Public image, Rotary Foundation and Service projects.

If you don't have a My Rotary account, use [this step-by-step guide](#) to create one. Links to the Learning Center may not work on mobile devices. Instead, go to the Learning Center through [My Rotary](#), then search for materials or courses.

WANTED: DIVERSITY COMMITTEE MEMBERS

District 7150 is looking for a few good Rotarians to serve on its new Diversity, Equity and Inclusion committee. This committee will develop programs to support the efforts of our clubs to be more reflective of our communities, to understand all perspectives, and to serve genuine need locally and around the world.

If you are interested, please email DG Cheryl Matt - cherylmatt7150@gmail.com - or DGE Dana Jerrard - jerrarddana@gmail.com.



SIX ROTARIANS HONORED

Rotary honored six members as People of Action: Champions of Health on World Health Day 7 April, in recognition of their work to improve the foundation of good health at home and across the globe. The work of these members proved especially important and challenging due to the ongoing COVID-19 pandemic. They will also be recognized at the 2021 Virtual Convention for their outstanding contribution to health. [Click here](#) to meet the honorees from around the world.

WEBINAR: BUILDING STRONG INTERGENERATIONAL RELATIONSHIPS THURSDAY, APRIL 29TH AT NOON

Join this free, virtual event hosted by Rotary International as part of their Accountability & Inclusion Webinar Series. With this topic, learn more about connecting with younger members, fostering intergenerational partnerships and seeing the value in young leaders. [Click here](#) to register - even if you can't attend you will receive a recording you can watch at your convenience.



EARLY BIRD RATE ENDS MAY 7TH!

Register now for just \$49 and experience new, fast-paced programs that will have inspiring stories, powerful interviews, and multi-cultural entertainment.

REGISTER TODAY JUNE 12-16, 2021

UNDERSTANDING MEMBERS' NEEDS THE KEY TO ENGAGED MEMBERS

What do members want from their Rotary experience? And why do some members leave? Our research shows that members value local community service, friendship, and fellowship most. They cite time and cost, the club environment, and unmet expectations as reasons for leaving. The key to engaging members is providing an experience that meets their needs and expectations. Learn more in the newly revised presentation [The State of Rotary Membership](#), which contains membership data and trends for the first half of the 2020-21 Rotary year. In it, you'll also find ways to address membership challenges so you can finish the year strong. The 12-slide PowerPoint presentation can easily be customized to meet your region's needs. Consider showing it at your next meeting or event.

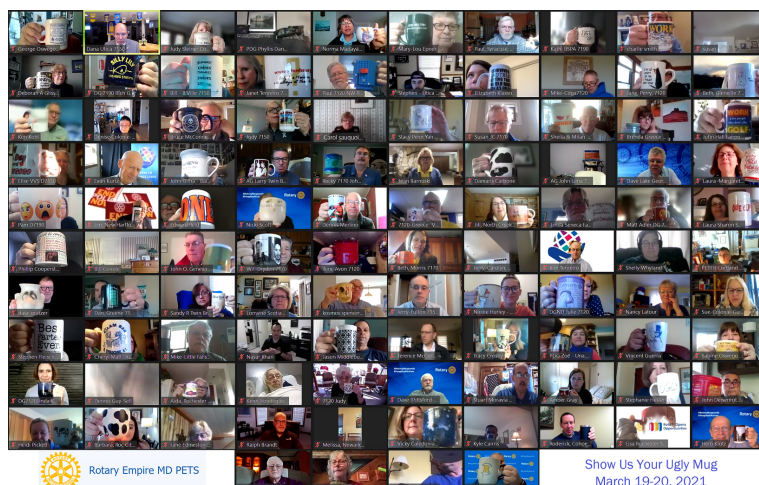
WORLD IMMUNIZATION WEEK

With decades of experience from working to eradicate polio, Rotary members can play a key role in publicizing the power of vaccines. World Immunization Week, 24-30 April, is an opportunity for Rotary clubs to raise awareness of the importance of vaccines in saving lives — and the critical need to continue supporting polio vaccinations even while protecting people against the coronavirus. [Click here](#) to download the World Immunization Week toolkit.

NEW LITERACY GRANT

The Rotary District 7150 Literacy Committee's purpose is to "help foster awareness of areas of literacy service, increase coordination and cooperation among clubs, extend the reach and impact of current literacy service projects, and increase the variety and scope of literacy projects." It is with that focus that the Committee announces the opportunity for clubs to apply for monies for literacy initiatives. Available funds were raised through the "Virtual Walk 4Literacy 4K". Grants application should not exceed \$200. ALL clubs are eligible for funding. Applying for a Literacy Grant does not guarantee approval for funding.

[Click here](#) to download an application form and watch for the announcement about a new page coming to the district web site with more on the Literacy Committee's mission and work in our district. Contact Liz Metzger, committee chair, with any questions at Lmetzger@midYork.org.



At the virtual President Elect Training Seminar last month, participants started day two by showing off their ugly mugs. Follow [Rotary District 7150](#) on Facebook to see this photo more clearly!



HELP US REACH OUR GOAL

The new park on Marginal Road in Herkimer will be known as:

The Roger J. Skinner Memorial Dog Park

This park is sponsored by the Mohawk Valley Rotary Club and donations will go directly to the building and upkeep of the park.

[CLICK HERE TO DONATE](#)

FULTON SUNRISE



Above: Fulton Sunrise presents a donation to Fulton Block Builders, sprucing up the community one block at a time.

