



District 7500 Governor's Newsletter

Monmouth, Ocean & Burlington Counties

Rotary International President 2015-16

H.R. "Ravi" Ravindran

District Governor 2015-16

David C. Forward

November-December 2015



Governor David's Diary



They warned me this would happen.

As District Governors-Nominee-Designate, then -Nominee, then -Elect, we spend 2½ years of training, preparing, waiting, and planning. Then July 1st of "your" year comes along, and before you know it, the year is half over.

As we near the end of any calendar year, we tend to reflect back on things that have happened on the past few months. When I do that, I am filled with gratitude and joy. Does it seem forever ago that we endured the monsoon on the Battleship New Jersey for the District Changeover? And yet the 181 of you who attended still remind me of how much fun you had as we began our year together.

Then there were all those club installations, and as I drove home from each one of them, I thought, "What a wonderful club that is!" or "What a super president she is going to be!" or "Now there's an awesome Rotary club!" And beginning on July 1st, I go to begin my official visits. Yes, they were tiring, sometimes leaving home at 5:30AM and getting home at 10PM after my third club visit. But what a privilege it was to see the great work you are doing in your communities and around the world.

Once a month, our District leadership—I call them Team7500—meet to discuss our plans and chart our progress, and I am happy to report great progress in all our important KPIs (key performance indicators). Membership is up significantly for the first time in years. We began with 1,145 and as of November 30th are at 1,185. In our Zone, which is comprised of 1,041 Rotary clubs and 20 Districts, we are Number One in membership growth this year! So thank you to the best Membership Team in all of Rotary. But most especially, thank YOU, for caring enough to share Rotary with other great friends, neighbors and associates in your community.

Finally, thank you for embracing 50,000 Kids Week and the Rotary Community Volunteer Awards—both new programs this year. Anybody present at the wonderful Foundation Dinner or Volunteer Awards presentation will attest to the excitement and pride in being Rotarians.

As we enter this season of joy and goodwill, I wish you happiness and peace; gratitude for being who you are these past five months, and hope that you will commit to making Rotary bigger, better, and bolder in 2016.

Cheers,

David

And the Governor's Golden Gavel Award goes to . . .

Top 5 clubs in attendance for October:

Barnegat	100% (AWESOME JOB!)
Jackson	87.5%
Bordentown	80%
Belmar-Wall	78%
Medford Sunrise	76%



Membership increase in October:

Point Pleasant Beach	3
Moorestown Breakfast	2
Marlton	2

Asbury Park, Barnegat, Bordentown, and Long Branch each added one new member

Changes in club meeting places (please correct in your District Directory)

The **Willingboro Rotary** club has changed its meeting place and time. Effective immediately, they meet at noon on Thursdays at the beautiful Laurel Creek Country Club in Mt. Laurel.

Effective January 7th, **Medford Sunrise Rotary** club will move their weekly meeting place to the Pop Shop, right in the center of Medford Village, at the corner of Main Street and Bank Street. This is the hip new breakfast spot in Burlington County. Go visit Medford Sunrise in their new home!

Effective January 7th, **Jackson Rotary** has also changed its meeting place. Having struggled with not having a separate room at the restaurant for many months, it is thrilled to now meet on Thursdays at 7:15AM in a private room at the lovely IHOP Restaurant at 4731 Route 9, Howell, NJ

Bill Donnelly named District Governor for 2018-19!

On November 6th, the District Nominating Committee met and unanimously named Bill Donnelly, of the Rotary Club of Red Bank, to be District 7500's Governor for the 2018-19 Rotary year. In accordance with RI Bylaws, a two-week notice was given to each club president, and no objections having been received, Bill Donnelly is hereby named District Governor Nominee-Designate, and will serve as Governor in the 2018-19 Rotary year.



Assessments and Executive Coach. He is a past member of the Turnaround Management Association and the American Bankruptcy Institute. Before founding Bac2Profit in 2003, he served for over 18 years as turnaround CEO, COO and/or CFO at several privately-owned companies, in industries including shoes, luggage, chocolate and housewares. They included companies in import, export, wholesale distribution and retailing.

Bill is no stranger to Rotarians in our District having served in numerous positions throughout his 12 years as a Rotarian.

He has spent more than 30 years advising companies through the challenges of successful turnarounds and the return to robust, profitable growth. He has in-depth experience in financial and operational management, cash flow and working capital improvement, sales management, process analysis and continuous improvement. In addition to his role as Managing Director of Oak & Apple Partners, Bill is the principal at Bac2Profit, LLC, which rescues, rebuilds and restructures companies for long term competitive advantage and profits.

Bill is also the current Director of Mentoring of the Independent Business Alliance (IBA).

Bill earned his undergraduate degree from Loyola University of Maryland. In addition, he holds certifications as a Master Business Mentor, Priorities and Behavior

Bill is a lifetime resident of Monmouth County and Middletown. He resides in Middletown in the house he grew up in having bought it from his father in 1987. He and Susan have been married for 32 years and they have 4 children and 9 grandchildren. He continues to be active in networking groups.

He is a 12-year member of the Red Bank Rotary. A Past Chair the Red Bank Rotary Foundation a 501c3, Past Club President, current co-Chair of the golf outing, member of the Scholarship Committee, past Club District Grant Chair, past Food & Wine Fundraiser Chair, and co-founder and current liaison of the Red Bank Rotary Satellite Club.

