



# NEW LETTER

We're ready to break up the winter doldrums. It's cold out and we're staying away from people because of the pandemic. It's become isolating. Let's connect with our fellow Rotarians, learn a few things, and have some fun!

**SOCIAL EVENT:** Join our Virtual Trivia Night on Saturday February 20th at 7pm. See the poster and register today! Let's see which clubs can come away with bragging rights. You can join from your own living room with your choice of snacks and beverages. And plan to show off your "Bernie" mittens or other fun winter gear.

**SEMINAR:** Our next virtual Membership Monday seminar is February 22nd at 7pm "Young People Speak - It's Time to stretch and Listen". Each of our 4 Districts will have 2 panelists. Some will be young members who have actually left Rotary. Register at <http://bit.ly/RotaryNYPS>

We hope you've enjoyed this multi-district Membership Monday series. The diversity, equity and inclusion panel discussion we had last month attracted 300 registrants! We're planning to form a District-wide DEI committee to continue the conversation. If you're interested, email me at [cherylmatt7150@gmail.com](mailto:cherylmatt7150@gmail.com)

**TRAINING:** It's that time of year again for training our club leaders. Anyone can attend our "Super Saturday" training assembly on Sat. February 27th from 9-noon. Sign up info and agenda has been sent to each Rotarian. Last year over 125 Rotarians drove in a snow storm to attend. You can now easily attend from your own living room! See you soon. Wear your mask and stay safe!

**District Governor  
Cheryl Matt**

DeWitt Rotary Club  
[cherylmatt7150@gmail.com](mailto:cherylmatt7150@gmail.com)



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# ATTEND MORE ROTARY LEADERSHIP INSTITUTES VIRTUALLY IN 2021

Now that Rotary Leadership Institute (RLI) is being offered virtually, you can sign up for any of the upcoming events and log in from the comfort of your home! This is your opportunity to conveniently complete all three levels and even attend a graduate session of this interactive Rotary training. It's also less expensive this way! RLI is the perfect way for a brand new member to get acquainted with our organization, for anyone to brush up on their leadership skills and even for veteran members to get inspired with new ideas for their club. Consider registering for any of these upcoming sessions at [www.rlinea.org](http://www.rlinea.org). Each session offers levels I, II, III and graduate. It is \$25/person to attend.



**Feb 27 - Schenectady, NY**  
**March 13 - Pottstown, PA**



## HEAR FROM YOUNG ROTARIANS

We spend a lot of time in Rotary brainstorming ways to make our clubs attractive to younger members. How about we go straight to the source? Come listen in to a panel discussion of young members from around the state and come away with some ideas on how we can make our organization irresistible to young people. In addition to the panel discussion, the evening will include a keynote address from Drew Kessler, an upcoming zone director from downstate (District 7210). Rotarians must register in advance to get the zoom link to attend. These multi-district membership seminars have been a fantastic resource that all D7150 clubs should be attending. If you missed the last seminar on Diversity, Equity & Inclusion, click [here](#) to watch on YouTube.



**REGISTER NOW - MONDAY, FEB 22ND AT 7PM - ALL ROTARIANS WELCOME!**

## JOIN THE GREAT LAKES WATERSHED CLEANUP

**EARTH DAY WEEKEND APRIL 24, 2021**

Your club can pick a river, lake or any water source that connects to Lake Ontario and plan your own Earth Day event on Saturday, April 24th. We're also encouraging clubs to collaborate with other local groups in their clean-up efforts. It will also be a public image opportunity and we hope to have t-shirts for purchase to visually show our joint efforts and identify us as Rotarians. The Rotary Clubs of Oswego and Oswego Sunrise, as well as the District ESRAG, are already signed up. Will your club join us? Email [cherylmatt7150@gmail.com](mailto:cherylmatt7150@gmail.com) if you're interested.

