



"Service Above Self"

Credo

District 7150 Governor's Newsletter

January 2008



January is Rotary Awareness Month/District-wide Membership Celebration

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With Rotary's membership

decreasing in North America, Rotarians must "change the way we think about membership," RI President Wilf Wilkinson shared.

"The current recruitment practices of clubs can't continue," Wilkinson said. *"What needs to happen is for every Rotarian in every club to bring in 1 qualified new member every year.* Inviting new club members is one way Rotarians can live up to this year's theme of Rotary Shares".

Wilkinson cited RI research showing only 18% of Rotarians in a given club ever bring in a new member. Inviting qualified members is "the single most important thing you can do for your club & community. Each of us must take it upon ourselves to individually share the gift of membership in Rotary with 1 new person, this year."

RIVP Mike McGovern has shared funds from last fall's successful Presidential Membership events, enabling us to hold a special **District Membership Celebration**. It will be held from 8:30am to 1:30pm, on **Saturday April 26th, 2008** at Harts Hill Inn, Whitesboro.

The special \$5. only pre-registration (\$7. at the door) includes breakfast, programs by Rotary Zone Membership experts Dan Mooers and Dave Benson, **plus a special Club Award Ceremony at lunch.**

View more info on our district website & Ck **Mid-Winter Mtg pix!**

President Wilf: "During Rotary Awareness Month, help expand Rotary's global humanitarian efforts. Rotarians have much to be proud of as they put Service Above Self while advancing world understanding, goodwill & peace through improvements of health, support of education, and alleviation of poverty."

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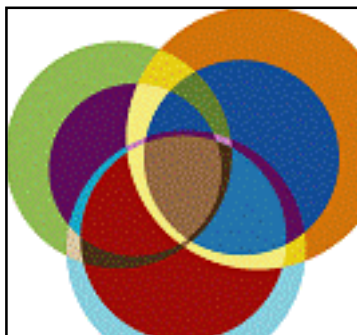
GOVERNOR'S NOTE: as we reach the half way mark in this Rotary year, we've accomplished much. A group of knowledgeable District Rotarians helped create our first District Bylaws; voted into effect unanimously at our successful District Conference. We have a Leadership team from DG to DGND working together. We have a great exchange going with our GSE India team. We formed our first Rotaract Club, and have begun our first District-wide MG project. All Rotary team efforts, yet we have much still to do in the second half.

We are honored to have the Rotary International President, Wilfrid J. Wilkinson, as the Keynote Speaker at our **Changing of the Guard on Monday, June 23, 2008**. Let's do our district up proud with our growth in Membership, and 100% of our Clubs earning the Presidential Citation, to be given by President Wilf himself!

Our District will be honored to have, for the first time, The Rotary Foundation Trustee Chair Dr. Robert Scott as the Keynote Speaker at our **Foundation Celebration Dinner on Thursday, May 29th, 2008**. Let's do our district up proud with our Paul Harris Fellows, PH Society Members & Major Donors, to be given by Dr. Bob Scott himself!



2007-08 District Governor
Marlene B. Brown and 2007-08
Rotary International President
Wilfrid Wilkinson, Canada



Rotary Foundation Polio Eradication Challenge to Rotarians & Stewardship



**EVERY
ROTARIAN
EVERY
YEAR**



17 January, 2008 - Foundation Trustee Chair Robert S. Scott presented Rotary's US\$100 Million Challenge to incoming governors at the Intl Assembly in San Diego. **“Rotary promised the children of the world that we would eradicate polio. We must not forget our promise.”**

Scott told the future district leaders that Rotary must make PolioPlus fundraising a priority. He outlined Rotary's US\$100 Million Challenge, a three-year fundraising commitment. It is the Foundation's response to a \$100 million grant from the Bill & Melinda Gates Foundation, awarded in

November, to help the fight of polio eradication. **“Every dollar given to PolioPlus during the next 3 years will be allocated to the \$100 million match”.**

Scott showed the audience the tremendous progress Rotary has made to polio eradication since 1985, emphasizing their role to finishing the job. “There is no question, we know how to eradicate polio,” he said.

In separate video messages, Gates Foundation cochair Bill Gates Sr. and UN Secretary-General Ban Ki-moon encouraged Rotarians to continue the fight for global eradication.

“Rotary's leadership is more critical than ever,” Ban said.

