

ENGAGE
ROTARY



CHANGE
LIVES

District 7230 ENGAGELETTER

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Matts Ingemanson
District Governor

Newsletter Editor-in-Chief:
Marguerite Chadwick-Juner

Rotary International



Greetings From District Governor Matts Ingemanson



There was great Rotary spirit and smiling faces when the Past District Governor's Council met on November 14. Standing from left to right are PDG Karl Milde, PDG Andy Mortzello, DG Matts Ingemanson, PDG Eric Storberg, PDG George Camp, PDG Helen Lynch and PDG Paul Caruso. Sitting from left to right are PDG Leon Horwitz, DGN Marilyn Masiero, DGE David Del Monte and PDG Don Lee.

Our Rotary International District 7230 has had another great month during November. The December 2014 issue of the Engageletter is full of action and enthusiasm. The following pages are written by Rotarians in our Rotary District 7230.

You will find on page two the announcement about our Rotary District Conference on May 9 & 10, 2014 in Hotel Pennsylvania at The Madison Square Garden, New York, New York. It will be a great District Conference!

There are also great articles about Rotary's Public Image, about Friendships around the Globe, about when Rotary Club of Cortland Manor helps the disaster victims in the Philippines, about the Rotary Club of Hartsdale and the community kids, about the United Nations Rotaract Club that raises funds for Gift of Life, about a great On-To-Bermuda in March 2014, about successful Rotary Business Networking meetings, about the Rotary International Convention in Sydney, about a unique opportunity to visit Cuba and finally about when Briarcliff Rotary inducted a new member.



Rotary International District 7230

New York & Bermuda

Save the Dates!

**District Governor Matts Ingemanson
Presents**

**The District Conference
May 9 & 10, 2014**

**in Hotel Pennsylvania
at The Madison Square Garden
New York, New York**

**The Paul Harris Fellowship Luncheon
May 9, 2014**

**Rotary International
President's Representatives**

Luis Vicente Giay

Rotary International President 1996-1997
Rotary Foundation Chair 2001-2002
Rotary Foundation Chair 2006-2007
Rotary Future Vision Committee Chair
Rotary Peace Negotiator between Countries

Celia Elena Cruz de Giay

Rotary International Director 2013-2015
1st Woman Director from Latin America

**Rotary District 7230
Co-Chairs**

PDG Paul Caruso

PDG Karl Milde





Rotary's Public Image!



For more than a century, Rotary has united leaders who apply their expertise for the betterment of their communities. Started in Chicago by Paul P. Harris in 1905, Rotary has grown to represent more than 34,000 clubs and 1.2 million members worldwide. It has expanded in both scale and scope, from its decades-long charge to eradicate polio to its everyday commitment to empower youth, enhance health, promote peace and advance communities.

Despite its tremendous impact, its collective contributions were not fully understood by the broader public. Furthermore, advances in technology and a changing landscape—including an influx of micro-causes—made the task of recruiting and retaining members and appealing to strategic partners even more challenging.

Recognizing that past success doesn't ensure future success, to simplify and amplify its brand expression and experience for greater understanding, relevance and impact across touchpoints.

Setting the Wheel in Motion

To successfully navigate this complex and decentralized organization, Rotary and its advisors used extensive global research to uncover universal themes and understand local nuances. With inputs representing audiences in 167 countries, we discovered that Rotary has all the strengths necessary for greatness. It was just not effectively communicating its approach and impact in terms relevant to external audiences. Our research confirmed that excessive branding of internal campaigns, use of insider terminology and a lack of brand tools resulted in a complex story and portfolio that obscured, rather than clarified, Rotary's breadth and depth of impact.

Working in collaboration with a global steering committee, the Board of Directors of Rotary International and the Trustees of The Rotary Foundation, the team crystallized Rotary's essence, activated its values and amplified its voice. A key part of the brand strategy was to simplify Rotary's story and highlight its value. This included clarifying the criteria for membership (socially and ethically responsible leaders), elevating the benefit of bringing together diverse perspectives to solve problems (connecting for the common good) and, ultimately, defining the type of impact Rotary creates (community impact scaled globally).