He is a current District Chair and faculty member of The Rotary Leadership Institute, and District 7500's Rotary District Grants Chair. Bill will serve as PETS trainer/facilitator 2014 and 2015 and will co-chair the committee of curriculum for Area Governors for PETS 2016.

Special "Future Leaders" session announced!

What does it take to be a leader in our District? Maybe you would like to become an AG (Assistant Governor) in the future. Or perhaps you so enjoy Rotary that you are . . . kinda, sorta . . . wondering how much time and training would be involved in pursuing the path to becoming district governor.

We need great leaders, and there are significant resources available to help future leaders from the moment they are chosen all the way through the completion of their term.

If you have any interest in knowing what it takes to join the District 7500 leadership team, please join our Future Leaders round table discussion on January 30th. Our Mid-Year Assembly will be held that morning at Ocean County College in Toms River, and immediately following lunch, we'll hold a Q & A to answer all your questions.

So don't be shy! Plan to come and learn how somebody you know could help lead our District's bright future!

Two Important Deadlines for Clubs

Please remember that prior to December 31st you must elect your club officers and directors for the Rotary year beginning July 1, 2016. You should then immediately report this to both our District and Rotary International.

You should send the 2016-17 club officer and director names and contact details (address/phone/email) to District Secretary Paul Peacock at DorisPaul@Comcast.net.

Send the same info to RI either via ClubRunner, MyRotary, or via email to data@Rotary.org

The second deadline is for your club's semi-annual invoice. Your club will now be billed for the members RI has on their rolls on January 1st. If you have not turned on 'RI Integration,' it is possible that our District records and RI's records of your membership are not in synch. The ONLY number that matters is what RI has, so firstly, please turn on RI Integration (email District Secretary Paul at DorisPaul@Comcast.net if you need help.) Secondly, if you are about to remove a member from your club's roll, do it before December 31st, because if RI has him/her on their records on January 1st, you will owe semi-annual dues for that member.

AROUND THE DISTRICT

News from the clubs and news *for* the clubs

Point Pleasant Boro Rotary presents \$10,000 check!

With the recent presentation of a check for \$10,000 to the Melanoma Research Foundation (MRF) the Point Pleasant Boro Rotary Club achieved its initial goal to donate \$50,000 to fight the disease. Tim Turnham, Executive Director of the Melanoma Research Foundation, traveled from Washington, D. C. to accept the check from the club on October 28th. The contribution represents a portion of the proceeds realized from the club's 8th Annual Kevin A. Brue Melanoma Awareness Father's Day 5K and Fun Run held last June. The race is named for Kevin Brue, an avid runner and former Point Boro High School athlete, who passed away after a brave struggle with melanoma. His father John Brue, Sr. and his brother, John Brue, Jr. have served as Rotary Club President.

The MRF, the largest independent, national organization devoted to melanoma, the most serious of skin cancers in the United States, has been guided by Mr. Turnham since January 2009. It was founded in 1996 and regularly achieves the highest rating from Charity Navigator, the nation's largest and most utilized independent charity evaluator. He updated the club on some advances in treatment approved recently by the U. S. Food and Drug Administration (FDA). He noted that an injection can be used to treat melanoma lesions that cannot be removed completely by surgery and it causes the cancer cells to rupture and die. There is now a first time approved therapy of combining two cancer drugs to unleash the

body's immune system against tumors. The FDA expanded the use of a drug to include therapy for patients with stage III melanoma, to lower the risk that the melanoma will return following surgery.

"This club made a commitment five years ago to use the race proceeds to help in the battle against melanoma," remarked Club President Tom Santoro, Jr. "and in each of the last five years the club was able to donate \$10,000 to help the Melanoma Research Foundation. We are proud to be part of this campaign to fight one of the fastest growing cancers in the United States." Mr. Turnham thanked the club for its commitment to helping defeat melanoma. He stated that "Every step taken in the fight builds on a foundation to provide amazing hope. The life expectancy for a person stricken with melanoma has increased considerably since my first visit to the Point Pleasant Boro Rotary Club five years ago."

The 9th annual 5K is slated to be held on Saturday, June 18, 2016. Jim Higgins, Race Director, indicated that "The energetic spirit demonstrated in the past by the borough administration and several of its departments, the school system, the running community, local businesses, our fellow residents and our club members, points to this race continuing its goal to generate assistance to many charitable and community-based groups."

Moorestown Breakfast Past President receives award

Moorestown Rotary Breakfast club president Scott Aschoff presents award to Past President Justin Cunnane, congratulating him on a year of outstanding Service above Self. Justin is a Senior Business Banker at PNC Bank based in Moorestown. Under Justin's leadership the club was able to deliver 150 backpacks filled with school supplies to those less fortunate in Moorestown, and \$12,000 in college scholarships to Moorestown students, \$1,250 in gift Christmas cards to middle school students and a lunch program for students during the Summer.



RYLA 2015



On June 27, 2015, 29 students from Keyport, Keansburg, and Raritan High Schools arrived at Monmouth University to begin their four-day RYLA experience. **Hazlet Rotary**, in conjunction with the Keyport, Keansburg, and Hazlet Township Boards of Education are real partners in providing this opportunity.

For the next four days, students participated in a variety of leadership building activities designed to make them more aware of their true capabilities. The students told Hazlet Rotary they felt the experience was "life changing."

