



# Credo

## District 7150

### Governor's Newsletter

August 2000

## The Internationality of Rotary: Explore / Use / Leverage

by District Governor Ward T. Vuillemot

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*Send us your Club  
Calendar events, your  
Committee information,  
and your club news!*



**"Service Above Self"**

I would like to challenge our clubs and Rotarians to reexamine their commitment to Rotary's International Avenue of service. It is the internationality of Rotary that sets us apart from the many other fine service organizations in our communities. It is through this avenue of service that we are making a significant difference in 1000's of lives in our world community. These humanitarian acts will also lead to a better and more peaceful world for those who follow us.

One of the most direct and meaningful ways to become an active and contributing member of the world is through involvement with Rotary's World Community Service (WCS) matching grants program. These grants address a large spectrum of global humanitarian, educational and environmental issues.

A WCS is a project, an undertaking by a club somewhere in the world, that is funded jointly by the initiating club, an international partnering club or district, and The Rotary Foundation. These projects must meet stringent requirements of The Rotary Foundation to assure the appropriate use of funds and ultimate success of the project's goal.

Through the magic of the Internet, it has become easy to match your club's requirements with an international Rotary partner. Our district 7150 website is host to an excellent listing of WCS projects. It can be found by selecting World Community Service from the "Global World Information" pull-down menu on our website's home page. There are over 125 projects and contacts listed here.

Another excellent source is the RI's

WCS Exchange Database, which contains over 520 projects. It can be accessed from the same page or directly from the home page of the RI web-site. Both of these resources contain excellent search capabilities.

Our district has allocated \$9,500 of District Designated Funds (DDF) to support international matching grants. I have committed to support a matching grant for a Rotary Vocational Training Center in Karur, India. This center will train under-educated and unskilled persons in weaving and tailoring. We will support this project with \$4,600, half coming from the DDF and the other half from some of our Area 5 clubs. Assistant Gov Jim Dorris has accepted this challenge.

I am challenging our clubs to find a WCS project they would like to support. I will match club funds with the remaining \$7,300 DDF funds, up to \$1,000 per club. These funds will be granted on a first-come, first-served basis. This is a wonderful way to leverage each club dollar to eight dollars of humanitarian relief. (\$1 from the club + \$1 from DDF + \$2 matched from the sponsoring Int'l club + \$4 matching from Rotary Foundations = \$8 benefit). A deal!

PDG Ned Mann is the District's WCS chair. An excellent resource of project selection, Ned stands ready to lend assistance and support. As you take on a WCS project, *Create Awareness* in your community of your club's internationality, then *Take Action* to make a difference.

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## Changing of the Media Guard by DGE Bruce Frassinelli, Oswego Club

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In his monster hit, "New York, New York," Frank Sinatra urges his listeners to "start spreading the word." RI President Frank Devlyn is underscoring this message as a key way to reverse the slide in Rotary membership worldwide. President Frank and our District Governor Ward Vuillemot call Rotary one of the world's best-kept secrets. If we are to change this situation, they say, we need to do it through vibrant local clubs supported by effective public relations programs.

To this end, Devlyn has appointed Denise Carrillo to head up the public relations task force to help district public relations chairs who will, in turn, help local club p.r. chairs.

Marlene Brown, VP of the New Hartford club, and I, serve as the district's public relations committee. The importance of effective public relations cannot be underestimated.

In many cases, it is the most vital link the club has with the community -- the only true broad-based, mass-medium way to let the community know about

Rotary's good works.

The work Rotary does in a community is directly linked to the local club's ability to attract new members, the lifeblood of vibrancy and continuity. Without an infusion of new members, a club can stagnate and become ineffective and lifeless.

Effective public relations



help establish the perception of a club's vibrancy. When the community reads or hears of the local Rotary club's good works, it responds positively. When the existence of the Rotary club is known basically only to its members, their families and close friends, "selling" Rotary becomes much more difficult.

If the impression is that the Rotary club is actively involved in the community's betterment, then the community is much more inclined to respond to club projects, fundraisers and other points of contact between the club and community.

On the other hand, if the community rarely hears of the local club, has only a vague knowledge of what Rotary is all about, perceptions tend to be negative and outdated.

A recent new member of the Oswego Rotary Club who had moved into the area earlier this year said he thought Rotary was a closed social club and Rotarians were "a bunch of old guys who sat around for drinks and dinner once a week." He had seen newspaper coverage of Rotary scholarship winners and the regional finals of the National Spelling Bee, which the Oswego Rotary Club co-sponsors.