To bring Rotary's global impact, unprecedented scale and social responsibility to life, the team then developed a brand architecture framework that clearly signaled how audiences can engage with Rotary—join leaders (clubs), exchange ideas (peace centers, student exchanges, international conventions, etc.) and take action (local and global service projects).

Continued on page 4



Rotary's Public Image!

Continued from page 3

Rotary



Finally, in collaboration with Rotary's global steering committee, Rotary and its advisors refreshed the visual identity to energize Rotary's look and feel, while celebrating its heritage. We did not set out to reinvent the wheel (logo). On the contrary, the team wanted to celebrate the wheel's heritage and build upon a highly recognizable and globally respected identity that has unified and inspired Rotarians for over a century.

Rotary in proportion to the wheel symbol put the more proprietary identity component front and center, it unified the two parts of the organization—Rotary International and The Rotary Foundation—under one powerful banner. The wheel is applied boldly as a mark of excellence—a pledge of commitment, a symbol of leadership, a sign of social and ethical responsibility. We also made sure that it was optimized for digital use.

With a stronger primary logo in place, Rotary set out to build a bolder, easier-to-manage visual system that would continue to inspire creativity while enabling strategic decision-making and visual consistency across communications, media types and geographies.



Strengthening the Digital Experience

Rotary's website largely functioned as a repository of information for members. Rotary recognized that in order to elevate the collective impact of Rotary and deliver on its new public image strategy, the member and non-member digital experiences needed to be drastically simplified and dramatically amplified on the web and for mobile. Rotary developed a responsive site to meet the freshly defined needs of Rotary International, The Rotary Foundation as well as current and prospective Rotarians around the world.

Rotary had extensive global user research and usability testing across Rotary's digital touchpoints, we found that Rotary would be best served through the development of two sites: My Rotary, for members, and Rotary.org, for non-members. By carefully considering Rotary's audience and their needs, we also delivered on our Simple is Smart philosophy developing two smaller sites that use the new voice and streamline content.

My Rotary—a site catering to the needs of members, including new collaboration features, provides relevant information to members based on their role, interest and location to create a more personalized experience. Rotary.org was developed using the new brand architecture framework as the organizing content and navigation principle, and is an engaging experience where visitors can become more familiar with the organization. We positioned the experience to increase membership, and foster collaboration and participation.

The goal of both sites is to motivate, engage and inspire current and prospective members, donors, strategic partners and staff. Together, My Rotary and Rotary.org convey Rotary's global vantage point and its active engagement in communities around the world. With a responsive site design approach that provides an optimal experience across a spectrum of platforms—from desktop to tablet and mobile—Rotary is now fully equipped for the new digital age. The sites provide the information people need, when they need it, wherever they need it, in less time.

A meaningful legacy, but more important, prepared for the next century of Service.

To arrange for a speaker at your Rotary Meeting, please contact (RPIC) Asst. Rotary Public Image Coordinator, PDG George Camp at georgercamp@yahoo.com.



Friendships Around the Globe Help in Times of Need



Rotarians Giovanna & Neil McKay with Cortlandt Manor Rotarian Sharon Irving at Bridge Over the River Kwai.



Left atop elephant: Giovanna McKay from the Rotary Club of and right is Sharon Irving from Rotary Club of Cortlandt Manor.

In Thailand in 2012 at the International Convention two Rotarians who had known each other over the Internet for about two decades finally got to meet and enjoy each other's company! (When Sharon joined Rotary in the mid 90's she also joined a group of Rotarians On The Internet called ROTlan's. They all belong to a bulletin board type chat group started at www.roti.org.) Gio, Neil and Sharon had the good fortune to spend a day riding elephants and going to the Bridge over the River Kwai one afternoon during the Convention. Sharon says it is hard to explain how special it is to finally meet and get to spend some special times with these ROTlans she has considered her friends for many years. On ROTI she met and made friends from all corners of the globe. They exchange stories, information, light banter and grow friendships with other Rotarians that even though they may never meet in person are as important as the ones within your own clubs.