Support of RYLA is a real passion for the members of this small Rotary club, and the Rotarians point to how many of their RYLA participants become student leaders in their schools and the community.

As the club's David Winter points out, "The participants know that Hazlet Rotary is committed to their success, and the club has a RYLA coordinator present during all four days of the RYLA activity, interacting with each student."

AROUND THE DISTRICT

News from the clubs and news *for* the clubs

Red Bank names “Honorary Rotarian”

The **Rotary Club of Red Bank** honored Red Bank business owner and youth advocate, David Prown, for his outstanding community service and volunteer leadership.

For many years, long-time (3rd generation) Red Bank Business owner David Prown has demonstrated a strong commitment to ensuring that the youth in greater Red Bank have the opportunity to learn, grow and thrive.

He has passionately volunteered his time (on average 2-4 hours a day, every day) and talent in a most unpretentious and often unsolicited manner, thereby exhibiting the true ideals of unselfish service to those in need. David is dedicated to the goal



Left to right: Joe Greca, Mike Toscano, Denise Benbrook & David Prown

that all children in the Borough, regardless of background or income, have the opportunity to participate in sports, recreational and educational programs. Whether he provides transportation to a kid without a means to attend an event, collects and distributes donated equipment so that kids can participate or convinces others to get involved, David often thinks “outside of the box”.

Starting in 1988, each year the Red Bank Rotary has sought to present an Honorary Rotarian Award to a non-Rotarian in the area, who best exemplifies the true spirit of Rotary’s Motto: “Service Above Self”.

Forked River Flag Day

November brought to an end the Rotary Club of Forked River Adopt a Flag Program for 2015. On Veteran’s Day, businesses along the town’s major roadways who had committed to a public expression of national pride and support for the men and women who have, and still do, serve and protect our country had flags placed by members of the Rotary Club of Forked River.



Flag Flying Days are Memorial Day, Flag Day, Independence Day, Labor Day, Day of Remembrance and Veteran’s Day. Rotary members install the 3’ X 5’ flags by 9AM and remove them by 6PM on those days.

Making a Difference from Medford

Several times each year, the **Medford Sunrise Rotary** club collects food for troops that are stationed in Afghanistan. “They especially need personal hygiene items, or snacks that remind them of home, such as Pringles, cookies, and items like that which are simply unavailable in their remote and dangerous stations,” said Stephanie Brown, the club’s Community Service Director. In the October collection, members of the club handed out “wish lists” to shoppers entering the Murphy’s Markets in Medford and Tabernacle, and in a four-hour period, collected 28 enormous boxes filled with goodies, and within 48 hours, the Yellow Ribbon Club had shipped them to Afghanistan.

Two weeks later, the following letter arrived:

I just wanted to take a moment to thank you for your thoughtful care package. The men and women of the 455 ECS are extremely thankful for your gift. It’s people like you, and the tidings from home that you send, that are a welcome reminder of why we do what we do. These tidings from home mean more than you could know. We are all like little kids at Christmas time when the mail shows up!

Sending thanks from Afghanistan, SSgt Joshua Lawson



Dorothea Bon Jovi visits Central Ocean Rotary

The **Central Ocean** club hosted Dorothea, wife of singer Jon Bon Jovi, at their club meeting in November. Ms. Bon Jovi was there to announce the campaign to launch a 12,000 square foot warehouse in Toms River that will help combat hunger and poverty.

The Central Ocean Rotary Club is partnering with the Jon Bon Jovi Soul Foundation, the People’s Pantry, and Food Bank of Monmouth and Ocean Counties

to create the B.E.A.T. Center, which will be a 12,000 square foot facility located in Toms River where poor and working families can access food, education and other resources. The Central Ocean Rotary Club is proud to pledge its support for such a great initiative.



AROUND THE DISTRICT

News from the clubs and news *for* the clubs

50,000 Kids week

In lieu of their regularly scheduled lunch, the **Central Ocean Rotary Club** took the time to visit a charity they have supported for many years: Ocean's Harbor House in Toms



River. They provide a safe haven for homeless children who are unable or unwilling to return home. They provided the club with a tour of their facility and educated the Rotarians on the

homeless issues in the town, plus outlined how Rotary can help in the future.

The **Rotary Club of Forked River's** donation to the 50,000 Kids Week received a boost from the members of the **Lacey Township High School Interact Club**. The students held a "Hat Day" and also sold End Polio Now pins during the school day to their classmates and teachers. Their contribution, along with our Club contribution equal to the cost of 1 skipped Rotary Club meal, boosted our total to \$1303.00!

"Give a Christmas"

Willingboro Rotary Club and the Burlington County Times partner each year for the "Give a Christmas" campaign,



where they distribute more than \$100,000 in toys and gifts for needy area families. Seen here are club members reading some of the 1,500 letters that arrived asking for help for their families.

Sandy Recovery Workshop

Still struggling in your recovery from Hurricane Sandy?

Come to our workshop where we will have a brief presentation covering topics such as:

- RREM program
- Flood Insurance (NFIP) claim reviews
- Contractor Issues

Community advocates, financial counselors, non-profit lawyers and builders will be on hand to provide one-on-one assistance.

Thursday 12/17 6-8pm Middletown Library
55 New Monmouth Rd
Middletown, NJ

If you are interested in attending a workshop please call 732-569-3484 ext. 24

Now HERE'S and idea every club could use . . .

