



Rotary International District 7230

District Governor Krishnan Chittur

June 2019

DG Message:

Three Pillars For Positive Membership Experience

What makes for a positive Club experience? Engagement and participation, active projects meaningful to the community, and opportunity to benefit from Rotary/District programs. With these three pillars, membership growth is inevitable. So the key to an attractive - indeed, irresistible - Club is members' positive experience.

Members don't renew (except for uncontrollable factors such as death), and prospects don't join clubs, because the Club- experience was wanting. Catchy phrases, coddling Rotaractors or "young professionals," and price gimmicks such as discounted membership fees do not - cannot - make up for this: Positive Club experience is pivotal for a vibrant and growing Club.



As we know, **word-of-mouth is the best promotion for everything. Your members' enthusiasm about your Club is critical**; their poor/lackadaisical opinions repel prospective members. Members' enthusiasm will, in turn, depend upon their Club experience.

Some Issues to Consider

The first issue is **how well does your Club's functioning encourage or discourage member engagement?** Members need to feel that they belong in, they own, the Club. Absent that, yours is just a lunch/dinner club. *See DG Message December 2018.*

Second, **does your Club present sufficient opportunities for members to socialize?** Some Clubs have monthly family events (cocktail hour, dinners, movies, whatever) so members get to know each other, and form personal relationships. **Relationships are the glue that hold Clubs together!** But in many other Clubs, members have no relationships to speak of, so attending meetings is a chore.

So also, **does your Club do meaningful action projects?** Or is its only worthwhile event an annual fundraiser, followed by checkwriting to **other** organizations (not even the Rotary Foundation!), followed by another fundraiser . . . No active involvement in any project, insouciant to our *leit motif*, "People

of Action". Face the Truth: **absentee check-writing is a Club killer.**

Solution? Joint ventures with **active** Rotarian participation. A Homeless Soup Kitchen seeking funds? Write a check - and have Rotarians serve in that kitchen say, the first Saturday mornings of every month (and publish photographs in local and social media with the "Rotary" template). Local garden needs shrubs? Write a check - and have Rotarians participate in planting with "Rotarians in Action" vests. That engages the community, lets them know your Club did it!

Third, **plug into our network, and aggressively encourage members to do so!** Every Rotarian should have his/her current information in the District and Rotary database, and a "MyRotary" account. Do your members know of the District scholarship for attending the youth conference in Washington, D.C., on July 2, 2019? If you have not updated your membership information in our database, they didn't get my email - and don't even know of this wonderful opportunity for those 18-35! Similar opportunities are presented by RLI programs, Zone Conferences, NAYEN? They make for personal and professional growth, and networking; they engage - and excite! - members. If members don't know about such opportunities, they can only in meaningless generalities. Let members visit foreign countries through the Friendship Exchange program, experience the thrill of hosting foreign Rotarians and/or students, establish lasting relationships with Rotarians from abroad, and/or enjoy interactions with youth from abroad through the Youth Exchange Scholarship Program - and see their eyes light up when they talk about that!

So make the Club experience worthwhile. Focus on what you do and how, so that your members **want** to attend club events. And provide every opportunity to access and benefit from our network and programs. **Your members are your best promotionals, with word of mouth advertising.** With happy members, your Club grows, and you'll have a waiting list of wannabe Rotarians!

Report

2019 DISTRICT CONFERENCE: FRIENDSHIP, LEARNING, AND SERVICE

About 200 Rotarians, Rotaractors, and Interactors from across District 7230, including a sizable contingent of Rotarians from Bermuda, came together at the District Conference convened by District Governor **Krishnan Chittur** on Staten Island from April 26-28, 2019.



FRIDAY, APRIL 26, 2019

Welcome Dinner With PRIP Ravindran

On Friday evening, over thirty Rotarians enjoyed a festive dinner with **K.R. (Ravi) Ravindran**, President of Rotary International for 2015-'16, who was President's Representative for the Conference, and Rotary International Director from our Zone **Jeffrey Cadorette**.



