



# NEW & LETTER

Wow! With more people getting vaccinated and the onset of warmer weather, lots of Rotarians are getting outside and working together doing service. Of the 41 clubs in our District, 29 participated in the Great Lakes Watershed Clean-Up, a collaboration with hundreds of other Rotary clubs in Districts that border the Great Lakes. This was one of the largest multi-district, international Rotary service projects ever attempted and it was hugely successful. Thank you to all the Rotarians, scouts, municipalities, family members, and other community helpers who got their hands dirty and picked up trash. Check out the photos in this newsletter. I hope other outdoor, environmentally friendly, projects like this one will continue throughout the district all summer.

We are also living up to our motto "Service Above Self" by helping our neighbors across the globe. Many Rotary clubs and individual Rotarians have stepped up to donate to projects in India to fight the devastation that the COVID-19 pandemic is producing. Thank you!

Our District Foundation committee has also agreed to donate with a total of \$10,000 in District Designated Funds to support two Global Grants that will provide dialysis machines, oxygen concentrators, and respirators in underserved areas of India. If these Global Grants are approved by RI by June 30, these funds will be matched 100% by the World Fund. A great way to leverage our DDF funds and increase our giving impact. "Rotary Opens Opportunities"

**District Governor  
Cheryl Matt**

DeWitt Rotary Club  
cherylmatt7150@gmail.com



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## CONTACT US...

**District Governor Cheryl Matt**

DeWitt Rotary Club  
cherylmatt7150@gmail.com

**District Secretary Peter Cardamone**

Tully Rotary Club  
peterf7150@gmail.com

**District Treasurer LaVerne DeLand**

Fulton Sunrise Rotary Club  
laverne7150@gmail.com

**Newsletter Editor Lizzy Martin**

Baldwinsville Rotary Club  
emartin@advancemediany.com

## HELP WITH HYBRID MEETINGS

Clubs are asked to continue holding virtual meetings through June 30th, but what happens after that? It's likely you will have members who will still be uncomfortable with in-person meetings and others who are ready to get back to your local meeting space. The best way to accommodate all and continue to make Rotary convenient for everyone is to implement a hybrid meeting, offering both the in-person and virtual experience at the same time. This presents some challenges that we'd like to help clubs prepare to overcome, so you can provide members with an engaging experience in any setting. Come learn what equipment you might need, how best to arrange the space, how to ensure people online can hear and people in person aren't getting echoes.

**SAVE THE DATE: MONDAY, JUNE 7 AT 7:30PM**

An invitation will be emailed out soon!

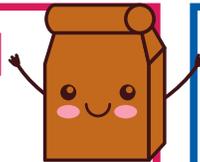
## CATCH UP WITH DR. WHITLOCK

Recently, our District was honored to share in the interview of trailblazer Dr. Sylvia Whitlock, the first female Club President in the world. Her story is fascinating and many don't realize it took her tenacity as well as the Supreme Court to allow women in Rotary. If you missed the event, click [here](#) to watch the recording.

She also wrote a book about her experience titled *WOMEN ALSO, SERVE!* If you want a copy of her book, signed, email her at [sylvia5@msn.com](mailto:sylvia5@msn.com), tell her what name you want in the book, and she'll mail you one. After you receive it, send her \$20 per book. All profits go to The Rotary Foundation.



## SUPPORT THE FOUNDATION WITH YOUR LUNCH MONEY



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](http://rotary.org/donate) and donate to the Annual Fund. Email a copy of your receipt to [mmatt7150@gmail.com](mailto: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](mailto:mmatt7150@gmail.com) to credit your first donation to this "Donate Your Lunch Money" effort.

## CHECK YOUR PRIVILEGE WITH THIS 4-MINUTE VIDEO

As Rotarians we should care about and be aware of other people's lived experiences and how they impact people's perceptions of the world around them. When we have that awareness, we can better respect people from different backgrounds and our clubs benefit by being more inclusive of anyone seeking to put Service Above Self. Inclusivity is a key to growing membership. Click the video below to try it yourself and consider having your whole club do it at the opening of a virtual meeting!



  
**2021 VIRTUAL CONVENTION**  
 ROTARY OPENS OPPORTUNITIES 

**JUNE 12-16, 2021**

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

**REGISTER TODAY**



# INCOMING/OUTGOING CLUB PRESIDENTS

We all want the transition into the new Rotary year to be seamless. Do you have your incoming Club officers and committee chairs chosen? Have you actually asked your sitting Club leaders if they plan to continue serving into next year? Don't take anything for granted! Talk with your current chairs and those you'd like to start July 1st. Get your incoming chairs all entered into club runner. Then they'll start receiving the notifications they'll need to make their jobs easier. Let's work together to ensure our Club teams hit the ground running on July one. It will be an exciting year!