"Come Back to Mount Holly!"

The Mount Holly Rotary Club, sponsors of the Interact Club of Rancocas Valley Regional High School, decided to get the names of both clubs out before the public in a new and different way. At every home football game this



season, the public address announcer has announced "The Mount Holly Rotary Club, proud sponsor of the Rancocas Valley Interact Club, welcomes our visitors in the visitor's stands. We'd

like you to 'Come Back to Mount Holly', so during the third quarter, a member of the Rotary Club will be coming over to award one lucky couple a fifty dollar gift card to the Robin's Nest, one of the premier restaurants in our town. The Mount Holly Rotary Club wants you to "Come Back to Mount Holly"!

Right after halftime, one of the members of the Club goes across the field and simply selects a couple. They are asked "Where do you live? Do you like to eat? Would you like to come back to Mount Holly to have fifty dollars of free food, compliments of the Mount Holly Rotary Club?" Their names are then given to the public address announcer, who announces them as the recipients of the gift card (mentioning both Mount Holly Rotary Club and the Interact Club).

The gift cards are provided by one of the Rotarians who is one of the owners of the Robin's Nest Restaurant. When the gift cards are used, the Club reimburse her for the cost of the card. Of course, if the gift cards are not used, our Club has still received a lot of free publicity from the PA announcer!

Next football season, the club will build on the success of this by placing an ad in the program book that is sold at every home game.

The club sees this as a great way to get its name heard in the public and a great way to show their support for the town in which they meet and serve.

In Memoriam

It is with great sadness that the Rotary Club of Forked River announces the passing of one of its long time members, a valued friend and genuine nice guy. Richard Godfrey Hyer, Esq., 69, died from injuries following a fall. He was a proud member, for more than 42 years of the Rotary Club of Forked River where he served as a Past President and a Paul Harris Fellow Award recipient. Richard was known for his humor, his love of music from the 1950s, and the Pontiac GTO that he drove in his youth. He wanted to be remembered for "being 6'2", his amazing career as an astronaut and being better looking than Troy Donohue." Godspeed Rich. We will miss you.

Coming Soon: *BIG* Things from our Public Image Committee!

Platforms, Networks, and Billboards...Oh My!
by Angelique Flynn, Bordentown Rotary Club

I think most of us know that times have changed drastically. Navigating the frequently changing waters of social media and social marketing can be intimidating for anyone. Where we once invited friends to parties with a personal invitation in the mail, now we set up a Facebook event and tag all our friends. Where we once grew an organization by word of mouth, now we hand out marketing materials. Where we once sent an email about our latest accomplishments, now we send a tweet. The problem is, not all of us know how or when to do these things, and therefore, not all of us are using the available tools to help grow our Rotary Clubs.

That's where District 7500's Public Image Committee comes in! We are a small committee of creative thinkers who are already using these tools in our personal and professional lives. We have been brainstorming ways to help make marketing, in general, and social media, in particular, more accessible to our fellow Rotarians. Here are a few ways that we are making that happen:

- **Public Image Manual.** We are working on a very basic step-by-step how-to guide to help educate your club and your club members on various ways to market your club. From Facebook to Public Service Announcements, blogging to brochures, and everything in between, we hope to help you get started without having to figure it all out yourselves. We are all volunteers with limited time, so we want to make this as easy as possible!
- **Traditional Advertising.** Thanks to the expert members of our committee, we have identified some traditional forms of advertising that may serve our district well to nurture awareness about Rotary. We are doing the research on these possibilities, and we will keep you updated with their progress.
- **Facebook Ad Campaign.** Our first Facebook advertisement has already been "aired" for almost 3 weeks. Our primary goal was to generate interest

amongst our peers on Facebook about what Rotary is. We think we have been a success so far! Tell us what you think.

Have you seen our ad? Have you commented, liked, or shared it?

Has your club Facebook page received any new "likes" or "views"? Have you gotten any inquiries from prospective new members? Keep reading to see our results so far!

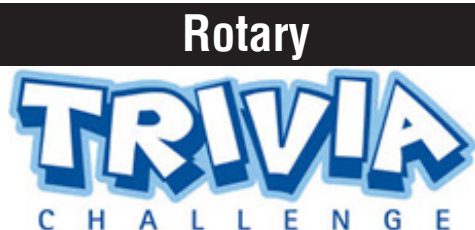
When we began the Facebook campaign, the District 7500 Facebook page only had 35 likes. It now has 147 likes. More importantly, however, is how many people are engaged with the page. Our ad directs viewers to the district's website, where they can then find their local club. Fortunately, they are also looking at other posts about Rotary on the Facebook page. Let me share with you some numbers:

- The post from November 13th regarding "What's Rotary?" has reached 1,136 people organically. (That means that we didn't pay for those views.) 8 people have clicked on the link in the post.
- The post from November 9th which shows a video about Rotary has reached 1,205 people organically.
- Our Facebook Ad (for which we paid to run for a month) has reached 18,651 people, 3,213 of them organically.
- Our Facebook Ad has been liked 336 times and shared 104 times! That's all you! Thank you for supporting our campaign!
- 33 people have clicked on the link to learn more, while 132 clicked on the post. Many who looked closer at the advertisement may have Googled Rotary later, even if they did not click on the link.
- The advertisement has reached men and women equally.
- 18% of women engaged with the post (meaning that they liked, commented or shared it) were between the ages of 55 & 64. This was also the age category most engaged among men. However, 12% of the males who viewed the post were between the ages of 25 & 34. This was the largest segment of viewers among men.
- 97% of all viewing was done from a mobile phone.
- We targeted specific towns in NJ, so it wasn't surprising that more than 7000 viewers were from NJ. We also had 5000+ viewers from PA, and another 2000 from Massachusetts.. (Maybe we should check with MA and see if they got any new members as a result!)