SATURDAY, APRIL 27, 2019



First Plenary Session, District and Club Successes

PDG **Eric Storberg** (South Shore Rotary) was the MC. Director **Jeffrey Cadorette** gave a rousing start, and dwelt on Rotary's renewed emphasis on Rotaract and other youth programs. DG **Kris** reported on the District's remarkable successes this year, including reversal of our ongoing decline in membership, with a net growth of 5.7% as of March 31. **This is the highest growth rate in the entire Zone.** The District had also (a) chartered a new Rotary Club, (b) chartered a new Rotaract Club; (c) chartered five new Interact Clubs, and (d) conducted a highly successful RYLA Programs after a

two year gap. We followed up on membership leads from R.I. within 24 hours. Membership (Engagement and Attraction) Chair Martin Schulman spoke on “Inspired Membership.”



Next were reports of six inspiring service projects which our clubs had conducted this year. Moderated by District Governor Nominee/District Secretary **Mary Shackleton**, the projects were described by Rotarians **Nitin Gupta** (Rivertowns), **Dwayne Norris** (Harlem), **Sandy Wolstein** (Bronx), **Greg Soares** (Hamilton), **Sundra Lee-Ingemanson** (Yonkers-East Yonkers), and **Pete Spano** (Yonkers-East Yonkers).



Second Plenary Session: The Rotary Foundation, Peace Fellows

Zone 32 Coordinator for The Rotary Foundation **Russell DeFuria** gave an overview of the TRF's activities and mission. This year, two 2018-19 candidates sponsored by District 7230, **Marissa Guiterrez-Vacario** and **Maria Vizdoaga** (out of fifty) were selected by The Rotary Foundation from a highly competitive, global applicant pool), for the three-month Peace Fellowship Certificate Program at Chulalongkorn University in Bangkok. Each spoke about their plans to foster peace. Philadelphia Police Department Inspector **D.F. Pace**, a Peace Fellow from 2011, spoke about the Program's impact on his career and work in improving community-police relations, especially in training and mentoring the next generation of police officers.



Third Plenary Session: Interact, RYLA, Youth Exchange

Interact legend and sought after speaker Rtn. **Doug Mealey**, Interact District Chair, RID 6290 (Michigan), detailed his inspiring transformation of a run-of-the mill Interact Club in Keene, New Hampshire, in 1990 with 20 members into a dynamic club with 90 members from June to March 1st and 120 students from March 1st to the end of June. The Club had 32 officers, a combined treasury (4 separate treasuries) that annually at their peak had about \$75,000 combined – and a wait list of several hundred prospective members! Doug served as their advisor till he moved to Michigan (2013). Doug has started or reorganized 35 Interact Clubs.



Rtn. **Cathy Bassett** (Hamilton) and two Bermudian Interactors shared their experiences and perceptions on mentoring. PDG **David ("Sully") Sullivan** (Sandys) and Rtn. **Kristin Alexander**

(Sandys) explained the Youth Exchange Scholarship Program which has been run in Bermuda for several years, with its annual four outbound and four inbound students.

PDG **David Del Monte** (New York) and Rtn. **Nintin Gupta** (Rivertowns) shared the success of the recent RYLA camp in New Jersey, resurrected by our District after a gap of two years.



Fourth Plenary Session: Club Central, Inspiration Through Diversity

District Governor Elect **Mahbub Ahmad** then illustrated the resources available on Rotary.org, and using Club Central for Club Management and other purposes. That was followed by an inspiring and thought-provoking address by **Delano Johnson**, author of "Refuse to Live Talented and Broke," on the importance of increasing diversity throughout society, including Rotary. The session ended with adjournment of the annual business meeting.



The Reception and Dinner: Awards and Recognitions

Rotarians gathered later that evening for a cocktail dinner and reception, with an awards ceremony, keynote address by Rotary International Past President Ravindran, and music by The Dreamers, a band led by South Shore Rotarian Thomas Tyburczy.