## 2021/22 THEME ANNOUNCED

Incoming Rotary International President Shekhar Mehta announced his theme for 2021/22 - Serve To Change Lives. Mehta, a member of the Rotary Club of Calcutta-Mahanagar, West Bengal, India spoke about how participating in service projects through Rotary changed him as a person and made him empathize more with the needs of others. The theme speaks to both our ability to impact the lives of others through service and how serving changes our own lives. [Click here](#) to read more about the new theme and watch RI-PE Shekhar's pronouncement.



SERVE TO CHANGE LIVES



**SERVE TO CHANGE LIVES**

**Click here to download the new theme logos, but remember these are not to be used until July 1!**

**SUBMIT YOUR CLUB'S NEWS TO LIZZY AT [EMARTIN@ADVANCEMEDIANY.COM](mailto:EMARTIN@ADVANCEMEDIANY.COM)**

**BY THE END OF THE MONTH**





Attention Rotary Club Presidents-Elect & incoming club officers for the 2021-22 Rotary year

Mark your calendar for

# SUPER SATURDAY

PRE-PETS AND DISTRICT TRAINING ASSEMBLY

**Saturday, Feb 27, 2021 – 9am to noon via Zoom**

Join us from the comfort of your own home for an opportunity to meet your fellow club leaders and district officers, and prepare to Serve to Change Lives in the year to come.

Here is what you will find:

- Training for club presidents, treasurers and secretaries
- A Rotary Foundation grants management seminar, required to apply for a Foundation grant, will be offered.
- Review of new tools that will streamline your club administration.
- Information on new types of clubs that can transform Rotary service in your communities and beyond.
- Opportunity to learn of local successes in the radically changing fundraising landscape.
- Assistance in goal-setting and planning for the upcoming year

We will all miss the pancakes and syrup from the VS Future Farmers of America, but we'll try to make up for it with our enthusiasm for the 2021-22 Rotary year.

**Your registration is appreciated.**

If you are reading this on a device, [click here](#) to register.

You may also email DGE Dana Jerrard at [jerrarddana@gmail.com](mailto:jerrarddana@gmail.com) for an invitation to register.

*We'll see you there!*

# D7150 TRIVIA NIGHT

**SATURDAY, FEBRUARY 20TH at 7PM**

*Have fun with your fellow Rotarians and break up the monotony of a cold February in the middle of a pandemic. We could all use a night "out" !*

## Registration Required By Feb 19th

Get your club members to sign up as teams will be divided up by club (with smaller groups put together to make one time). After registering, you will receive a confirmation email with your zoom link!

Bring your own beverage and snacks and invite other Rotarians from your Club. Dress code is "Winter Ready." Show us your most fun hats, scarves and mittens!



## REGISTER NOW

## GRANTS MANAGEMENT SEMINAR OPPORTUNITIES

There will be two opportunities for your club to attend a Grants Management Seminar, where you learn about the process for applying for a District Grant. The first is at the upcoming Super Saturday Training on February 27th and the second will be announced for later this spring. One change from previous years is that it will only be required that ONE person from your club attend the seminar in order for your club to qualify to apply for a grant. See the adjacent information on Super Saturday and watch for the announcement of the spring seminar.



## GROW YOUR ROTARY SKILLS IN THE LEARNING CENTER

Log in at [my.rotary.org](http://my.rotary.org) and find it under Learning & Resources. Check out courses on all kinds of Rotary topics and you are guaranteed to learn something new!





# DISTRICT 7150 YOUTH SERVICES ON HOLD

Given Rotary International President Holger Knaack's statement that International Youth Exchange travel will not be supported through June 30, 2021 and given the preparation that must occur prior to a Youth Exchange experience, District 7150 Youth Exchange Committee has put all exchanges on hold until the 2022-2023 Rotary Year. The Youth Exchange Executive Board continues to work diligently on our policies and procedures for future emergency situations, interviewing, orientation programs, and training of volunteers. It is important that all club Youth Exchange Officers and counselors update and maintain their background checks, youth protection and local trainings, so all are ready to hit the ground running when we are once again able to prepare our students for international travel. So that you don't lose the international flavor of the Youth Exchange experience, all clubs are encouraged to invite a former Youth Exchange Student to join a virtual Rotary Club meeting or program.