So how can you help? Visit and like the District 7500 Facebook page: www.facebook.com/rotary7500. Like, comment on, and share every post, but particularly the one pictured above. When you click share, Facebook gives you a few options. You can either share it instantly, write a post, or share it in a private message. If you have a friend interested in Rotary, share it with them in a private message, including a note of your own. If you share it to your wall, write a post with it so that your friends are more likely to see it. If we all do this, we will reach so many more people than our budget allows. Also, get in the habit of checking the 7500 Facebook page weekly. Because of the Facebook algorithm, only 10% (or 15 people) of people who have liked the page will see future posts unless someone engages with the post. So ENGAGE! We will be trying more of these Facebook ads, but we need your help to make it work!

Finally, if you would like to help us on the committee, or share your suggestions and ideas, please email us! You can reach me, Angelique Flynn, at: aflynn@servprobordentown.com.



A monthly question on Rotary history or trivia.

Last month's question was:

Which was the first non-English-speaking country for a Rotary club to be formed?

1. Italy
2. Japan
3. Cuba
4. Mexico

The answer is, Cuba! Congratulations to **Linda Mackey** of **Medford Sunrise Rotary** for being the first to submit the correct answer.

This month's Rotary trivia question is:

If you left the Rotary Club of Detroit and headed due south, what would be the first foreign country you would come to?

If you think you know the answer, email it to newsletter editor, Chris Forward at CCFRN1@aol.com before December 30th.

GOOD NEWS!

Rotary District 7500 Foundation, Inc. Receives 501(c)3 Designation

Last year, September 2014, Rotary District 7500 formed the Rotary District 7500 Foundation, Inc., It was the intent of the District to have the Rotary District 7500 Foundation attain 501(c)3 status. Rotary District 7500 Foundation, Inc. applied for and received its 501(c)3 designation in September 2015.

The purpose of establishing a 501(c)3 District Foundation was twofold:

1. To enable the District to receive and disperse tax free donations/funds.

This need became apparent in the aftermath of Super-storm Sandy, when the District was the recipient of donations to help the people and communities affected by the storm, however, these funds had to be placed in a 501(c)3 account. Rotary District 7500 is a 501(c)4 organization, as are each of the Rotary clubs in our District. Thanks to the assistance of the Forked River Rotary Foundation and the Toms River Rotary Foundation, their Chairs and Treasurers, the District was able to accept and have these funds dispersed. This process pointed out the need to have a 501(c)3 Foundation at the District level.

2. To assist and enable Rotary clubs in our District that do not have their own Foundations to, in effect, use the Rotary District 7500 Foundation's 501(c)3 status to receive and disperse donations which are tax-exempt.

The Board of Trustees of the Rotary District 7500 Foundation is currently putting together operating components for the Rotary District 7500 Foundation (Obtaining a Treasurer, Selecting a Bank and establishing the applicable accounts, developing operating guidelines, etc.). The Rotary District 7500 Foundation is working towards making services to the clubs available by January 1, 2016.

To provide you with more information about the Rotary District 7500 Foundation, its operation, how clubs will be able to use its services, and answers any questions you may have, a form of communication will be set up with you, either individually or in groups. Initially, we would like to hold either a webinar or an in person meeting in a central location in the District. If you have a preference, or if you have any immediate questions, please contact Harriet Primack IPG (Immediate Past Governor) and Rotary District 7500 Foundation Chair 2015-16, at hmaip@msn.com or 908-415-8652

The Bylaws of the Rotary District 7500 Foundation, Inc. can be found on the District's website, (www.rotarydistrict7500.org), along with the names of the current trustees and officers.

Coming Soon

A brief listing of upcoming club and district activities

Jan 23: Comedy for a Cause, the Barnegat Rotary Club's comedy night at the Holiday Inn, Manahawkin. Tickets are only \$40 and include a buffet dinner and professional comedy show. Buy tickets at www.EventBrite.com

Jan 30: Mid-Year Assembly at Ocean County College, 8:30AM-12:30PM. Information-packed morning with sessions on Membership, Rotary Foundation, Public Image, Rotaract, and much more! RSVP now with PDG Boots White at 609-267-3349 or KWBoots@aol.com
Future Leaders Discussion: Immediately following lunch at the MidYear Assembly, we will have a panel discussion for anybody wondering what it takes to move up to become a club president, an Assistant Governor, or a District Governor. This does not obligate you in any way; it simply lays out the time, money, and other commitments for those who may have some interest in becoming future leaders in Rotary.

Feb 13: Breakfast round table discussions for club presidents, held in Burlington County

Feb 20: Breakfast round table discussions for club presidents, held in Ocean/Monmouth County

Mar 21: "Be a Gift to the World" dinner with RI President. Be one of the 100 new Paul Harris Fellows or Major Donors to receive your recognition by the RI President.