These articles impressed him to the point where he wanted to look into Rotary membership. "I wanted to be part of an organization which was active in the community, but I wanted some fun doing it," he said. "I found both in Rotary." The positive publicity generated by the articles he read was the catalyst for inspiring him to find out more about Rotary. Not only that, they helped dispel misimpressions and myths he had about Rotary.

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## D7150 Focus on Literacy by Paul Terwilliger, Fayetteville-Manlius

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District 7150 has had adult literacy as a focal point for the last 5 years. PDG Jim Meade's vision has been embraced by all of the district Governors since, with our 43 clubs and

1,600+ members using their expertise, will and manpower to work with literacy providers to strengthen their programs. Clubs have undertaken numerous projects to focus

awareness on this problem. At recent conferences, we worked as teams to build book and magazine racks. Check our website page for more Literacy info in D7150.

### August is Rotary's Membership and Extension Month

Attracting new members and retaining current members are year-round challenges for Rotary clubs. Membership is the bedrock for all the programs and activities of Rotary International and The Rotary Foundation." During 2000-2001, R.I. President Frank Devlyn is stressing the importance of membership growth and strongly encouraging all clubs and districts to increase their numbers. Read the Rotarian magazine online for more information.



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## The Rotary Leadership Institute **by PDG Ed Paparella, GUS**

As you know, District Governor Ward has made arrangements for our District to become a member of *The Rotary Leadership Institute*, a multi-district project which now consists of 23 Districts. The Institute conducts courses throughout the Region to further Rotary knowledge and leadership skills for those identified by their clubs as having the potential for future club leadership. More than 1,000 Rotarians have attended one or more course days.

All of our Club Presidents will be invited to nominate Rotarians for the courses, which are given in three full day parts. The Part 1 course, in our area, is scheduled

for *Saturday, February 24th, 2001* at the Holiday Inn in Liverpool. Please pencil in this date on your calendar.

The all day courses start with registration at 7:30 a.m., a breakfast meeting at 8 a.m. and conclude at 4:30 p.m. Breakfast, lunch and refreshments are provided.



District Chairperson for the project is PDG Ed Paparella, Greater Utica Sunrise Club.

District Governor Ward notes attendance at these courses is an

investment in the future of a Rotary Club. With annual turnover of Club Officers, the need for knowledge and enthusiastic leadership is critical to the continued success of our Clubs.

*~ Please remember to save the above date ~* Additional information and course brochures outlining the registration fees will be mailed to Club Presidents in Aug.

Any questions may be directed to PDG Ed, Assistant Governors, or District Governor Ward. The District directory has all their contact numbers listed. Let's show our support and District 7150 Hospitality by having representation from each Club.

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## District Calendar Events

**August 21, 2000 Literacy Golf Tournament**, McConnelsville Golf Club, Contact Paul Terwilliger  
**Aug 29-Sept 2, 2000 Zone Assembly - Zones 31-34**, Baltimore, MD, Contact DG Ward Vuillemot  
**Sept. 9, 2000 GSE Team Outbound - England \* Oct. 10, 2000 GSE Team Inbound - New York**  
**September 11, 2000 District Council Meeting**, Shoppingtown, Dewitt, NY Contact Austin Beltrani  
**September 12, 2000 Gift of Life 10th Anniversary**, The Beeches, Rome, Contact PDG Mike Occhipinti  
**September 25, 2000 Eastern Cities Fellowship Dinner**, Rochester, NY, Contact DG Ward Vuillemot  
**October 13-15, 2000 District Conference**, Toronto, Canada, Contact Conference Chair Bill Stevens

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### ATTENTION: ALL ROTARIANS! by Gary Katz, Eastwood, Credo Advertising Chair

Credo is offering Rotarians an ideal method of promoting their businesses. We will print your business card sized ad all year long for only \$100.00. For an add'l \$100.00, we'll create a clickable link! Send Marlene camera ready business card along with a check made out to Rotary District 7150. Rotarians stick together, if they know what you do.

### Secretary Info Updates by Austin Beltrani, Dewitt, District Secretary

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#### **SAR (SemiAnnual Report)**

The *SAR* sent to Club Secretaries in July-00 was to be returned to RI by July 15th. If Evanston does not receive the check in time, it will charge your account the same as your last payment.