Gates told the audience that **Rotary is on the right path to a “stunning achievement.”**

Trustee ViceChair Mark Maloney reminded attendees proper stewardship leads to Foundation success, as TRF's ‘outstanding reputation’ is based on the integrity of Rotarians.

“When using Foundation funds, it's the leader's duty to ensure proper stewardship. Reporting by Rotarians is the backbone of stewardship for humanitarian grants.” Irregular reporting in some districts led Trustees to revise grant process and procedures.

“District governors are the principal guardians of the Foundation's reputation,” Maloney said.



Rotary International President-elect Dong Kurn Lee introduced his 2008-09 Theme “Make Dreams Real” at the Int'l Assembly, urging incoming Rotary leaders to use their resources to help curb child mortality. Lee said he was in disbelief when he learned that 30,000 children under the age of five die every day from preventable diseases such as pneumonia, measles, malaria.

“Once I understood the issues behind that terrible number, I knew what I needed to do,” Lee said. **Rotary will keep the service emphases of recent years - water, health and hunger, and literacy - but will focus efforts in each of these areas on children.**

“In 2008-09, I ask you to Make Dreams Real for the world's children,” he said. “Children are killed by illnesses that become deadly in combination with poor

sanitation and malnutrition,” Lee said, “families stricken by extreme poverty are trapped in a cycle that is not interrupted because there is no access to education.”

“We will bring clean water to their communities and create sanitation projects that keep children healthy,” Lee said, reminding leaders of Rotary's power and encouraged them to use their resources efficiently to maximize the good done around the world.



District 7150 Calendar of Events

- Jan. 12, 2008 - District-wide Mid-Winter Meeting, Danielle's at Alfredo's, New Hartford
 Jan. 27, 2008 - District Group Study Exchange Team departs for India - GSE Chair Mac
 Feb. 16, 2008 - District 2008-09 Leadership Training - DGE Larry
 March 14 & 15, 2008 - Multi-District PETS, Doubletree Hotel, Syracuse - DGE Larry
 April 5, 2008 - Rotary Leadership Institute, BOCES, Verona - Chair David Craine
 April 26, 2008 - District Membership Celebration, Harts Hill Inn - Chairs Bob C & Dennis S.

“Since 1988, when polio eradication efforts began, Rotary International has been a spearheading partner in the fight to end the disease. There have been triumphs and setbacks, times of rapid advances, times when progress has seemed slow, times when the end seemed very near. But never has it been nearer than it is right now. Before the campaign to eliminate polio, about 1,000 children a day were paralyzed by this terrible disease, left to a life of struggle, disability, and often social stigma. Today, only four countries are still polio-endemic, and annual cases of polio paralysis are down to about 1,000 a year. We’ve come so far, yet the nature of the wild poliovirus means if we slacken our efforts for even a moment, we’ll soon see our hard work reversed. We have only two options: to press on with determination and faith until we succeed, or lose everything we’ve invested and everything gained.

The generosity of Rotarians in responding to the call for help has been astounding. We’ve raised more than US\$600 million to support polio eradication in 122 countries. We’ve saved the lives of thousands of children through the polio vaccine and the vitamin supplements distributed with it, and saved countless more from realities of postpolio paralysis. Now we’re in the final stretch of this long, difficult, but exhilarating, race. It’s a question of choice, to win or lose, succeed or fail. Our partners around the world have recognized how critical this juncture is.

The recently announced grant of \$100 million from the Gates Foundation is a resounding vote of confidence in polio eradication efforts. Their financial support will be invaluable in the months ahead, and their trust in Rotary is an honor to us all. Many of you have already given so much to the battle. Each of you is forever a part of history – part of Rotary’s legacy and its gift to the world’s children. Today, we call on all Rotarians, especially new Rotarians who have not been a part of campaigns, to do what they can, to help in any way they can, to finish this fight once & for all. **President Wilf Wilkinson**



District Membership Help is Available! by District Co-Chair Bob Craig

“ As we enter the 2nd half of our Rotary year we will begin to finish projects, celebrate our accomplishments, and begin planning for the next year. Part

of our celebration should relate to our membership, increasing it, and retaining current members.

We constantly hear how important membership is to Rotary, but often don’t spend the time increasing our numbers and retaining members thru Rotary knowledge and exciting projects and programs. District 7150 membership is down from last year due to clubs trimming inactive members, attrition (and one club disbanding). We need

28 new members to bring us to our July 1, 2007 level.