IMPORTANT CHANGE OF DATE

Due to a change in the date of an RI Board of Directors meeting, President Ravi Ravindran cannot make it for our "Be a Gift to the World" dinner on April 6th. After extensive negotiations, however, we have secured him for March 21. So please cancel your hold on April 6th and be sure to plan on attending the wonderful March 21 event.

Apr 29-May 1: The "MORE in BaltiMORE District Conference" in Baltimore. Find all details and registration on www.RotaryDistrict7500.org or contact Jim Robinson at 609.923.3881 for questions or a program at your club.

Membership Matters



As I visited each club and met their Boards, I asked them to describe their vision for their club five years from now. Without exception, every club said they wanted "more members" and "younger members." Our District Membership Team has been doing a wonderful job of showing club membership chairs how to attract more people to their clubs. But what of younger members? What would it be about your Rotary club and mine that would be appealing to a Millennial?

First, a definition. A "Millennial" is a person who was born between the early 1980s and early 2000s, so most Millennials are now in their mid-teens to mid-30s.

Their common traits are that they are:

- Confident
- Independent
- Tolerant
- Idealistic

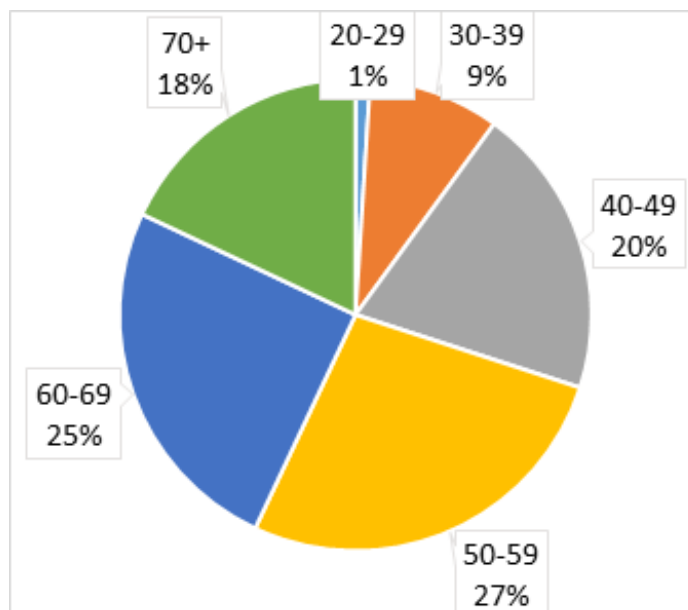
That said, Millennials have also been described as being:

- Narcissistic
- Detached
- Undisciplined
- Unrealistic

Their value:

- Collaboration over authority
- Innovation over tradition
- Global reach over local connectedness

This is how Rotary's membership is currently composed:





*and now we have designed a **Mid-Year Assembly** with topics you have specifically asked for*

Look at the information-packed program for **Saturday, January 30** at Ocean County College, Toms River:

8-8:45AM Continental breakfast and registration
8:45-9 Opening program

We then have three separate tracks of workshops, roughly 45 minutes each, with a 15-minute break between them. You and your club friends can attend any of the four workshops within each track. (Breakout titles subject to change)

Track One:

- Membership: Attracting new members
- "So what is The Rotary Foundation, and why should I care?"
- Tech Tips: Using Social Media to promote your club
- What the Heck is Vocational Service?

Track Two:

- Membership Retention through Membership Engagement
- "How does the Zone & Rotary Foundation fit into my Rotary Club?"
- Youth Service: Interact, RYLA, & the Youth Protection Policy
- Tech Tips: Using Rotary.org

Track Three:

- Growing our Membership through satellite clubs, alternative meeting times, and new clubs
- "Global Grants: As Easy As 1+2=3"
- How you can enhance your club's Public Image in the community
- Great Fund Raising Ideas

We'll reconvene for a working lunch, with Rotary International Director Julia Phelps as our keynote speaker.

We will be done by 1PM, unless you would like to stay for the Future Leaders discussion, or are a club president-elect and will be meeting with Governor-Elect Deborah for Pre-PETS training

So as you can see, there are so many sessions that will help you and your club grow in your knowledge of, and effectiveness in Rotary.

We are now accepting reservations. Please go to RotaryDistrict7500.org and register for the 2016 MidYear Assembly NOW!

NEWS FROM R.I.

Rotary Foundation Focus

Rotary's Donor Advised Fund
It is like having your own foundation,
only better.

Rotary's Donor Advised Fund makes philanthropy simple. Open a charitable giving account today with \$10,000 or more and recommend grants to your favorite U.S.-based charities at your convenience. You advise how you want account funds invested and how and when to make grants to IRS-approved charities. Rotary provides professional asset management and takes care of all of the administrative details.

Contributions are U.S. tax-deductible in the year they are made, allowing you to maximize your deductions in years when they are most beneficial. You may also avoid unnecessary capital gains taxes on gifts of appreciated securities.

Rotary offers Individual accounts for Rotarians and friends and Group accounts for clubs, districts and Rotary-affiliated groups.

The Rotary Foundation Donor Advised Fund **Support Your Favorite Charities Today**

Individual and Family accounts offer the benefits of a family foundation without the burdens of administering one. You receive the same tax advantages without start-up costs or mandatory 5% distributions.