You may save some dues, by checking *Club Membership* and -

1. Omitting Members who have resigned but not reported to *RI*.
2. Omitting all Members who are terminated by action of the board due to Non-Attendance.
3. Correcting the data of the remaining Members as necessary.
4. Completing New Member

forms for every member admitted prior to 01-01-00 not on *SAR*

Please send me a copy of everything you returned to *RI* so I can update *District DataBase* for Club rosters & mailing labels.

**APM (Administrative Procedures Manual)** It is time to suggest changes for approval at District Conference. Please send me by 31-Jul any suggestions you have. This will permit me to work with the Committee to deliver proposals on schedule.

#### **MAR (Monthly Attendance Reports) Membership Data**

A reminder that some reporters

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## Youth Exchange Incoming Students *by YE Chair Dennis McDermott*

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During the month of August, we will be welcoming 25 students from 19 countries. They will join the three students we received in January, for a total of 28 students representing 21 countries.

We have two Orientation Sessions scheduled for Host Families, and the host families are strongly encouraged to attend whichever session would be more convenient: Monday, Aug. 7 (7:00 - 9:00 PM) at DePerno Hall at

Utica College, or Thursday, Aug. 19 (7:00 - 9:00 PM) at the Liverpool Public Library.

There will also be information sessions the the Youth Exchange Officers on Monday, Aug. 14 (7:00 - 9:00 PM) at DePerno Hall at Utica College, or Wednesday, Aug. 16 (7:00 - 9:00 PM) at the Liverpool Public Library. YEOs can choose whichever meeting would be more convenient for them. All YEOs, especially

those new to the position, are asked to attend one or the other of these sessions.

Inbound exchange students will be required to attend a weekend orientation to be held on September 9 - 10 at the Madison County Children's Camp in West Eaton. More information will be provided to the students, host families and YEOs.



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## The Redcoats are Coming!\* *by 2000 Conference Chair Bill Stevens*

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October 13th is just around the corner, and time is running short to register for this year's District Conference in the international city of Toronto, Ontario. T2000 Registration Deadline is September 12!!

We want to assure everyone of a place at the District Conference - but the hotel will only hold our room block until that date! So don't delay -- you won't want to miss this event, and be left out when the hundreds of D7150 Rotarians and their families return to Central New York following a fun-filled weekend at the Inn on the Park, and reminisce about all there was to see and do!

We have a super location in a fantastic city; and your conference committee is putting the finishing touches on a weekend program that will have "something for everyone"; we've organized leisure-time activities from theatre and tours to Hospitality Suites and a "friendly" House of Friendship; and, with the assistance of

a very attractive exchange rate, have made this conference the bargain of the 21st Century! What we need is more D7150 Rotarians to share all of this with.

Whether you've registered, are planning to, or haven't yet, you'll want answers to these questions:

- Who from my club is attending Toronto 2000? Are spouses and partners also attending? Are members with children (or grandchildren) bringing young people to this "Family Affair"? [Hundreds have already registered, including plenty of kids! Arrangements have been made with two Toronto Rotoract Clubs to keep an eye on Junior(s) while you enjoy some night-life at Toronto 2000. These young adults will provide in-room child care as a fundraiser for their clubs, giving you some free time to do your own thing. Lee Bennett (685-3937) has details.]

- How are these Rotarians and Guests getting to Toronto? Is someone in the club coordinating drivers and riders? Are people interested in getting to

Toronto by bus? [Eastwood and Oriskany Falls are organizing buses - contact Gary Katz or Don Cossette for details.]

- What can my club do to make this Conference something special for every member, both those who have regularly enjoyed District Conferences and those who will be "first-timers"? [Ask about your club's display in the House of Friendship.]

- What are my friends doing Saturday afternoon during "free time"? Are they going to Toronto early, or staying over?

For more answers to these questions, talk about Toronto 2000 at your next Rotary meeting, and each one after. Check out the District web page for other information. We all want to make Toronto 2000 a success, and that can only happen if Rotarians from every corner of the District Create Awareness and Take Action to be there!

*\*Find out what this means -- in Toronto October 13-15, 2000.*



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## Club Service, the Heartbeat of Your Club *by PP Carol Anthony, Chittenago*

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In his recent article, RI President Devlyn asks “Why do some clubs achieve success and others not? Why do some clubs have successful projects and healthy membership growth, and why do others just spin their wheels?” In my short experience in Rotary, I found that there are a number of “tools” we can utilize to project our clubs to the public, and inspire and motivate our own members.