Going to conventions Sharon had the opportunity to meet a number of ROTlans from around the world. One of those ROTlans is Giovanna McKay, known as Gio, from District 3860 in the Philippines. Gio is a MPHF, a PP of the Rotary Club of Waling-Waling Davao, past District Secretary and more. When Typhoon Haiyan hit it hit Gio's District ... the damage and loss of life is unbelievable. Times like these it's important to be able to help in ways that have a personal connection and meaning. Having the Rotary Club of Cortlandt Manor send funds to Gio's club to help those directly effected is so rewarding.

Sharon asked If any other clubs would like to join the Cortlandt Manor Club in helping Gio's club please use the contact information below:

District 3860 Disaster Fund
Bank of the Philippine Islands
ACCOUNT NUMBER 1370-0113-93 MEZ2
Pueblo Verde, Basak, Lapulapu City
Cebu, Philippines
Swift Code: BOPIPHMM



Hartsdale Rotary Club Gives Thanks for Kids in Their Community



Theodore Young Community Center kids and Hartsdale Rotarians packaging Thanksgiving dinners (photo above). Student of the Month award winner Alaina Otto is pictured at right.

The Hartsdale Rotary Club joined with the Theodore Young Community Center and with the aid of a District Grant, provided Thanksgiving Dinner with all the trimmings for 40 families in the Greenburgh area. The Club members and the Community Center members packed the boxes on Sat. Nov 24th for pickup by the families.

"Our Rotary Club is also going to provide a dinner, vacation food and presents for the children at Christmas time", says Project Coordinator, Janet Kuney. The people at the Community Center are great to work with and everyone pitches in to help. This is our second year and we hope to continue the tradition. With the District Grant, we can do so much more this year.

On Wed. November 13th, Alaina Otto was awarded the Dr. Joseph Schaffer-Murray Schwab Student of the Month for November by the Hartsdale Rotary Club. Alaina is an 8th grade student at woodlands Middle School and was highly recommended by her teachers. Alaina was feted at the Rotary Club's Wed. luncheon and given a plaque, a letter of commendation and a monetary award.

Every month during the school year, Hartsdale Rotary gives this award to an outstanding student, nominated by the teachers or guidance counselors, who exemplify "Service Above Self", the Rotary Motto. The award alternates between students from R.J. Bailey School and Woodlands Middle School. Sy Scharf, 94, is the Club's official emcee for the luncheon honoring the student. Parents and teachers are invited to attend. A flyer of the ceremony is posted at the school after the event. Sy is pleased to note that the some of the students are children of the award recipients from 20-30 years ago.





UN Rotaract Club Raises Funds for Gift of Life D7230



The entire Rotaract Club, Gift of Life Board Members, and Leon Hurwitz. GOL Chapter 7230.



Zineb Touzani, president of the UNRC and 2 members.



Sanin and Patrick of the Rotaract Club, and Fredlee Ann Kaplan and Bill Currie, International Board Members.

On November 2, 2013, after the day of Presentations for Rotary At the UN Day, The UN Rotaract Club held a special fundraising event for the benefit of Izet, a 6 month old child who is being treated in Bergamo, Italy, at Ospedali Riuniti by Dr. Giancarlo Crupi, one of the training surgeons for Gift of Life International. The event was great fun with over 70 people who came, and donated toward the expenses of his surgeries and care. Below are pictures of some of the people involved. In addition, Rob Raylman, Executive Director of Gift of Life International, chaired a presentation to the entire assembly, communicating the global work being done, including the establishment of the sustainable, pediatric cardiac surgery programs in Uganda, El Salvador and Jamaica. Presenting with him were Dr. Francisco Gamero, Pediatric Cardiac Surgeon from Bloom Hospital in El Salvador; and Carlos Garcia, UN Ambassador from El Salvador.