There are many ways in which we can achieve and exceed our 2007–08 membership goal (net one new member per club):

- 1- establish an active club membership committee
- 2- have a membership minute at each club meeting
- 3- invite potential members to club meetings and activities
- 4- have articles regarding club projects and speakers in your local newspaper
- 5- wear your Rotary pin
- 6- ASK, ASK, ASK! We were all asked to be a Rotarian, if you hear “No”- the timing may

not be right - Ask again!

7- look at your current membership to see what businesses are missing & who has not been participating in club activities

8- ask District Membership Co-chairs to meet with your club or membership committee: Bob Craig: 668-1362, Dennis Schonewetter: 336-9686

9- ask Rotary Alumni to join: GSE Team members, Rotex, Ambassadorial Scholars, etc.

Keeping membership development and retention as an active part of your club activities you can easily increase your membership”.

Prior to the District Mid-Winter meeting, District Governor Marlene met with her Assistant Governors: Ann Blask; Sam Crisino; Cal Lyon; Fred Cholet; Colleen Bennett; Doug Mouncey; Charlotte Tarwicki; Paul Scott; Paul Graziano; Tom Collins; Jim Gascon for Club updates.

DG Marlene then met with our District Rotary Foundation Committee. District Chair PDG Jack Luchsinger called for votes on District Simplified Grants submitted for consideration.

The following were awarded: Fulton \$345 Sudan well & \$300 ARC campout; New Hartford \$645 smoke detectors; Canastota \$645 Nicaragua medical mission; Sherrill \$250 park benches; Kuyahoorra Valley \$345 Teen open mic nite & \$300 July 3rd concert; Sauquoit \$500 Bicycle Rodeo; Oswego \$654 Polio awareness; eClub \$500 Rotary kids booth; Baldwinsville \$450 Park trail; Clay/Cicero/N.Syr \$241 Books on Wheels; Oswego Rotaract \$300 Polio/Water Awareness. *Congratulations all!*

A vote was also unanimously approved to grant a **new DDF EREY Project \$9,416** (94 \$100 District match to Club & individual \$100 matches); joining our previously approved **DDF projects: PolioPlus/ Gates Foundation \$4,000; India Girls Computers Project \$3,000; Haiti Water & Literacy Project \$15,000.** Our **VSG Grant to Haiti was approved by R. I.'s Rotary Foundation.** Chair Jack announced Marlene would be leading a team of five District Rotarians to Haiti the end of March to flesh out the Project.

Governor Marlene then convened our Rotary District

7150 Council Meeting. Reports were presented by: District Secretary, Laraine Dell (last meetings minutes & Club reporting via the website); District Treasurer, Sam Crisino with District Finance YTD, w/Audit report reference; Bylaws & Nominating Committee Chair, PDG Jerry Gortner explaining R. I. procedure followed; Membership Co-Chair Bob Craig with news of upcoming Membership event; Rotary Leadership Institute (RLI) Chair David Craine with news on the April 5th RLI session in Verona; District RYLA Co-Chair PDG Herb Jerry, on event coming up July 8th-11th by ; District Youth Exchange Chair, Mary Stronach; District Foundation Chair - PDG Jack Luchsinger

The DGxr's then met: Governor Marlene Brown, Governor-elect Larry Calabrese, Governor-nominee Fred Cholet, Governor-nominee-designate Paul Scott, and District Trainer Ed Paparella, to share District Leadership Continuity plans. A meeting has been set with the 2007-08 District Finance Committee [CPA Bob Traube, Paul Scott, Earl Lewis, Treasurer Sam Crisino] Larry & his 2008-09 Treasurer to pull together the budget for the next Rotary year.

The Mid-Winter Meeting began at: 5:30pm, with DG Marlene announcing a *Networking & Social Hour* for the nearly 90 people in attendance. The *meeting was called to order at 6:30pm* by DG Marlene. Pledge was given by: DGE Larry; DGN Fred & DGND Paul. The Blessing was given by PDG Ed & Song was led by young and talented Dona Occhipinti. Marlene introduced our GSE Team who are leaving soon for our exchange with District 3200 in India.

News was shared on: Membership - Bob Craig / Dennis Schonewetter; RLI - David Craine;



RYLA - PDG Herb Jerry & Larry Richardson; YE - Mary Stronach; Bylaws/Voting/DGND - PDG Jerry Gortner/Tom Taylor, D-Counsel.