On another note, this pause in our YE Program is an ideal time for website enhancements and we could use a hand. If this task is something you or someone you know, may be interested in helping with, please contact the YE Chair, Phyllis Danks at: [phyl7150@gmail.com](mailto:phyl7150@gmail.com).

**DUE TO THE COVID PANDEMIC, ROTARY YOUTH LEADERSHIP AWARD (RYLA) IS ON HOLD UNTIL THE SUMMER OF 2022**

## 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](http://www.rotary.org/donate) to give online and choose the Polio Fund for your designation.



## 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](mailto:cherylmatt7150@gmail.com) - or DGE Dana Jerrard - [jerrarddana@gmail.com](mailto:jerrarddana@gmail.com).

## SHARE & SEARCH PROJECTS

The Rotary Showcase is a place where clubs can share their projects and search the ones that others are doing anywhere in the world. It's a great place to find inspiration and maybe even a project you could join! [Click here](#) to check out the Rotary Showcase.



# DEVELOPING A MEMBERSHIP PLAN

The District Membership Committee is here to support clubs in growing membership no matter what else is going on in the world. Sometimes, when things feel a little uncomfortable or we feel out of control, it helps to have a plan. The same goes for Rotary membership! Here are some forms that will give your club the tools needed to develop a plan for growth. You will also find this valuable information on the [Membership page](#) on the district web site and it will be shared with your club's membership chairs.



Take your club's goals from dreamland to real life by coming up with a plan. We have links below to download some simple forms. The first will help you evaluate where you are with your membership efforts and brainstorm new ideas. The second form is where you outline the action items that are going to help you reach your goals. Need help working through these? Reach out to District Membership Chair Janet Joslyn for assistance.

[Membership Plan Development Guide](#)

[Membership Plan Action Form](#)

# YOUR DISTRICT MEMBERSHIP COMMITTEE:

Any questions relative to membership may be forwarded to District 7150 **Membership Chair - Janet Joslyn** at [jmjoslyn83@hotmail.com](mailto:jmjoslyn83@hotmail.com)

She is being assisted by a new membership committee, including:

**Bernie** Bregman, Eastwood  
[bernardbregman@gmail.com](mailto:bernardbregman@gmail.com)

**Joe** Caruso, Utica  
[jpcaruso12@gmail.com](mailto:jpcaruso12@gmail.com)

**Sheree** D'Agostino, Liverpool  
[sheree7150@gmail.com](mailto:sheree7150@gmail.com)

**Lizzy** Martin, Baldwinsville  
[emartin@advancemediany.com](mailto:emartin@advancemediany.com)

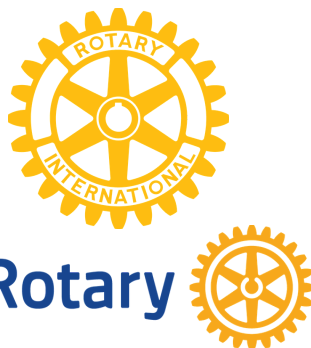
**Patricia** Talaba, Little Falls  
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**Jonathan** Yost, Eastwood  
[jonathanm.yost@yahoo.com](mailto:jonathanm.yost@yahoo.com)

**Alicia** Zaret, Eastwood  
[alicia.zaret@yahoo.com](mailto:alicia.zaret@yahoo.com)

## WHY BRANDING MATTERS

Why shouldn't we change the Rotary wheel green for St. Patty's Day? Why is it bad to use the old logo still? What's the big deal if I made the wheel into a smiley face for my happy hour flyer? Because consistency is the key to great branding and great branding means more recognition for Rotary. [Click here](#) to learn more about why you should care about proper Rotary branding.



## GLOBAL PROJECT FEATURE

Check out this innovative project to help pregnant women in Uganda during the pandemic. [Click here](#) to read about it.



## FULTON SUNRISE KEEPS THE GIVING GOING

During the holidays, Fulton Sunrise Rotary Club continued to support the community with their tradition of Ringing the Salvation Army Bells and making Christmas special for family in need by giving gifts and food.

