



DISTRICT 7230 EMBRACE LETTER

Rotary International

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Helen M. Lynch
District Governor

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My Year As District Governor

It's been a wonderful ride and our new Governor is patiently waiting to take the reins of our wonderful District...7230.

Let me take you back to my beginning as DGE and DG. This is mostly about me but it also involves all Rotarians in District 7230 in some regard. My PETS (President Elect Training Seminar) started our year together; followed by our District Assembly.

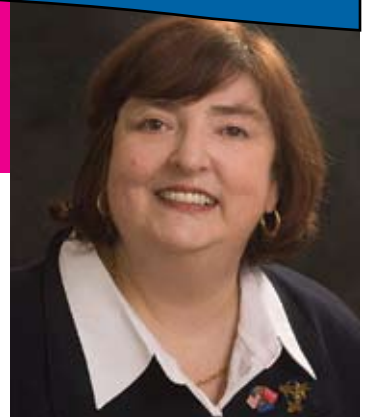
June saw a few Club Installations including The Rotary Club of the Bronx where I met Mayor Bloomberg!

My own Installation as your District Governor at Travelers Rest, thanks to the Rotary Club of Yorktown (my club).

July started my Official Visits to our 48 Clubs which ended in February 2012...best made plans and all that. During that time I also attended Budget and Finance Meetings District Board of Director Meetings, Monthly Leadership Meetings, PETS Monthly planning meetings, District Conference planning Meetings. Second, third and once a fourth Club revisit. I held a brief District Assembly in Bermuda with our District Trainer and Secretary. Attended a wake and Funeral as your District Governor. Met and accepted the 'Scrolls of Friendship' from Preston England's Mayor Barbara 'Bobbie' Cartwright, I wore our chain of office to meet her. I sat on the outbound Ambassadorial Scholar selection Committee. Attended all of The Rotary 7230 Foundation Inc. meetings to better understand their dilemma s. Held a successful "On To Bermuda" where I also got to enjoy a visit with the Right Honorable Mayor of Hamilton and the Islands Governor appointed by Her Majesty Queen Elizabeth II. Loads of fun and exciting things to do.

I have attended a few Clubs functions ...The annual Quad Meeting, Horse Show St Patrick's, Beer Fest, Night of Entertainment, and Amateur Night at the Apollo, our District Holiday Party. Club Holiday Parties/ DGE Greg's PETS in Islandia NY. Staten Island's 5 Club Luncheon. All of this while visiting Hotels and planning our District Conference!!!

As you can read, lots of meetings lots of traveling around the District lots of fun and tons of food!



District 7230 Conference Report 2012

...and Lessons Learned

A successful District Conference was held April 20 through 22 at the Renaissance Westchester Hotel in West Harrison, New York. The purpose of the District Conference is to create fellowship beyond the club level, provide training for club leaders, and create an environment that trains and motivates leaders and encourages and nurtures leadership within the district. Attendance at the conference, along with attendees' attitudes and enthusiasm, reflects the district's *esprit de corps*. The high level of quality planning reflects the true effectiveness of district leadership.

Leadership Dinner

Thursday evening's Leadership Dinner was planned to introduce our district's leadership and PDGs to PRID Holly Callen from District 5950, the representative of Rotary International



Photo courtesy of Georgene Mongarella
From the Registration Desk, right on through the weekend, there were plenty of familiar faces to be seen.

President Kaylan Banerjee.

District 7230's AGs and Committee Chairs presented an overview of our District to President Kaylan's representative.

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Paul Harris Luncheon

Friday's Paul Harris Luncheon was well-planned and executed, attended by more than 200 Rotarians and guests.

A new event added to this year's conference was awarding five Paul Harris Fellowships to five non-Rotarian honorees nominated by our clubs from ten district wide applications screened by the selection committee. Credits for the five fellowship awards were donated by a member of the Rotary Club of New York.

A sixth Paul Harris Fellowship, selected by drawing names, was given to a District 7230 Rotary Club to be given to a deserving non-Rotarian chosen by that club.

The consensus was that both "new additions" were excellent public relations actions, both internally and externally.