Barry Rassin

Drew Kessler

## DID YOU MISS THE "FUTURE OF ROTARY" EVENT?

For those curious about the future of Rotary, you may have missed an exciting presentation by incoming RI Director Drew Kessler and RI Past President Barry Rassin. They discussed some possibilities for the future of our Districts, our Clubs and how our global organization may look down the road. Would you like to see less "layers" in the Rotary organization? Are there some traditions you'd like to retain? You'll want to watch this presentation. It will open your mind to some new ideas that are on the horizon. [Click here](#) to tune in!

## NEW LITERACY GRANT - APPLY NOW

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](mailto:Lmetzger@midyork.org).

## WANT TO PARTICIPATE IN GLOBAL GRANTS?

The District Rotary Foundation Committee (DRFC) is looking for a Rotarian who is interested in serving as the Global Grants Sub-Committee Chair for 2021-2022. As Global Grants Chair, you would be responsible for assisting the District Foundation Chair and Committee in encouraging Rotary Clubs to explore the possibilities of applying for a Global Grant. Upon contact with our local clubs, you would assist them throughout the process of the application.

As the District Global Grants Chair you will be the club contact for operational procedures from the application to the final report. While there are some DRFC committee meetings throughout the year, most of your time would be spent working with the clubs as they navigate this vital Rotary Foundation process. Training is provided...no cost!

Experience needed? If you are a Rotarian who believes in "Service Above Self" and enjoys the spirit of being a volunteer, you are qualified.

Interested? Please contact current District Global Grants Chair and incoming DRFC Chair Don Reese of the Utica Rotary Club. You can reach Don through email at "[Dgreese@utica.edu](mailto:Dgreese@utica.edu)" or call or text him at 315-794-8085.

**READ ON**

and learn more about an actual global grant!



## PUBLIC IMAGE CORNER: ARE YOU SAYING "THE"?

A part of branding that many overlook is language. Unless you work in marketing, you may have never considered it, but the way that we talk about something is part of its brand. Probably the biggest brand language error people make, both members and non-members alike, is to call us "the Rotary." The best way to combat that is for all Rotarians to speak the Rotary brand, so when non-members hear us talking about our organization they pick up on that lingo. It's not even a conscious thing for most of us and it works!

**Why does it matter?** Well, in all areas of branding, consistency is key. Just like we consistently use the same shade of blue or the same logo, it reinforces the elements that make up our brand.

**Why shouldn't we say "the Rotary?"** Aside from it just not being according to our [Voice & Visual Guidelines](#), it gives us an air of exclusivity that we really should avoid. Since we are always looking to grow Rotary and our impact on the world, we don't want to come across as exclusive. We want to come across as inclusive!

**Can we ever say "the"?** Sure! If you are referring to something related to Rotary you can say it. For example, "the Rotary club," or "the Rotary meeting." If you can take the word "Rotary" out and it still makes sense, it's safe to add "the".

Try thinking about a few different Rotary statements and whether or not to use the word "the". It takes practice!

"I am in the Rotary Club of DeWitt." "I am in Baldwinsville Rotary."  
"We are Rotary." "I support the Rotary Foundation." "I think Rotary could help!" "What is the Rotary club's email address?"

## 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.

**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.



## HOW YOUTH EXCHANGE CREATED AN OPPORTUNITY FOR A GLOBAL GRANT

Heather was a youth exchange student in 1999-2000 (see photo) and was hosted by the Rotary Club of Rio Claro Sul. Over the last 22 years, she maintained contact with her host family and has returned to visit many times. In November, the club asked if our district was interested in participating in a project to secure an ambulance for the local hospital in Rio Claro, São Paulo. Heather translated the project and passed it along to the district for a vote. Thankfully, it was approved unanimously for a contribution of \$6,000 USD making it the largest single contribution in the project at approx R\$31,400 (Brazilian reals)

This was a project they had chosen in response to a request from the Santa Casa de Misericórdia in Rio Claro, São Paulo. The Rotary Club of Rio Claro Sul applied for grants from The Rotary Foundation through a Global Grant project for the purchase of an ambulance. The value of the approved project is US \$ 46,500.00 which is approximately R\$252,000.00. Currently, Santa Casa de Rio Claro does not have an ambulance. The one they used to have, was used for more than 20 years in deteriorating conditions. It lacked air conditioning and any advanced technologies. The approval of this project couldn't have come at a better time to serve Rio Claro and 5 other cities in the region: Santa Gertrudes, Corumbataí, Ipeúna, Itirapina and Analândia. Especially these critical days communities in Brazil are experiencing.

We can all celebrate the obvious here and be thankful for the approval for this project. But let's also recognize the power of youth exchange. All of the years later, a student can still be making a difference in the world. Most rotarians would agree that this is one of the most labor intensive programs Rotary offers, but Heather would like to remind you that globally, it bears the most fruit.