The Fulton Sunrise Rotary Club demonstrates "Service Above Self" despite the pandemic. Club members actively reached out into the community to bring comfort and joy through these very trying long months and the holidays in many ways. In October, FSR club members prepared and served their Italian Dinner to raise money for scholarships that will go to students in Fulton and surrounding communities.

FSR is also focusing on feeding the needy and youth in Fulton, donating funds to assist with Blessings in a Backpack, Catholic Charities of Oswego County, Oswego County Opportunities Blizzard Bags Program and the Thanksgiving Fulton Community Dinner.



## BALDWINSVILLE MEETING INVITE

B'ville Rotarians welcome guests at their meeting and continue to book great programs for their two meetings each week. Some are interactive discussion, some with speakers from other organizations, speakers who are experts on a topic and even a fun game night once in a while. On Tuesday, February 16th at 7pm the club will welcome Dr. Ira Helfand, Rotarian & Nobel Peace Prize winner, speaking on de-nuclearization. He has visited other clubs in recent months and is passionate and knowledgeable on this issue. You can check out the full schedule of upcoming meetings for the club at [www.BaldwinsvilleRotary.org](http://www.BaldwinsvilleRotary.org), on the Events tab. Email the club at [bvillerotary1@yahoo.com](mailto:bvillerotary1@yahoo.com) to get the zoom link and join in!

## KEEPING ENGAGED DURING COVID

Former District Treasurer, Sue Reisman, of the Greater Utica Sunrise Rotary Club and Past District Governor, Deb Glisson, of the Rotary Club of Marcellus have been determined to beat the isolation and despair that has accompanied life during the pandemic. They have focused their days on maintaining their "Service Above Self" approach, especially in beating this enemy called COVID!

In June 2020, they began working together in Sue's "Canning Kitchen" to produce homemade jams (12 varieties), dill pickles (over 100 quarts), pickled watermelon rind, spiced crabapples, applesauce, peaches salad topping, and trail mix. The bulk of their product was distributed to those in need, Rotarians, family members, and friends!

Following that canning adventure (when things cooled down) they thought about what they could create next in support of Rotary Clubs' efforts to serve their communities. Given Sue's passion and talent for working with yarn, Deb's desire to recall how to knit and crochet, and Sue's massive supply of yarn, they decided to create scarves of all styles that could be provided to children and teens in need. Aware that the Rotary Club of Auburn distributes hundreds of coats and jackets to community youth, Sue and Deb chatted with Past District Governor/President of the Auburn Rotary Club, Henry "Mac" MacDonald, and came to realize that the scarves they create can provide additional gifts to those young people who receive the coats and jackets. At this point, only two weeks into the yarn project, there are 28 scarves ready to go into storage until next fall. Additional clubs have joined the yarn and needle/hook forces (Dewitt and Fulton Noon).

If you would like to know more about this multi-club project, please contact Sue Reisman via email ([suereisca@gmail.com](mailto:suereisca@gmail.com)) with "scarves" in the subject line. Also, if needed – Sue has yarn that you can use in support of this project!

Nothing feels better than "Serving Others"!!!! It is the one guaranteed way to make your days and those of others much brighter!