District Foundation Annual Meeting

Because the popularity of the Paul Harris Luncheon was expected to ensure a quorum, the annual meeting of the District Foundation was held during the luncheon.

The quorum was determined and the required foundation business was conducted.

Club Builder Workshops

For those attending the conference, the training and benefits of the workshops were a big draw, limited only by attendance. It is always important to have excellent



presentations by competent and inspiring presenters. The workshops gave attendees an important purpose and reason for attending the conference.

Recommendation:

Develop a committee to research interests and topics, then plan and organize club building workshops, with special attention to recruit expert presenters with the content, goals and ability to inspire attendees.

Awards Luncheon

The well-attended Saturday lunch meeting included Student Exchange Students, Interactors and Four Way Test Speech Contest. Rotarian Doug Mealey, the Interact leader from Keene, New Hampshire, delivered an inspiring Keynote Address on Interact Clubs. Sufficient and appropriate awards were presented to recognize clubs in a variety of sizes—small medium and large.

Recommendations:

To increase effectiveness on several levels, the awards should be selected by a committee of active AGs and PDGs with the selection process concluded at least 45 days before the conference in order to notify everyone and encourage people to attend the annual district conference.

District and club interests would be well served if video and digital color photographs of events, recognitions, awards, and social activities had been incorporated into a short video summary for the district website. These photos could also be used in the District Conference Journal for the following year giving people more reasons to attend the conference. The resultant video production could be part of a Rotary program presented by AGs to every club in the district to encourage club engagement and attendance in the conference.

Four-Way Test Speech Contest

A panel of judges recruited from Toastmasters added to the perception of fairness and objective competence. This event was well-attended and well-received by the conference attendees and the RI President's Representative. It was video recorded so it can be reviewed and used for future club promotion as part of a promotional video to increase registration and attendance for future conferences.

Recommendation:

The chairs support adding a level of formality to the event, such as improved crowd control, encouraging movement and noise control and restricting traffic in and out of the meeting room during speeches. It is also

suggested that each speech be introduced by subject. Each student's name should be announced clearly at least twice during his or her introduction.

Plenary Sessions

When no formats have been arranged in advance, the Plenary Sessions will be an extension of the Club Builder Workshops.

Recommendations:

Continue the Six-Pack Presentation with six Rotarians presenting individual 6-minute verbal summaries about projects in which they were involved, followed by an open question and answer session at the conclusion of all six presentations.

Continue the Twelve-Pack Presentation with 15-minute presentations in greater depth including audio/visual support when appropriate. Plenary sessions for the district conference could be used as group discussions on certain topics.

Plenary sessions should provide Rotarian Interaction formats including presentations and discussion groups each with a purpose. This would allow Rotarians in the district to get to know each other and share good ideas at the same time. It would facilitate building district wide relationships. Some groups could focus on Presidents, President Elects, etc.

Discussion groups should be set up with presidents and presidents-elect together with committee chairs and fundraisers. This would be a good way to possibly get across "not-so-interesting" (but important topics) like EREY possibly as a part of seeking grants.

Consider having two plenary sessions on Friday afternoon.

Governor's Ball & DGE Installation

A nice eclectic event that adds a total perception of Rotarian dignity and historical importance to the conference as a whole.

Annual District Meeting

The district meeting was well-attended, achieved a quorum and truly was a highlight of the conference. It should be emphasized that the memory of any similar event depends on the highlights of that event—even the unplanned and unexpected events—and how the individual segments of the event are produced and scheduled for impact and perception by the attendees. As the meeting goes, so goes the memory of the conference. A purposeful agenda needed to be addressed. The agenda was

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difficult and somewhat convoluted. The overall meeting was important, timely, interesting and productive. It was very successful because of the advance planning and preparation by District Secretary Vinny's efforts and District 7230 got 100% of what it deserved. All attendees—proposers, electors, district officers, scrutineers or onlookers, departed satisfied and proud of being an integral part of Rotary, our district, and Rotarians around the world.

Planning

The processes involved in Planning are many—the dates, selecting the venue, developing the program, drafting a budget, building the highly-important team, and motivating Rotarians to attend with quality marketing to include promotion, communication, publicity, images and perception. The best planning is a mixture of priorities, instincts, logistics, decision-making and execution.