Keynote Speaker RJPP Ravindran, Rotarian of the Year, PDG David Del Monte



Outstanding Services Awards to DGE Maibub Ahmad, DGN Mary Shackleton



Outstanding Support Awards to South Shore, North Shore, Hamilton (Bermuda)'

Three Clubs provided outstanding support to the District Conference: Two Staten Island Clubs - South Shore (21 registrants) and North Shore (15 registrants, and the Snug Harbor Project), and one Bermuda Club - Hamilton (10 registrants, including two Interactors, and an Interact Presentation)



Outstanding Contribution Awards to Rotarians Tom Tybureczy, Diane Arneth, Bina Ahmad¹



The Full List of Certificates and Awards appears at the end.

¹ Photograph not available at this time.

Time for Dancing!

Rtn. **Thomas Tyburczy** (South Shore) and his band, **The Dreamers**, got the crowd on their feet and dancing.



SUNDAY, APRIL 28, 2019

The Snug Harbor Community Service Project



About 40 Rotarians, Rotaractors, and friends gathered to refurbish and replant the 9/11 Healing

Garden at Staten Island's beloved **Snug Harbor Cultural Center**. The work and plaque dedicated by RIPP Ravi and DG Kris will serve as another lasting reminder of the time and resources contributed by Rotary to this Staten Island icon.





HEALING GARDEN PERENNIAL BEDS

Remembering The Heroes of September 11, 2001

Rotary International District 7230
“Service Above Self”

Funded and Installed on April 28, 2019, by

The Rotary Clubs and Rotarians of District 7230

Rotary International Past President (2015–‘16)

K. R. Ravindran (“Ravi”)

District Governor (2018–‘19)

Krishnan Chittur



SNUG HARBOR
CULTURAL CENTER & BOTANICAL GARDEN



Certificates of Recognition were awarded to the following District Officials

Name	Reason - "Services as
George McKinnis	District Counsel
Peter De Nicola	District Treasurer
Taylor Eskew	Chair, District Rotary Foundation Committee
Martin Shulman	Chair, Membership (Attraction and Engagement)
Dong-Joon Lee	Chair, Budget & Finance Committee
Bina Ahmad	Co-Chair, Conference Committee
Sandy Wolstein	District Registrar
David Sullivan	Chair, Youth Exchange Scholarship Committee
Jasmin Cowin	Assistant Governor (Area 5)
Greg Soares	Assistant Governor (Area 7)
Gladys Muller	Assistant Governor (Area 1)
John Ehrlich	Assistant Governor (Area 2)
Kathleen Fanese	Assistant Governor (Area 3)
Shahid Latif	Assistant Governor (Area 4)
David Dillon	Assistant Governor (Area 6)
Nitin Gupta	Co-Chair, RYLA
David Sullivan	Chair, MAP Review Committee
Sandy Wolstein	Member, District Managed Grants and Steward
Thomas McConnon	Member, District Managed Grants and Steward
Kathleen Fanese	Member, District Managed Grants and Steward
Mary Ciamarra	Member, District Managed Grants and Steward
Dong-Joon Lee	Member, Peace Fellowships Sub-Committee, DRFC
Gregory Arcaro	Member, Peace Fellowships Sub-Committee, DRFC
Jasmin Cowin	Member, Peace Fellowships Sub-Committee, DRFC
Matts Ingemanson	Member, Peace Fellowships Sub-Committee, DRFC
Jennie Lewis	Chair, Global Scholars Sub-Committee, DRFC
Lawrence Cohen	Chair, Endowment/Permanent Fund Sub-Committee, DRFC
Shahid Latif	Chair, Polio Plus Sub-Committee, DRFC
Mark Seiden	Volunteer, Youth Exchange Scholarship Committee
Amir Asadi	Chair, Youth Exchange Scholarship Committee (2018)
Cathy Bassett	Member, District Interact Committee
Jean Akol	Member, District Interact Committee
Jahnabaz Almas	Member, Rotaract Committee
Hugh Maynard-Reid	Chair, Outbound Sub-Committee, Youth Exchange
Lora Hugelmeyer	Conference Committee - Co-Chair
Alexander, Kristin	Member, Youth Exchange Scholarship Committee
David Dillon	Member, Conference Committee
Barrett Dill	Member, Conference Committee
Betty-Jean DeSilva	Member, Youth Exchange Scholarship Committee
Rosemarie Dressler	Member, Conference Committee
David Schribman	Chair, Installation Committee