# WEST WINFIELD DELIVERS DICTIONARIES & DONATIONS

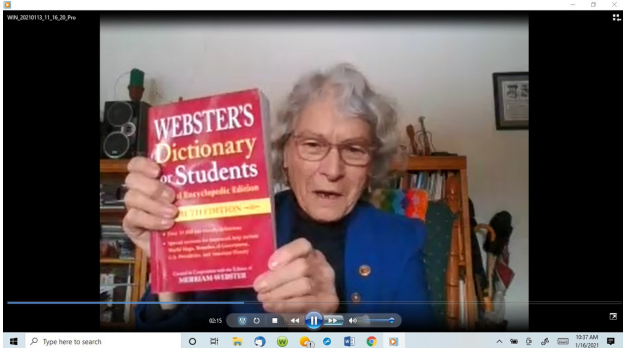
The WW Rotary Club once again sponsored its annual Community Christmas Basket program. Approximately 30 years ago the program grew out of two separate programs; a church sponsored gift tree program and a Rotary sponsored food basket program. The program grew rapidly and for many years has involved countless community individuals, organizations, and businesses. This year we were concerned how the COVID-19 pandemic might affect our program, so we made contingency plans and proceeded very close to our regular program schedule. Our main change was that all participants were requested to follow the CDC protocols. The planning committee worked with the Mount Markham School District social worker, along with input from the school nurses, identifying families who might need help during the Christmas season. Letters were sent to those families and many request forms were sent back. In the end we had 67 families respond. Their requests were funneled to the local churches whose parishioners took gift tags and went shopping. The presents were brought back to the churches and then collected at one location to be picked up for delivery the Saturday before Christmas. While donors were shopping, volunteers were mapping out the deliveries. The delivery routes were made based as much as possible on specific areas of the school district. A delivery route consisted of 4 or 5 families.

Saturday came and all proceeded as planned with one exception - the day before the food box pickup we received notice that because of a major snow storm the grocery store would not have enough food to fill our orders. Quick thinking ... the food boxes were replaced by gift cards and the program continued the next day!

The club also celebrated it's 17th year of doing their dictionary project. In 2005, the West Winfield Rotary Club supplied dictionaries to each Mount Markham student in grades 3-8. Each year since then, every student in the third grade has been given a dictionary. These presentations were always personally given to the student by a Rotarian. An inscription on the dictionary has the student's name, date received and "Donated by Rotary Club". We have received word, through the year, from recipients of the dictionaries thanking the club and indicating they still use the dictionary. Some of these thanks came from college students but recently calls have been received from those working after graduation. This year, the dictionaries were delivered to the West Winfield Elementary School on January 28th. However, because of the Covid-19 Pandemic, restrictions were implemented so that the teachers of each of the third grade classes received the dictionaries in boxes for distribution to their students.

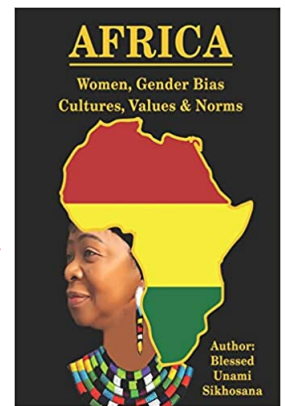
## ADIRONDACK FOOTHILLS GOES VIRTUAL WITH DICTIONARY DISTRIBUTION

The Adirondack Foothills Rotary Club distributed special Encyclopedic Dictionaries to the 3 third grades at Remsen Central School. Because of the coronavirus we dropped them off, labeled for each teacher and class, and also sent the School Secretary a invitation to our Google Drive, where I had uploaded a video presentation by Past President and Youth Committee member Barbara Freeman. Barbara wore her blue Rotary blazer (along with Rotary pins and earrings) telling the children a little about their new dictionaries.



## ROTARIAN PUBLISHES BOOK WITH CHARITABLE PROCEEDS

Blessed Sikhosana Bird, of the Onondaga North Rotary Club, has published a new book: Africa - Women, Gender Bias, Cultures, Values & Norms. The book explores the psychological effects of a culture that undermines and violates women, with the author sharing her own experiences and promoting education is the key to changes in gender roles. One-hundred percent of the proceeds will go towards the girls' education in the villages of Bulawayo, Zimbabwe and you can purchase the book right on Amazon. If you wish to have an autographed copy, please reach out to Blessed at [bsikosana@hotmail.com](mailto:bsikosana@hotmail.com).



## WE NEED CLUB NEWS!

We know clubs are doing great things to meet the needs of their communities during this challenging time, finding unique ways to keep virtual meetings engaging and exploring new fundraising options. Share your experiences in the newsletter to help your fellow clubs! Submit something as simple as a photo and a caption, or even a bigger special feature. Reach out to editor Lizzy Martin to submit it before the end of each month!