Group accounts allow your club, district or Rotary-affiliated organization to accept tax-deductible contributions and have The Rotary Foundation manage the investments and administer the account.

Enjoy Convenience. Manage your charitable giving and tax receipts through a single account. You can access the account online to check the balance, make grant recommendations and view quarterly statements.

Provide for your legacy. Individual accounts give you a flexible way to make a legacy gift to The Rotary Foundation without changing your will.

Give Anonymously. You can choose to have a grant made anonymously. This may help keep you off of mailing lists and avoid unwelcome solicitations.

For more information contact planned.giving@rotary.org, call 847-866-3100 or visit www.rotary.org/plannedgiving.



SHELTERBOX UPDATE

November 1, 2015

by DICK ISACKSON PDG D7500 COORDINATOR

"THANK YOU DISTRICT 7500"

District 7500 Clubs, Rotarians and Interacts over the past two Rotary years, have contributed \$75,574 to provide warmth, shelter and dignity to more than 750 victims of natural disasters in the Philippines, Nepal, Chile, Malawi, Madagascar, Columbia, Vanuatu, and man-made conflicts in Cameroon, Congo, Gaza, Niger and Syria.

This year ShelterBox is celebrating its fifteenth year of service to the world having made 240 deployments to 90 different countries. Because many repeat incidents occur, pre-deployment of aid is established ready for use when the next event occurs.

So, what's been happening recently, Typhoon Koppu attacking the west coast of Mexico, Earthquakes in Pakistan and Afghanistan and a Transit Refugee Camp on the Greek Isle of Lesbos, a halfway point for many travelers heading from conflict to the European Union (EU). In September 100 tents were set up in the Kara Tepe Camp near the main port of Mytilene. Most families are there for only a few nights while their paperwork is completed and they are ready for the next leg of their journey. As the

Jedou family consisting of mother, dad and four children traveling from Mosul, Iraq to the EU told our Response Team member Sam Hewett(UK), we are Christians and Christians are being killed in Iraq by Daesh. Here we feel safe in your Big Tent. We can put our whole family inside along with our luggage to keep it safe.

Mother Nature and Man continue to generate weather conditions and conflicts affecting millions of people on a daily basis. In many cases, Mother Nature is not happy to bring on a single devastation, but must return frequently. Hurricanes, Typhoons, and Floods are a few of her tools of destruction in addition to Volcanic Eruptions, Mud Slides and Blizzards. Man reverts to hate, anger, fighting, and power struggles. Our continued support of ShelterBox provides the funding necessary to bring aid to victims of these disasters.

During this Rotary year, Thank You to the Rotary Clubs of Forked River, Long Branch, Toms River, Palmyra-Riverton-Cinnaminson and to the Mann Foundation for their contributions to this Worldwide organization of ours for Disaster Relief called SHELTERBOX.

TechTips

Ready to sit down with the family over the holidays and plan your next vacation? Here are some great travel-related apps that you might find useful:

The **Cruise Finder** app at iCruise.com An easy way to browse through 12,000 cruise itineraries that span the seven seas, with cruise reviews, special deals, and free upgrades.

SeatGuru, just enter your flight number and find the seats to avoid and the seats on any flight that might have an extra inch or two of legroom.

Hipmunk, sorts flights by price, layover time, and airline but also lets you receive updates if the price drops on your selected route. Also lists prices for hotels, and cars.

AhaRadio is an app that's perfect for long-distance car trips, or stays in faraway places where you have no English TV or radio. The free app lets you listen to more than 40,000 radio stations or even audio books and TED Talks while you are on the road, via your smartphone or car radio.

HopStop is a free app that will help you navigate in hundreds of cities around the US and the world. Need to know which subway route to take in Moscow, or walking directions in Auckland? HopStop will get you there.

Waze. Here's one you can start using today. This free app relies on thousands of other users to report traffic delays, accidents—even speed traps—on the road ahead.

Viber.com allows you to avoid expensive international phone and text message bills by giving you free phone calls and messages between any other Viber customer. Perfect for staying in touch with home while you are overseas.

Google Translate lets you type in any word or phrase and have it instantly translated into virtually any other language. Heading to the RI Convention in Seoul next year?

Try 나는이 년 내 지구 총재를 사랑

which means "I love my District Governor this year." (But only if that meets the Four-Way Test!)

Oh, What a Month in District 7500!

District 7500



100% of our clubs participated in "50,000 Kids Week" to help eradicate polio, and when the sell-out crowd met for our Thanks for Giving Dinner on November 6th, the air was electric with excitement: did we make our goal?

Each club president or representative was given a sealed envelope, and with Ray Klingensmith, Chair of The Rotary Foundation Trustees present, the Roll Call of Clubs began. Each president opened their envelope and announced, "Chairman Ray, the Rotary Club of X is proud to say we have raised enough to immunize XXX children." As the numbers grew, so did the cheers and applause for each club's report.

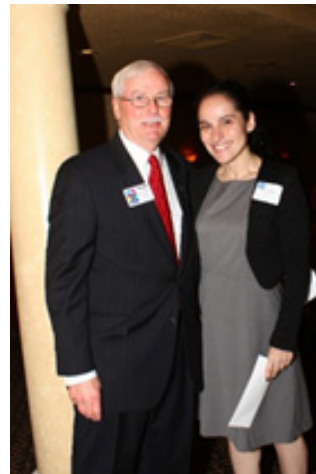
And the final total? We shattered our "50,000 Kids Week" goal and raised enough to immunize 127,516 children! But wait: it gets better! 3 days later, one of our District team learned he had won 1st Place in the NJ Association of Realtors "Good Neighbor Award," and he directed the honorarium be donated to our PolioPlus Campaign. So now our total was up to 137,516 kids!