Partner clubs and districts that have collaborated financially with this project: Rotary Club of Rio Claro Sul, Rotary Club of Rio Claro Alvorada, Rotary E-Club Due Golfi (Italy), District 7150 (United States), Districts of Brazil: District 4590, 4530, 4770, 4470, 4420, 4480, 4730, 4560, 4760 and 4680. Many hands make light work!

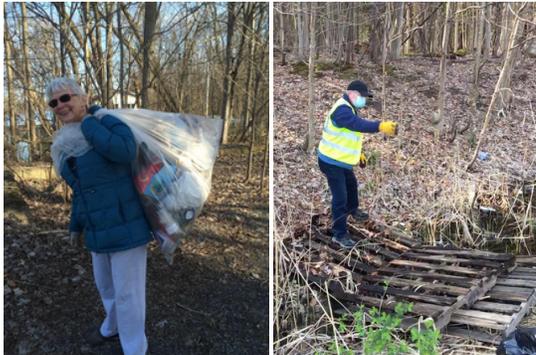


**SUBMIT YOUR CLUB NEWS BY JUNE 4  
TO BE IN THE NEXT EDITION!**



# EARTH DAY PHOTOS

More than half of the clubs in District 7150 participated in a clean-up project in honor of Earth Day 2021 and as part of the Great Lakes Watershed Clean-Up to clean our waterways. This was a massive undertaking that certainly made a difference in communities across Central New York and the Mohawk Valley., Many included tree planting as part of their projects too. Enjoy these snapshots from around the district.



Baldwinsville Rotary held two clean-ups in April, one on the island between the Seneca River and Erie Canal and one along Brundage Road, which leads to the new school bus garage in their community.



On the left, Bill and Sharen Badgley, show off what they pulled out of the Erie Canal. On the right, a group photo of Canastota Rotarians and community volunteers on Erie Canal Cleanup day, Saturday, April 24th. The group picked up 2,000 pounds of trash collected by over 50 volunteers, including students from Canastota High School.



On left: DeWitt Rotary crew L to R: Dave Ziembra, Keith Robisch, Jacki Robisch, Mark Strodel, Ken Souser, Carolyn Souser, Konrad Souser, Tom Heister and Mike Cadin. Not pictured Mike Miller, Mel Rubenstein and JoAnn Grower On right: Boy Scout Troop 22 crew, Troop 22 working at the Towpath Road area. In addition to living room furniture and a door, the participants removed approximately 32 bags of garbage equivalent to 1/2 ton. Thank you to EVERYONE that participated including Covanta Onondaga County Resource Recovery Facility who supplied the teams with plenty of heavy duty trash bags.

Fulton Noon & Fulton Sunrise had a great turn out for their clean up project along the Oswego River in Fulton, NY. They started their adventure at Indian Point Park and worked their way south along the river into the city. The Fulton Sunrise Rotary did an amazing job cleaning up the park itself while the Fulton Noon rotary tackled the garbage along the river.



Hamilton Rotary joined in for a community cleanup along the Chenango Canal Towpath, pulling a vacuum cleaner and a tire out of the canal system. Two dedicated Rotarians and their grandchildren spent an hour cleaning up 20 lbs of litter at the boat launch on Lake Moraine in Hamilton another day as well!

# EARTH DAY CONT'D



Syracuse Sunrise Rotary members, 24 April 2021, in the Cedar Bay Park after cleaning up the Erie Canal Towpath.



The Rotary Club of New Hartford, along with the Rotary Clubs of Sauquoit and Utica, Boy Scout Troop #4 of New Hartford and the Town of New Hartford participated in the Great Lakes Watershed Cleanup by picking up debris along the Sauquoit Creek corridor from Chadwicks, north to Genesee St. in the Village of New Hartford. As a result of our local efforts, 880 pounds of trash, debris, old tires, etc. were bagged and sent to the landfill so as to prevent them from polluting Sauquoit Creek and causing more damage to the environment."

The VVS Community Rotary Club had a dozen members and friends, including Interact students, clean up along the Erie Canal in Verona at the State Parking Area on Rt 46. We picked up approximately 780 lbs of trash and debris in 3 acres of the park in coordination with the NYS Parks, Recreation and Historic Preservation, and Erie Canal Cleanup Project.



The Oswego Rotary Club members have cleaned up at two city parks (Bretibek and Lakeside) in Oswego and at the Deer Creek Marsh Wildlife Management Area. We collected lots of trash (13 huge bags, 6 items too large for bags and two tires. Mayor William Barlow thanked the Rotary Club for their efforts (photo on left). We also collaborated with SUNY Oswego, the Oswego Sunrise Club who focused on the Scriba Sunset Park, and other community groups.