To right: Members of the Fulton Sunrise Rotary Club handmade Valentine's Day cards for every resident at Seneca Hill Manor. With visitation still being restricted the residents were appreciative of the handcrafted cards.



B'VILLE UPDATE

Baldwinsville Rotary is starting to gear up as the weather breaks and members get vaccinated. The club threw together a St. Patrick's Day Feast for drive-thru or delivery, free to local seniors. The 138 available registrations were booked within a day or two and Rotarians enjoyed getting back into service. Thanks to connections in the community, B'ville Rotary's Backpack Program was chosen as the charity recipient for a special drive-thru Easter event for local families that featured the Easter bunny, some fun movie characters, toys, gifts and food. It raised over \$1,100 for the program that provides snacks and breakfast items to children at most of the local schools. The club's new programs committee has also been doing an outstanding job at booking exceptional programs, filling the slots for two meetings every single week with quality speakers and events. One of special note the club would like to invite all area Rotarians to attend virtually is a visit from Mike Waters, the SU sports reporter for The Post-Standard and syracuse.com. He will speak to the club on Wednesday, May 12th at noon. If you wish you attend, email baldwinsvillerotary1@yahoo.com for the zoom link.



MEET MIKE WATERS
SU REPORTER
ON MAY 16TH
(see above for details)

UTICA ROTARY SPRING INTERNSHIP

This semester, the Rotary Club of Utica placed a Utica College senior, Tarek Bhuiyan, in a virtual internship with the Oneida County Sheriff's Department. Mr. Bhuiyan is a student in the Cybersecurity curriculum and hopes to pursue a career in law enforcement and security. The internship is for the duration of Utica College's spring term, and includes a \$2,000 scholarship, supported jointly by the Club's Service Fund dollars, and funds from the Oneida Co. Sheriff's Law Enforcement Foundation. Mr. Bhuiyan, the second Rotary Club of Utica intern to be hosted by the Sheriff's Department, said "This internship program has brought me one step closer to achieving a lifelong dream." Since its founding in 2014, the Utica Rotary internship program has placed nearly two dozen students from three area colleges (Utica College/Mohawk Valley CC/SUNY Poly) into local businesses and nonprofits for semester-long internships. For more information on the internship program please visit Utica Rotary's website at uticarotary.org. Utica Rotary would like to thank both the Sheriff's Department and their Law Enforcement Foundation for their support of the internship program.



ROME ROTARY



Above photo is to the Rome YMCA for their Physical and Mental Fitness program. The amount is \$3,000.00. From L to R: Carla Till, RRC VP, Sahrena Engram, Y Teen Program Director, Bruce Hairston, branch Director, Hank Leo, CEO Rome Y and Steve Mercurio, RRC pres.

Below photo shows a gift check to each organization for \$1,000.00. From L t R: Carla Till, VP; Kayla Hartman from the YWCAQ for Lucy's House; Kim Todd and Gina Ciaccia from Abraham House; Dave Kobernuss Gift committee chair; Mary Carmel Wolf for the Michelle Adey Memorial Fund; Steve Mercurio, pres. RRC.



DON'T FORGET!

Capture some People of Action images while your club is doing its Earth Day projects and submit to Lizzy by May 7th to be featured in the next edition of the newsletter!

MEET BLESSED UNAMI SIKHOSANA BIRD

A 15-year Rotarian, born and raised in Zimbabwe-Africa, a proud USA citizen, Blessed Unami Sikhosana is a current member of the Onondaga North Rotary Club in New York. Sikhosana officially became the first African woman to be club president for the Syracuse Sunrise Rotary Club for the Rotary year 2017-2018. She went on to become the first African woman to be Assistant Governor for Area 6 in District 7150.

"The world of 1989 was very different than the world of today. Rotary has slowly adapted to a changing world that realizes the existence and the worth of women in Rotary. The 1989 Council on Legislation voted to admit women like me into Rotary clubs worldwide, yet it still remains a watershed moment in Rotary's history. My appointment to both these historical positions were an eye opening moment for a woman of color like me."

Assistant Governor Blessed Sikhosana was recently recognized by her club as a Paul Harris Fellow, an honor she cherishes as a Rotarian. "My sincere thanks to all who made it possible for me to be a fellow. I am humbled and will always be indebted to your kindness. I will always cherish and honor this privilege. I truly want to thank my husband Bernie, my son Andy and my grandchildren for allowing me to serve the Rotary family effectively. I want to acknowledge all those who held my hand, cheered me on and graciously mentored me during my first time as a Rotary club member, to my club presidency, and to my current position as Assistant Governor. Because of you, my loyalty to Rotary is unwavering; it is firm and unshakable."



DEWITT IS DONATING IN MANY WAYS



Recently, The Rotary Club of DeWitt presented the DeWitt Food Pantry with a check for \$2500.00. This is a great organization which helps to provide over 3,000 meals monthly to those in need in the community. This donation will allow the food pantry to continue their good work in extremely difficult times. Top photo by Rotarian Tom Bezigan: Left to right (DeWitt Rotary president Ken Souser, Rotarian Mark Strodel, Assistant/DeWitt Food Pantry Tamara Birchmeyer, Rotarian Mark Hansen, Food Pantry Coordinator Debbie White.)

The second image is part of a thank you note from the American Red Cross. The blood drive the club hosted in March generated 40 donations and could save up to 120 lives!



American Red Cross

Thank you!