Report at each meeting your attendance record to date.

Invite your AGs to be guest speakers on one of the 4 Avenues.

Invite your PDG’s to speak and share their wealth of information!

Invite the Guest Speakers who are available on the District website to speak to your club.

Use Display Posters. I made one for each of the Four Avenues, one for our exchange students, two for “Our Club” and one for “Paul Harris”. On each of the posters, I taped information pertaining to that Avenue. The Club poster boards had great pictures of members from newspaper articles, on their kids from the school paper, etc. Every week, after these were shared with the Club members, they were posted and displayed weekly for the whole year.

The International board had

postcards from YE students, pictures and their country. The Paul Harris Award winners board had newspaper articles and pictures of winners from the club as well as the booklet from the dinner.

Announce birthdays of club members each week. Fun!

Ask members to keep you abreast of any illnesses of club members, spouses or children. Send a card around for all of the members to sign and mail.

Seating: try different table arrangements at your meetings to invite fun. For instance, seat new members with the “old gang”.

Weekly Greeters was a new concept in our club and very successful! We had an erasable board on an easel outside the entrance of our room. Each week a new greeter handed out pamphlets and was responsible to begin the club in the Pledge of Allegiance and start the club singing the national anthem. For some of our members, this was a scary new responsibility, and brought laughter a number of times! On the erasable board was: the greeter’s name, the guest speaker and program for the day, and what was being served for lunch!

Rotary magazine. Ask your club secretary to have 2 issues

mailed to you each month. When a guest speaker is not a Rotarian, give them a copy of the magazine and your club gift.

Monthly Highlights: In addition to our twice a month club bulletin mailed to all members, create highlights at the beginning of each month. I listed: our current monthly attendance record (what clubs beat us out), all upcoming events for the month (fund raisers, etc), local community events, upcoming guest speakers, condensed bulleted notes on recent articles from our Credo.

Presidential Citation. This is done by the club President toward the end of their year to be submitted to the District Governor. I completed the Citation up to March 31st of this year and submitted it. After that, I upgraded it to the end of June, printed it out and gave every club member a copy. The members enjoyed reading what they had accomplished under the “Four Avenues”.

PDG Ned Mann said “always remember to recognize, honor and applaud that individual Rotarian in your club for their hard work.” This makes them feel like a contributing member.

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## District 7150 Benefactor Program *by PDG Dave Peterson, West Winfield*

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As a Rotarian becoming a ‘BENEFACTOR’ is one of the greatest programs in all of Rotary, and it is very easy to become one.

A Benefactor is anyone who informs the Foundation in writing that he or she has made provision in a will or other estate plan, benefiting the Rotary Foundation Permanent Fund, or anyone who directs an

outright gift of \$1,000. or more specifically for Benefactor to the Permanent Fund.

Each Benefactor receives a distinctive certificate as well as an insignia to be worn with the Rotary pin or Paul Harris pin. At present we have 83+ Benefactors in our District. Governor Ward's goal is to have at least

166 by the end of his year .

If I can be of any help to any Rotarian personally, or to put on a program on Benefactors at a Rotary meeting, please contact me at 484 Fairview Drive, West Winfield, NY 13491, E-mail: fairviewdrive@juno.com or Phone or Fax at (315)822-5912