On-To-Bermuda 2014

Things are really progressing on our March Bermuda plans. We have chosen the beautiful Fairmont Southampton with their many on site restaurants, golf, exquisite, included breakfasts, beach, and a perfect location. Bermuda's "90 Years of Rotary in Bermuda" events are being formulated with a Sat. banquet, and several non confirmed events such as a dedication of a clock, at City Hall, to Walter Maddocks, a cocktail reception at Bicardi's building, plus many other, enjoyable, activities.

Brochures have been printed that will give you more particulars. If you would like a copy mailed to you, please send me at address, below.

Please contact Coby Ellingwood at coburn.ellingwood@altour.com or 914-993-4044 for information on group hotel rates air, transfers, etc.



Rotary Networking Meeting – Don't Miss It!

A Rotary Networking Meeting is scheduled for January 10, 2014 at 8 a.m.

Our mission is "Promoting networking in Rotary, and promoting Rotary in the business community."

Begun in the Rotary Club of White Plains, we invite Rotarians from every Club and non-Rotarians who a Rotarian thinks may be a good candidate for a Rotary Club. We begin and end promptly so people can get to work; cost is only \$5 and includes breakfast – great deal!

Meetings will be tentatively scheduled for the second Friday of each month, but please contact Bill Fishman at: lvf@fishmanlaw.net to confirm the time and place and for more information.



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2014**

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and Rotarians
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\$225 per student from
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RYLA@Rotary7230.org
(914) 949-3005



Rotary International Convention in Sydney

SYDNEY, AUSTRALIA ~ JUNE 1—4, 2014

Sign up now for this year's Rotary International Convention.

Sydney is one of the most beautiful and vibrant cities in the world! Its robust natural surroundings and gleaming harbor make it a bucket-list destination. With the dramatic silhouette of the Sydney Opera House, the arch of the Sydney Harbour Bridge, a plethora of shopping outlets, delicious waterfront dining, and buzzing nightlife, the city will leave you awe-struck.

While you're in Australia, make plans to visit other memorable destinations such as the Great Barrier Reef, Great Ocean Road, Gold Coast, Adelaide, Perth...and more! Visit <http://www.australia.com> for wonderful tourism information.

The Rotary International Convention will be held at a place familiar to many of us as the sight of the 2000 Summer Olympics. The facilities provide ample space for an extra-large house of friendship, with full handicap accessibility, and a vast array of other amenities.

Free public transportation, starting three days before and ending one day after the Convention, makes it easy to enjoy every corner of magnificent Sydney, nearby legendary beaches, Hunter Valley wine country, and majestic Blue Mountains.

Be sure to register for the Zones 24 and 32 Beyond Borders Event. You'll enjoy cocktails and a generous array of Hors d'oeuvres (you might even skip dinner afterwards!). The Beyond Borders Event will be Sunday, June 1 from 7 to 9 PM at L'Aqua, overlooking Darling Harbor. On the terrace, you'll enjoy seeing "Vivid Sydney" a light show that will continue throughout the convention. Here's a sampling of Vivid Sydney: <http://www.youtube.com/watch?v=ldQjtfqPNQo>

Look for the Beyond Borders Event registration information by following this link: <http://www.clubrunner.ca/Portal/Home.aspx?zid=22>

KEEP IN MIND THE FOLLOWING DATES:

Nov. 3, 2013: Group Housing forms due

Dec. 16, 2013: Increase in registration price

USE THESE USEFUL LINKS TO KEEP UP WITH CONVENTION UPDATES:

Host Committee: <http://www.rotary14.com.au>

Facebook: <http://www.facebook.com/ricon14>

Registration Info: http://www.rotary.org/Rldocuments/en_registrationform_en.pdf

Zone Website Info: <http://www.zones28-29.org/sydney-ri-convention-information/>



REGISTER EARLY AND SAVE!

Rotary International looks forward to welcoming you to the RI Convention 2014 in Sydney, Australia's beautiful Harbour City

Enjoy!