But wait—as the late night infomercials tell us—there's still more! When all of you send in your contributions that are designated to PolioPlus, the Bill & Melinda Gates Foundation will add \$2 for every \$1 you donate. So the final result of our 50,000 Kids Week is that 412,548 children will now be vaccinated against the scourge of this dreadful disease.

THANK YOU, family of Rotary, for making this campaign such a stunning success!

Photo Gallery from our Thanks for Giving Dinner and 50,000 Kids Week Roll Call of Clubs

Thanks to PDG Gary Siciliano for providing most of these photographs.



District Rotary Foundation Chair David Legg handing out checks to clubs for the District Grant projects



Red Bank Rotarians showing we are "This Close" to ending polio during their 150,000 Kids Week gathering



Oh, What a Month in District 7500!



Above: Trustee Chairman Ray Klinginsmith presenting several of our clubs with awards for their generous support of the Rotary Foundation.



Surprise! Ray presents a Paul Harris Fellow to Tinton Falls Rotarian and former Tuskegee Airman Milton Holmes

And our newest 100% Paul Harris Fellow club: the District 7500 eClub!



**Tension Mounts as the Roll Call of Clubs
marches towards
our goal of
50,000 doses of
polio vaccine!**



Medford Sunrise
President Norman
Mackey announcing
the club raised
enough to buy
34,382 doses of
polio vaccine!



Immediate Past District Governor
Harriet Primack receiving an
award from RI for last year's
District 7500 PolioPlus contributions



L-R PDG Harriet, DGE Deborah,
Trustee Chair Ray, DGN Diane, and DG David



When PDG Gary is the photographer,
there'll ALWAYS be a great shot
of the Asbury Park clan!

... and then came the Community Volunteer Awards!

The first Rotary Community Volunteer Awards were a huge success—thanks to the clubs that wholeheartedly embraced the idea. We had 22 awards that were presented over two nights in November, one for Burlington and one for Monmouth & Ocean counties. Several clubs have already reported getting VERY positive feedback from the recipients and their local press. Here are just a few photos of the events. You can view all our photos on our District 7500 Website (RotaryDistrict7500.org) or District 7500 Facebook page: www.facebook.com/rotary7500. (Please “Like” what you see there!)



Left: Nancy Haddock and May Montag-McMurray attend meeting with Archbishop Bernardito Auza, Vatican Representative to the UN. The Rotary Club of New York City sponsors a monthly **Breakfast Meeting for International Peacekeeping** in New York. Nancy and May attended their October meeting. His Excellency summarized the themes covered by Pope Francis during his visits to Cuba, Washington DC, New York City, the UN and Philadelphia. Those topics included Family, Leadership and Immigration. Pope Francis was a guest of the Archbishop during his stay in New York.





Above: Red Bank Rotary's Susan Tidswell and Alan Bey during the club's Canathon

Right: DG David with RI President Ravi Ravindran and Past-RI President Frank Devlyn at the Rotary UN Day on November 7th. Frank Devlyn will be a keynote speaker at our "MORE in Baltimore District Conference next April



WOW! Forked River Rotarians had barely finished their Thanksgiving meal program—their 25th year of organizing this with their Interact partners-- when they went back out to local supermarkets and collected more than 2,500 pounds of food to restock the local food bank! But even as they provided a wonderful example of community service, "we had so much fun doing it," they report.



Rotarians from Red Bank and Tinton Falls during the former club's Crop Walk



Asbury Park Rotarians meet to pack more than 1,000 dictionaries, which they distributed to 3rd graders in Asbury Park, Deal, and Neptune schools, thanks in part to a Rotary Foundation District Grant

Once upon a time,
there were four people in a club.
Their names were **Everybody**,
Somebody, **Anybody**, and **Nobody**.
There was an important task to be done
and **Everybody** was sure that
Somebody would do it. **Anybody**
could have done it, but **Nobody**
did it. **Somebody** got angry about that,
because it was **Everybody's** job.
Everybody thought **Anybody** could
do it, but **Nobody** realized that
Everybody wouldn't do it.
It ended up that **Everybody**
blamed **Somebody** when **Nobody**
did what **Anybody** could
have done.

ACT NOW to SAVE MONEY!

Our fabulous District Conference will be held in Baltimore next April.



"MORE" in Balti *MORE* District Conference!

Conference Cost:

After 9/30 - \$207

After 12/31 - \$222

After 3/31 - 237

Registration Fee:

\$25

Plus cost of Hotel



April 29 thru May 1

Registration is easy:

1) Register through

www.RotaryDistrict7500.org

and click on the "2016 District Conference" link.

2) Call the hotel at 1.800.873.6668 and book your room, giving them the "Rotary District 7500" code to get your discounted rate. You don't have to pay for the room until you check out.



**Save
money by
registering
now...**

MORE History...

**MORE Great Rotary
Networking...**

**MORE Great Food
and Shopping...**

**MORE Fun for the
whole weekend!**