Governor Marlene had the Assistant Governor's and other Chairs stand to be recognized and given a round of applause for their service. **The AG's & District Chairs are available for** programs at your Club meetings!

At 7:30pm – Entertainment began with Players of Utica.

The evening was adjourned at 8:30pm with a decision to take a vote on pictures! Check it out and see why a good time was had by all! www.rotarydistrict7150.org/MidYearMtgs.htm

UPCOMING EVENT WEBSITES:

Rotary Leadership Institute Sat. April 5th:

www.rotarydistrict7150.org/LdrspInstitute.htm

District **Membership Celebration April 26th:**

www.rotarydistrict7150.org/Membership.htm

District **EREY \$100 gift project, deadline April 30th:**

www.rotarydistrict7150.org/foundationSeminar.htm

District **Foundation Dinner Celebration May 29th:**

www.rotarydistrict7150.org/foundation.htm

District **Changing of the Guard June 23rd:**

www.rotarydistrict7150.org/COG.htm

District **RYLA July 11-13th:**
www.rotarydistrict7150.org/RYLA.htm

District **Youth Exchange:**
rotarydistrict7150youthexchange.org/

Dochterman: “Make Membership Growth a Focal Point”

During the Intl Assembly, Past RI President Cliff Dochterman emphasized the need to make membership growth a focal point. “Membership in your district will not grow unless some very necessary steps are taken. Rotary’s survival depends upon it” he said.

Dochterman outlined **3 areas in for clubs to expand membership:**

- * Seek new members for clubs
- * Retain current members
- * Sponsor new community clubs
- * Seek new members

New members are everywhere, Dochterman said. Potential

members include Ambassadorial Scholars, Rotaractors, and Group Study Exchange team members. He also recommended that clubs set specific membership goals, such as one new member per month.

Retain members: Keeping current club members is just as important as bringing in new ones, Dochterman said. A willingness to adapt is key. “The truth is, many of us in the older generations must be willing to change some of our thinking, provide a little more freedom in our regulations, and give a lot more consideration to the

demands and expectations that business and professional executives face today,” he said.

Sponsor new clubs: Dochterman encouraged the incoming district leaders to consider new types of Rotary clubs. “How about clubs with professionals under the age of 40? Or a new club in an ethnic or minority section of your community? Or a new club in a shopping mall, an airport, a high rise, a large university campus”? Dochterman concluded “Membership development is up to you. Each of you are up to the task, so go for it!”



Strive for the Rotary Awards Available to Rotarians & Clubs this Rotary year!

Rotary Int’l offers the following awards to recognize efforts & contributions of Rotary clubs, Rotarians & non-Rotarians.

Best Cooperative Projects Award (for clubs) Nominators: District governors * Deadlines: 15 March, clubs submit applications to governor; 15 April, governor submits up to five nominations to RI * This award recognizes clubs that conduct outstanding projects in cooperation with other local, national, or int’l organizations.

Family & Community Service Award (for individuals or organizations) Nominators: Rotary clubs * Deadline: Ongoing * Clubs may confer on individuals or organizations for outstanding service to families & communities or positive contributions to individual Rotary clubs made by family members.

Rotary Foundation District Service Award (for Rotarians) Nominators: District governors * Deadline: Ongoing * Recognizes Rotarians who serve humanity through Foundation programs.

Four Avenues of Service Citation (for Rotarians) Nominators: Club presidents * Deadline: Ongoing * This provides a way for Rotary clubs to recognize one club member for his or her outstanding efforts in four Avenues of Service.

Recognition of Smaller Club Membership Growth (for clubs). Nominators: District governors * Deadlines: 15 May, governor reports qualifying clubs to RI * Award offers incentive to clubs that fall below the charter requirement of 20 members by recognizing challenges and achievements of small clubs.

RI Membership Development & Extension Award (for clubs) Nominators: District governors * Deadlines: 15 April, clubs submit applications to district governor; 15 May, district governor submits initiatives to Rotary International * Recognizes clubs for development & implementation of creative plan to support primary foundations of membership: retention, recruitment of qualified new members, or organization of new Rotary clubs.

Presidential Citation (for clubs) Nominators: District governors * Deadline: 15 April * This award is designed to motivate clubs to actively participate in service. Revised on an annual basis by the RI president, the award traditionally highlights the president’s emphases.