# D 7150 Attendance & Membership Leaders for June

Club Name	Members 01-Jul-99	Jun-00 Members	Change re: 01-Jan		June-00	
			Members	%	Mtgs	% Attendance
Adirondack Foothills	30	30	0	0.00	4	60.00
Auburn	25	28	3	12.00	4	59.82
Aurora	24	#				#
Baldwinsville	34	35	1	2.94	4	49.00
Camden	23	22	(1)	(4.35)	4	66.00
Camillus	32	#				#
Canastota	25	25	0	0.00	4	79.00
Cato	23	21	(2)	(8.70)	4	75.00
Cazenovia	24	#				#
Chittenango	56	#				#
DeWitt	83	90	7	8.43	4	61.10
Dolgeville	19	20	1	5.26	4	45.00
Eastwood (Syracuse)	41	41	0	0.00	4	89.60
Fayetteville-Manlius	29	#				#
Fulton	45	43	(2)	(4.44)	5	71.00
Fulton Sunrise	25	20	(5)	(20.00)	5	72.00
Greater Utica Sunrise	37	33	(4)	(10.81)	4	73.00
Hamilton	33	36	3	9.09	5	64.00
Herkimer	30	#				#
Kuyahoor Valley	28	#				#
Little Falls	24	#				#
Liverpool	13	#				#
Marcellus	19	17	(2)	(10.53)	4	63.40
Moravia	15	15	0	0.00	4	98.00
Morrisville	26	26	0	0.00	5	72.00
New Hartford	39	41	2	5.13	4	68.57
North Syracuse	13	10	(3)	(23.08)	4	67.00
North Utica	23	23	0	0.00	4	39.00
Oneida	90	84	(6)	(6.67)	4	74.06
Oneida Shores	18	#				#
Oriskany Falls	25	25	0	0.00	4	82.00
Oriskany-Whitestown	29	26	(3)	(10.34)	4	72.00
Oswego	82	64	(18)	(21.95)	4	61.00
Rome	87	98	11	12.64	4	56.91
Sauquoit	29	29	0	0.00	4	70.00
Sherrill	24	#				#
Skaneateles	55	56	1	1.82	5	62.90
Solvay-Geddes	13	14	1	7.69	4	85.00
Syracuse	142	136	(6)	(4.23)	5	43.55
Syracuse Sunrise	35	33	(2)	(5.71)	5	81.20
Tully	22	23	1	4.55	5	57.00
Utica	168	158	(10)	(5.95)	5	62.00
Waterville	22	20	(2)	(9.09)	5	74.50
West Winfield	28	24	(4)	(14.29)	4	65.00
<b>District Averages</b>	----	# ----	----	97.73	----	67.28 #
<b>District Totals</b>	1,707	# 1,669	(38)	----	----	----

## Leading District Clubs (For Month of June 2000)

Attendance	%
Moravia	98.00
Eastwood (Syracuse)	89.60
Solvay-Geddes	85.00
Oriskany Falls	82.00
Syracuse Sunrise	81.20
Canastota	79.00
Cato	75.00

Membership Total	Qty.
Utica	158
Syracuse	136
Rome	98
DeWitt	90
Oneida	84
Oswego	64
Skaneateles	56

Membership Gain (Relative to 01-July-99)	Qty.
Rome	11
DeWitt	7
Auburn	3
Hamilton	3
New Hartford	2
Baldwinsville	1
Dolgeville	1
Skaneateles	1
Solvay-Geddes	1
Tully	1

Membership Gain (Relative to 01-July-99)	%
Rome	12.64
Auburn	12.00
Hamilton	9.09
DeWitt	8.43
Solvay-Geddes	7.69
Dolgeville	5.26
New Hartford	5.13
Tully	4.55
Baldwinsville	2.94
Skaneateles	1.82

Reports not Received: 10

**Note:**

- 1) A # symbol denotes no report by club.
- 2) Values within ( ) are Negative.
- 3) Averages & Totals bordered by a # are estimates assuming no change for clubs with no report this month.

Reports	Total = 34
Received	E-Mail = 3
For	FAX = 2
Jun	Mail = 2
	Phone = 4
	Web = 23



**Reports due 1st of the month**

# Credo

The Official Newsletter of the  
District Governor, Ward T. Vuillemot  
Rotary International District 7150

## Newsletter Editors:

Marlene B. Brown/Earl J. Lewis  
Please e-mail articles to:  
marlene@technotouch.com

## Or mail to:

Marlene B. Brown  
PO Box 83, Clark Mills, NY 13321  
Tel: (315) 853-1318 x1

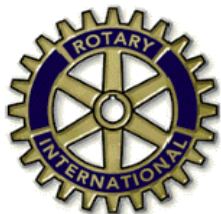
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<http://www.rotaryyouthexchange.org/>  
[www.rotarydistrict7150.org/links.html](http://www.rotarydistrict7150.org/links.html)

*District Governor's Distribution Policy of Credo* - To better utilize our district's web-site and electronic communications capabilities, and to reduce costs, the primary distribution of Credo will be via the district web-site. A hard copy will be mailed to each club president and secretary. These copies will be printed in black and white making them suitable for copying and club distribution, as required. Club ECC's (Electronic Communications Chairs), and others on our email distribution list, will be notified of the publication of each issue so they may alert the club's membership.

Check the Worldwide Rotary Searchable Database on our District website & Read Credo Online!



"Service Above Self"



Our District 7150 Rebounds at the August Welcome Home Dinner