# EARTH DAY CONT'D



Rome Rotary club with the RFA Interact club and their advisors. Chaired by Pres.-Elect Nancy Neiley. This was our Earth Day/watershed project at Bellamy Harbor Park. (on the canal)



Skaneateles Sunrise Rotary members cleaning up Charley Major Trail and Skaneateles Creek. Last picture is Skaneateles Rotary Club President David Lee at work pulling trash from Skaneateles Creek including at least one tire and a seat cushion.

The Tully Rotary and the Tully HS Interact Club joined forces on April 24 to complete our Earth Day Clean Up project. As part of this work, we cleaned up a commercial area at the intersection of Route 80 and Route 11, a 1 mile stretch of Route 11 that our club has adopted through the NYSDOT Adopt-a-Highway program, and a 3/4 mile stretch of Butternut Creek in the town of LaFayette. All of this cleanup activity will be reported in to the Great Lakes Watershed Cleanup Project, as we are within the Lake Ontario drainage basin. We had approximately 30 participants and we recovered 27 bags of trash.



Marcellus Rotary club members and friends from the community ventured out on April 17, 2021 in the morning to clean up four areas around the Village of Marcellus. We split up in groups to tackle the cleanup. Group One ventured out to North Street to clean up Marcellus Rotarys adopt a highway route. Group two took the busy route of Lee-Mulroy gathering over 4 bags of trash. Group three headed to clean up our water ways around nine mile creek near the apartment buildings. Group four ventured out to clean up another watershed near the ultimate goal. In all we had about 25 large bags full of trash.

## TWO ROTARY CLUBS, SCOUTS & MORE UNITE TO PLANT TREES

Chris Mercurio, MV EDGE VP Planning and Development, (center) with the 42 Volunteer Scouts and Cubs of Troop 175, Troop 370, Pack 316 and Pack 51. With the Scouts were Scoutmasters Al Giardullo Robert Clemons, Traci Boris, Lucinda Rowlands and Pack Leaders, Angela Izzo and Shawn Uebele. Also participating was Ray Eschenbach, Leatherstocking Council Scout Executive, and CEO

The group along with members of 2 Rotary Clubs planted 200+ mixed fir species saplings on May 11th along the Griffiss Sculpture Trail  
Rotarians are (top right left to right) Ed Gallacher- President New Hartford Rotary, Patrick Ferguson-President Adirondack Foothills Rotary, John Pinkos-Foundation Chair ADK Foothills Rotary, Barbara Freeman-Secretary ADK Rotary (not pictured) Rome Rotarians planting trees were Steve Mercurio, Don Schlueter (not pictured) and Dave Kobernus; Friends of Rotary Nancy Lombard and Margaret Stys (not pictured) pitched in too. The mass planting is part of Rotary's Environmental Action Area of Focus. In addition to the Planting a Horticultural Sculpture "Rotary Circle" is planned for the intersection of 2 main trails in the Sculpture Garden.



## FOOD DRIVE FOR UTICA PANTRY HOSTED BY NUW ROTARY

**THROUGH JUNE 4TH**

ITEMS NEEDED:  
NON-PERISHABLE ITEMS  
CANNED FOODS

Donations may be dropped off at:  
N.Utica Branch First Source Federal Credit Union  
Schuyler Commons Clubhouse  
New Hartford Branch of M&T Bank  
Dunham Public Library  
FOR THE BENEFIT OF THE



[Click here](#) to download a flyer and post in your Utica-area business or community space. Help spread the word and stop hunger in the Mohawk Valley

## ROTARY CLUB OF UTICA HONORS OUTSTANDING EDUCATORS

The Rotary Club of Utica recently hosted a virtual awards program honoring seven outstanding local high school educators. Other local Rotary Clubs were also involved in the program and had selections of educators from their respective districts. The educators were nominated by local high school students and during the awards program, both the students and teachers were recognized, and the students explained why these educators were chosen. Those honored this year include:

Mark Benson, Principal, New Hartford High School (New Hartford Rotary)  
Meredith Callaghan, Chemistry and Science teacher at Clinton High School  
Marisa Cardillo, English Teacher at Sauquoit High School (Sauquoit Rotary)  
Michael Eramo, Physics and Computer Science Teacher at New York Mills High School  
Charles Hamilton, Spanish Teacher at Whitesboro High School (North Utica- Whitestown Rotary)  
Rick Hensel, English Teacher at Notre Dame High School (Utica)  
Rebecca Nix, English Teacher at Proctor High School

**Congratulations to all the Outstanding Educator Award winners and the nominating students.**



Please join us for the  
ADIRONDACK FOOTHILLS ROTARY CLUB

## Golf Tournament Sunday May 23rd

Woodgate Pines in Boonville, NY

Registration is \$75 per person

To sign up contact  
John Secor  
[johnsecor.js@gmail.com](mailto:johnsecor.js@gmail.com)  
315-831-2942