International Service Award for a Polio-Free World (for Rotarians) * Nominators: Any Rotarian * Deadline: Ongoing * Established by Foundation Trustees to recognize outstanding contributions to polio eradication effort.

RI Public Relations Award (for clubs) Nominators: District governors * Deadline: 15 May * This award recognizes clubs for outstanding media campaigns that improve Rotary’s public image.

Significant Achievement Award (for clubs) Nominators: District governors * Deadline: 15 March * Recognizes clubs for outstanding local community service projects.

Rotary Foundation Honors generous support of Paul Harris Fellow, Society & Major Donors.

We are honored to announce that the District 7150 Nominating Committee chose **Paul Scott, Past President of the Oswego Rotary Club, as our 2010-2011 District Governor Nominee Designate.**

Read here: rotarydistrict7150.org/dg2010-11.htm

Congratulations to the Skaneateles and Skaneateles Sunrise Rotary Clubs, and their YE teams, who were involved in a team effort which resulted in Skaneateles High School being selected as 1 of 3 winners by CSIEI of the International Educational Travel's Inaugural Global Classroom.

Read more here: www.rotarydistrict7150youthexchange.org/

Sandra Fentiman, District Foundation Annual Funds Chair, & our AG's, will be following up with any Clubs who have not submitted their **Annual Giving form**, projecting their 2007-08 goal. Easy fill-in form found here:

www.rotarydistrict7150.org/clubcorr.htm

If you'd like to learn more about the **positive things your Club's Annual Funds support**, check here: www.rotary.org/en/Contribute/Funds/

AnnualProgramsFund/Pages/ridefault.aspx

To learn more about the exciting **\$100 million dollar partnership The Gates Foundation** has pledged to the Rotary Foundation to help eradicate polio, you can read about it here:

<http://www.rotaryclubny1.com/11-07PolioPlusGates.htm>

Report Club attendance monthly to District Secretary Laraine Dell, via www.rotarydistrict7150.org/reports.html

Congratulations to **the Rome and Marcellus Rotary Clubs** for leading the District in Membership growth!

District 7150 GSE Team preparing to head to India for a fantastic exchange!



be leading the D-7150 team and reconnecting with the India D-3200 team from January 27, 2008 to February 26, 2008.

Chosen for the team are: Robert Bird, Retail Manager, Walmart's Supercenter in Oneida, sponsored by the Oneida RC; Elizabeth Carroll, Library Media Specialist with Whitesboro Schools, sponsored by the Rotary eClub NY1; Ashley Harry, Features Editor for Auburn's The Citizen, sponsored by the Camillus RC; and Brenda White, Planner with Madison County, sponsored by Rotary eClub NY1.

The 2007-08 District Group Study Exchange Team, led by **Penny Poling from the Oneida Club** leave this month for their exchange with India's D-3200. Agency Manager for Access Associates in Oneida, Penny reports she is thrilled to



We're going to be uploading a log and pictures to our website, so stay tuned for their journey!

How to Earn the 2007-08 Rotary International Presidential Citation for Clubs

The **2007-08 Presidential Citation** will honor Rotary clubs that clearly demonstrate that Rotary Shares. To qualify, clubs must fulfill criteria established by 2007-08 RI President Wilkinson.

This year's presidential citation program focuses on individual involvement through the four Avenues of Service and activities related to youth. Our service emphases for the year — membership, water, literacy, and

health — are also reflected throughout the citation.

To qualify for a citation, your club should complete the membership goal, and one activity from each of the six categories listed on the form, between 1 July 2007 and 31 March 2008. The scope of the activities should be in proportion to the number of Rotarians in the club, their abilities, interests, and skills.

Once your club has met this challenge, complete the certification

form and submit it to your district governor by 31 March 2008. Governors must submit those who qualify to R. I. by 15 April 2008.

You can download the 2007-08 Presidential Citation Brochure & Form either on our District website or on the R. I. website.

Make it a goal to be proud of your year by earning this year's Presidential Citation.