Sydney Opera House Concert
The Great Aussie Barbeque
Rotary Restaurant Night
Australian Football Match

Explore this beautiful city and the nearby beaches

JUNE 1—4, 2014

BOOK NOW FOR THE BEST RATES



Invitation: Explore Cuba!

The Bedford-Armonk Rotary Club, working with Insight Cuba* has put together a special trip in Cuba for Rotarians, their families and friends of all ages. The delegation will learn about the history, culture, art, music, agriculture, business, education, and health services in Cuba – where the first Rotary Club in a non-English speaking country was established in June 1916.

ITINERARY

Day 1 - Havana

Arrive at the José Martí International Airport; travel to hotel with Cuban host; afternoon program orientation with Cuban Guide and Insight Cuba representative; dinner at the hotel; visit Morro-Cabaña Castle.

Day 2 - Havana

Breakfast; morning educational exchange with Cuban patients, residents and doctors at the local polyclinic; meet Cuban farmers and administrators at Vivero Organopónico; lunch at Vivero Organopónico; visit Finca Vigia, the birthplace of many of Ernest Hemingway's best works; meet with the director of the Casa Taller Antonia Eiriz (papier mache); dinner.

Day 3 – Havana/Santiago

Breakfast; meet with the Director of Havana Club Rum; visit the University of Havana's FLEX program; meet the director of the Literacy Museum in Havana; lunch; meet Cuban dance students at ProDanza Ballet School and the owner and director of the Laura Alonzo; fly to Santiago de Cuba; dinner.

Day 4 – Santiago

Breakfast; visit the village of Cobre and view the Basilica of Our Lady of Charity of Cobre; lunch at El Morro fortress; tour Santiago de Cuba; visit the Museo de Carnival; dinner.

Day 5 – Santiago/Havana

Breakfast; discuss "Afrocubanismo" at a local artist's studio; walking tour of Santiago en route to a visit of a Casa Particular; lunch; visit the Casa Artex with an Afro-Cuban dance performance; fly to Havana; dinner.

Day 6 – Havana

Breakfast; meet with ICAP (Cuban Institute for Friendship with the Peoples) representatives and owners of local businesses; lunch; listen to jazz musicians at La Zorra y El Cuevo; discuss life in Cuba with students from the Cuban Amigos; dinner and night club show.

Day 7 - Havana

Breakfast; discuss Cuban economics with a prominent Cuban hotel manager and a specialist in the field; visit a cigar factory; lunch.

Interested? ...

Contact Bedford-Armonk Rotarian Janet Walsh at jlwalsh25@aol.com or log on to: <https://booknow.insightcuba.com/icgroupenroll/joiningroup.aspx> using Username: "RotaryClub" and Password: "BARC223"

**Travel in Cuba is provided by Insight Cuba, a division of Cross-Cultural Solutions; a licensed provider of people-to-people travel. Insight Cuba is a division of Cross-Cultural Solutions; an independent, not-for-profit organization founded in 1995, and is independent of the Bedford-Armonk Rotary Club.*





Briarcliff Rotary Inducts New Member

Mr. Patrick Hermance, manager of the Trustco Bank in Briarcliff Manor, has joined the Rotary Club of Briarcliff Manor. Mr. Hermance, sponsored by the Club's President Rotarian Anne Cargill, was inducted into the Club at its regular meeting on October 25.

Mr. Hermance is a graduate of the University of South Carolina with a Bachelors Degree in Finance. He recently relocated to Westchester from Albany, New York. He has been with Trustco since 2009, and is now incharge of the branch in Briarcliff Manor.

The Briarcliff Rotary welcomes Mr. Hermance to to the Club.



Rotary District 7230



Gift of Life, Inc.

Save The Date!

CELEBRATING 20 YEARS OF GIVING HEART & SOUL

Come join us
for a fabulous
evening at
beautiful
Greentree
Country Club in
New Rochelle
to support
our District's Gift
of Life projects!



DISTRICT 7230 GIFT OF LIFE, INC.

FEBRUARY 1, 2014