Attendees Loved It!

“One of the most memorable events at the Conference was the fellowship experienced. Each and every Rotarian I met showed a keen commitment for Rotary. I was embraced by so many who offered kind greetings and wanted to know more about Bermuda. I learned so much about the Peace fellowship program and was fascinated by progress experienced by the various clubs. The hotel was excellent and the organization was great. I really enjoyed myself. I was proud of our Bda. Interact students. They presented well and one is preparing to attend the Rotaract Conference in July!” Rtn. Cathy Bassette, Hamilton Rotary

“... extremely well planned and presented. The Keynote Speakers were very professional and drove home their main themes... registration process went very smooth... Excellent Experience!” Rtn. Joe Bottega, President, Gateway Rotary Club

“... enjoyed the presentations made by Interactors very much.” Rtn. Dwayne Norris, Harlem Rotary

“... enjoyed the conference - ... speakers were terrific ... enjoyed the gala on Saturday night.” Rtn. Thomas Tyburczy, South Shore Rotary.

“I had a great time at the conference. I know there was a general complaint about the location in Staten Island being far, but I think that was a great opportunity for many Rotarians to visit the Island which many would otherwise not have visited, I loved that experience.” Rtn. Jean Akol, Hamilton Rotary

“... productive. We always had speakers along the way so that we can be informed as much as possible” Rotaractor Miller Wei-Zhou, UN Rotaract.

“... my first District Conference. ... glad I was able to take part in the conference. ... great opportunity to connect with Rotarians from all over the District and learn from each other while getting to listen to great presentations from those making an impact in our communities and the World. I'm certainly looking forward to future Conferences!” Rtn. Frank Wilkinson, President Elect, North Shore Rotary

“... informative and inspiring. As Rotarians, we are tasked with “Service Above Self” locally and globally. This conference highlighted the ways in which we can involve ourselves and engage in projects large and small to serve our communities and the world. From Peace Fellowships to support for local food pantries, Rotary International through our clubs can create the world which we envision for the future.” Rtn. Diane Arneth, North Shore Rotary

“... very organized and kept on schedule on Saturday when I was in attendance and informative. Thanks to your efforts you and your committee worked very hard.” Rtn. John A. Vernazza, South Shore Rotary

And a sincere thanks to all our sponsors!

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Mary Cibelli

GOLD SPONSORS

The Rotary Club of South Shore, Staten Island

Lynne Persing

Martin Schulman

SILVER SPONSORS

David Dillon

Stefan Jekel

PROJECT SPONSORS

Snug Harbor Cultural Center Healing Garden

Sunday, April 28, 2019

8:30 - 12:30

Snug Harbor Service Project:

Travel, Build "Healing Garden,
& Ceremony

Followed by an on-site
boxed lunch at 12:30.

The Rotary Club of Gateway, Staten Island

The Rotary Club of New York

The Rotary Club of North Shore, Staten Island

The Rotary Club of South Shore, Staten Island

The Rotary Club of Yonkers - East Yonkers

Diane Arneth

Dominick Brancato

Mike D'Angelo

Christine DeHart

Mohammed Elsaadany

Bernie Moretti

David Nyamsi

Ray Pezzoli

Fawzy Saleem

Waguith Sidhom

Frank Wilkinson