D7150 Attendance & Membership Leaders for November 2007

Club	SAR Baseline	Total	New	Term	Membership change from July 07				
Leading District Clubs									
Name	7/1/2007	Nov 2007	Membership		#	%	% Attendance		
Attendance									
Adirondack Foothills	29	27	0	0	(2)	-7%	53%	E-club	100%
Auburn	28	26	0	0	(2)	-7%	47%	Clay,Cicero, N Syracuse	94%
Aurora	10	10	0	0	0	0%	73%	Eastwood	91%
Baldwinsville	29	27	0	0	(2)	-7%	85%	Marcellus	90%
Camden	14	15	0	0	1	7%	52%		
Camillus	31	21	0	0	(10)	-32%	49%		
Canastota	26	26	0	0	0	0%	84%		
Cato	18	18	1	0	0	0%	81%		
Cazenovia	20	21	0	0	1	5%	62%		
Chittenango	50	54	0	0	4	8%	70%		
Clay,Cicero,N Syracuse	4	4	0	0	0	0%	94%	Most New Members	#
DeWitt	80	77	0	0	(3)	-4%	82%	Rome	3
Dolgeville	13	13	0	0	0	0%	59%		
Eastwood (Syracuse)	40	39	0	0	(1)	-3%	91%		
Fayetteville-Manlius	22	19	0	0	(3)	-14%	32%		
Fulton	30	29	0	0	(1)	-3%	68%		
Fulton Sunrise	19	17	0	0	(2)	-11%	75%		
Greater Utica Sunrise	25	26	0	0	1	4%	69%		
Hamilton	36	31	0	0	(5)	-14%	58%		
Herkimer	32	25	0	0	(7)	-22%	69%		
Kuyahoorra Valley	26	29	1	0	3	12%	69%	Membership Net Gain	#
Little Falls	26	26	0	0	0	0%	80%	Rome	9
Liverpool	10	10	0	0	0	0%	59%	Marcellus	5
Marcellus	20	25	0	0	5	25%	90%	Chittenango	4
Moravia	13	14	1	0	1	8%	88%	E-Club	3
New Hartford	42	40	1	0	(2)	-5%	61%	Utica	3
North Utica - Whitestown	24	25	1	1	1	4%	65%		
Oneida	77	78	0	0	1	1%	76%		
Oneida Shores	7	8	1	0	1	14%	60%		
Oriskany Falls	16	18	0	0	2	13%	84%	Membership Net Gain	%
Oswego	42	43	0	0	1	2%	74%	Marcellus	35%
Oswego Sunrise	19	19	0	0	0	0%	70%	E-Club	15%
Rome	99	108	3	0	9	9%	63%	Oneida Shores	14%
Rotary eClub NY1	20	23	1	0	3	15%	100%	Oriskany Falls	13%
Sauquoit	21	21	0	0	0	0%	40%	Kuyahoorra Valley	12%
Sherrill	11	10	1	0	(1)	-9%	83%		
Skaneateles	53	54	0	0	1	2%	68%		
Skaneateles Sunrise	17	15	0	0	(2)	-12%	52%		
Solvay-Geddes	19	18	0	0	(1)	-5%	52%		
Syracuse	90	72	0	0	(18)	-20%	38%	Total Membership	#
Syracuse Inner City	31	24	1	0	(7)	-23%	61%	Utica	138
Syracuse Sunrise	29	30	0	0	1	3%	69%	Rome	105
Tully	18	19	0	0	1	6%	53%	Oneida	78
Utica	135	138	0	0	3	2%	67%	DeWitt	76
Waterville	20	18	0	0	(2)	-10%	52%	Syracuse	72
West Winfield	18	18	1	0	0	0%	72%		
	1,459	1,428	13	1	(31)	—			

SAR Baseline: Figures in red are from the club attendance submission reports as of July 2007.

Monthly updates from the clubs are in black.

D7150 Secretary Laraine Dell
 Attendance reporting form:
www.rotarydistrict7150.org/reports.html



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The Official Newsletter of the
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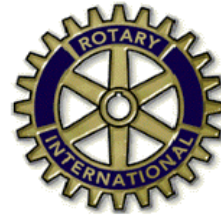
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www.rlinea.com
www.rotaryryla.com/
www.rotaryclubny1.com/
www.rotarydistrict7150.org/
www.rotaryyouthexchange.org/



District Governor's Credo Distribution Policy
- To better utilize our district's electronic communications capabilities, and reduce costs, the primary distribution of Credo will be via the district website.



"Service Above Self"

Check out our District's informative website & Read Credo Online!



*January is Rotary
Awareness Month*