Recommendations:

Selecting the Venue: This decision-making process should begin and conclude 14 to 18 months before the conference by an ad hoc committee of district leaders and/or a survey of all Rotarians in the district with the final decision made by vote prior to the District Conference. At the District Conference business meeting, details on the following year's conference booked location, budget and conference program should be reviewed by all. (This will allow all district years to get to work early on scheduling the RYLA camp, Four-Way Test Speech Contest, Interact and Rotaract Assemblies, etc.)

Developing a program: The overall conference must be worthwhile to the greatest number of potential attendees within reason. To make it worthwhile starts with the old sales mantra—"find out what the customers want and give it to them." Variety, quality, relevance, instinct, open-mindedness, humility and conviction. Start with a large planning committee and stay open to ideas, resources and opportunities. Cherish information and open communication, eschew human frailties and pettiness. Depend on the best outside experts and inside producers.

Registration

The current registration process must be updated. Advance notifications, informative flyers, requests, should be both digital and hard-copy; online as well as mail-in registration must be available. Registration must be as easy and simple as possible and promoted far in advance. Online registration and credit card processing is critical.

Recommendations:

Online processing must be accessible on the "back end" to all that have a need to know, e.g., registration, committee chairs, Governor.

Be able to communicate via e mail to registered members exclusively and be able to link

other info to assisted e mail providers, e.g., Survey Monkey. Seek help from the younger tech savvy Rotarians.

Be able to process many reliable types of payment credit card payments seamlessly.

Provide confirmation of registration and perhaps e mail notifications to the registrar and others upon need and/or request. Automatically with easy human intervention and response.

Pricing Policy

The District interests would be best served by an established and consistent pricing policy to avoid confusion and enhance simplicity. The wide range of ages and technological capability of membership needs to be taken into account so that the membership would learn and understand a standardized payment system method

Recommendations:

Establish a three-tier pricing system: Early registration pricing to encourage early registrations until 60 days before; regular pricing; and last minute pricing that begins 10 days before the event.

Last minute registrations must be the exception instead of the status quo. Eleventh hour registrations increase work for the registration committee, negatively impact planning and disrupt smooth execution of the processes and events, e.g., name tags need to be created by hand.

Marketing

The first step to any marketing effort is to have a quality "product" to market. The key to success is designing and implementing a quality plan that is delivered through multiple channels with sufficient frequency and duration. The 2011-12 Conference Committee had a quality product and a good marketing plan but the marketing channels use was limited. The duration and frequency of getting the word out was weak.

Event Tickets District Conference Journal

This journal was a money raiser and more important, a district pride builder. It became a souvenir journal and something worth saving. It was designed to include schedule of events, a guide to the meeting rooms, agendas for meetings, recognition of leadership and supported by club and individual sponsorships. It turned out to be all that it was intended plus a 'showcase' for clubs by providing a forum to tell the district Rotarians about its projects and good

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work. The next profit was about \$1,000 plus it save \$1,000 carried on the budget for conference printing expenses.

Recommendations:

Make it an annual district project for the clubs and the conference.

Keep it about the same size of 52 pages including covers with the possible exception of 60 pages. Content and ads must be 50/50 and it is the content pages that need to drive the size.

Keep the pricing about the same...so it is also a "benefit" to the clubs.

Provide Clubs with a jpg format so they can reuse their ads internally.

Distribute the journal to all Rotarians by uploading it to the District website and e mailing a link to all Rotarians before the Conference. It is very important to distribute in print, too.

Distribute it in print form at least six weeks before the District conference.

District Conference Team

We had the following teams: Registration, Paul Harris Lunch, Sergeant-at-Arms, Club Builder Workshop/Plenary Team (Programs),



like Skype.com or Google+.

The more people involved in planning and executing, the more people that will attend the Conference. The more geographically diverse the confer-

ence committee is, the better the work, and enthusiasm is shared.

The measure of District morale and the success of the district's work can be equated with the number of people who attend the district conference.

Recommendation:

Districts with local foundations operate under its foundations to save sales taxes. The premise is that the district conference is a foundation-related educational event and therefore exempt from sales tax laws.

Prepared by David Del Monte

Business Meeting Team, Foundation Annual Meeting Team, and District Conference Team.

Recommendation:

Registration, Sergeant-at-Arms, Program Teams should be standing committees and with the idea that each person serves for three years and each committee is charged with bringing in new people to the committee each year to support continuity and experience on the committee each year.

Overall Assessment:

Do not allow a laissez-faire attitude prevail about a potential outcome—plan and execute a good marketing program. Be committed to the process and unattached to the results and you won't be disappointed.

Success is the result of advance planning.

New friendships are made by working together in a committee. Have multiple committees with district-wide Rotarians "linked" together with video conferencing



GSE TEAM Returns from 2120 Bari, Italy

Or Glowing Accounts of GSE time in District 2120 Bari, Italy

"The best experience of my life." "We were treated like princesses." "The food, the history, the Rotarians!" It is hard to get anything but superlatives from the returning Group Study Exchange team that spent May as the guests of District 2120.

The team was introduced to 5 areas within District 2120, made presentations to 5 Rotary Clubs and each team member became dear friends with 5 different host families. Sleep was at a premium as conversation delayed bedtime each evening. Everyone was "wowed" by the hospitality, the food, the landscape and the history. Team Leader Cindy Quinn (North East Westchester Club) observed that the Italians are proud of and knowledgeable about their history. Their enthusiasm for extolling their country is inspiring.

District 2120 was also exchanging with a district in Missouri. The overlap began at the District Conference. Spending time with another GSE team was an unexpected treat. And what a commitment to the program on the part of 2120! There are reports of singing and great good cheer at the District Conference. The writer wants to know if anyone represented 7230 at the golf competition that was part of the Conference!

The team members, Diana Wong, Cassandra Eng, and Veronica Medina are ready and willing to share their experiences with your club. Contact them through Cindy Quinn or Taylor Eskew, sub-committee chair. They are future Rotarians too!



Photo courtesy of Lucinda Hicks-Beach Quinn

Pictured left to right: Veronica Medina, Cassandra Eng and Diana Wong, 3 of the 4 GSE Team members enjoying the ambiance in Bari, Italy.

Rotary Day at the White House

PDG Helen Reisler was honored with an invitation, along with other selected Rotarians from around the world, to a special event at the White House during National Volunteer Week April 15 through April 21, 2012. President Obama stated that Our Nation has been profoundly shaped by ordinary Americans who have volunteered their time and energy to overcome extraordinary challenges. He has been impressed by the Rotarians who have come together to realize a common vision and make positive changes in their communities.

The Rotary Organization's steadfast perseverance in the quest to eradicate Polio from around the globe, is being put forth as an example to the rest of the world. Once we reach our ultimate goal of 100% eradication, we will have proved that any disease can be addressed, by teams of dedicated average citizens.

Helen was also invited to attend a special reception in Washington, DC at the National Press Club, in honor of "Rotary Day at the White House" and Rotarians as "Champions for Change." The invitation read, "You have been recognized by Rotary International and your peers, as high level leaders within our family of Rotary members."

The selected group met with President Obama's Chief of Staff; Chief, Maternal and Child Health Division, Bureau for Global Health; Deputy Assistant Secretary, Private Sector Exchange, Bureau of Educational and Cultural Affairs; Special Assistant to the President and Director of the Office of Social Innovation and Civic Participation to the Domestic Policy Council; Director of the Office of Public Engagement; Special Assistant to the President and



Senior Director at the National Security Council; Administrator of the United States Agency for International Development; Associate Administrator Maternal and Child Health, Health Resources and Services Administration, US Department of Health and Human Services.

President Obama has made a commitment to empower more Americans with tools to shape their communities, and reinvent our world with service and has established a Social Innovation Fund.

In Loving Memory of Past District Governor Charles Katze



PDG Charles Katze, longtime Larchmont resident, passed away on May 17, 2012. For most of his life, he was a social worker and community organizer. He was very involved with the Rotary Club and acted as District Governor for 2 terms. He is predeceased by his wife, Helen Male Katze, and survived by his 4 children and their families; Margaret Katze of Albuquerque, NM, David Katze of Stamford, CT, Nancy Nolan of Saratoga Springs, NY and John Katze of York, PA.