



# Credo

## District 7150

### Governor's Newsletter

July 2000

## The Engine that Drives Rotary Service for A Better World

by District Governor Ward T. Vuillemot

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*Send us your Club Calendar events, your Committee information, and your club news for next month's issue!*



**"Service Above Self"**

As we move into the new Rotary year, we are focusing on providing service to others in our local communities, our workplace and the world around us. We know that building good will and world understanding through our humanitarian and educational programs will create a better and more peaceful world.

We concentrate our time, talent and treasures in the pursuit of building a better world through the principle of "service above self". We save countless lives through numerous medical programs. We have nearly completed our mission to rid the world of polio.

We provide safe and accessible drinking water to multitudes. We establish literacy programs for the forgotten female children of the world. We send hundreds of young people around the world to attend universities so that they may better understand cultures other than their own. We do God's work!

Through Club Service, we seek out interesting and informative programs to keep abreast of what is happening in our communities and the world. We assure that our meetings are run in a timely and appropriate manner. This important stuff feeds the Avenues of Service. Club Service is the engine on the front of the train that provides the power to move vocational, community and international service projects. Often we get wrapped up in our mission to help others and neglect to fuel the engine that drives service. It is *Friendship and Fellowship* that fuel the engine of Rotary.

Without these, we could not bring together the many hands, skills and

resources it takes to establish and implement projects and programs that make a meaningful difference to our world and those who will follow us. Friendship and fellowship are the powers that bind us together into a force that can move those heavy burdens of service up the seemingly endless grades of challenges.

As we prepare for the coming year, let's ask ourselves: "Is our club supplying the fuel that powers friendship and fellowship? Does our club set aside time in each meeting to have some fun? Do we make it a point to sit with and get to know different members? Does our club organize quarterly social events that include members, guests and family? Does our program chair schedule 'get to know you better' talks by members, beyond one-time-only, new member, classification talks? Does our club hold quarterly club assemblies where issues can be openly discussed and resolved before they cause dissension and mistrust within the membership?"

An engine by itself is useless. It pulls no load, does no work, merely huffs and puffs around the track, bellows smoke, toots its horn, rings its bell. Once you have the Rotary engine stoked with friendship and fellowship, hook it with the commitment of Service-Above-Self to the avenues of service. Make a difference! Stoke your club's engine with friendship and fellowship and watch it grow and serve in the coming year.

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

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The start of the Rotary year is an important time for a number of reasons. There are many things which must be attended to. The new club president has an extensive checklist; the other officers must become acquainted with their duties, and the members of the board of directors must chart a solid course for each club.

Lost sometimes in the hustle and bustle of the end of one Rotary year and the start of another is the importance of media continuity. Some clubs have public relations committees which deal with area media. In some clubs it's a one-person show. In others, the public relations chore falls to whoever is in charge of a club event.

If these persons are the same as last year's, and the club has had an effective pr program, chances are this year's efforts will be equally successful. But if there is a new cast of characters in charge of pr, there needs to be groundwork and follow-through to make sure the club gets its share of publicity for the next year.

Don't expect area media to find you. You must make it a point to contact the key representatives from the most important media in your area. Your successor may be helpful in this pursuit, but if he or she didn't do a particularly good job, you may have to start -- essentially -- from scratch.

Finding out what to do is not that difficult. The first thing to do is ask. Contact representatives of the newspapers, radio stations, television and cable stations in your area. Find out their policies, and ask them what you must do to get your club's news into the newspaper or on the air. A grow-



ing depository of news is occurring at online news services. [Fultondailynews.com](http://Fultondailynews.com) and [Oswegodailynews.com](http://Oswegodailynews.com) are two that were launched in the last two years. The owners of these ventures are planning dot-com news services for other Central New York communities.

In some cases, you will be assigned a media representative with whom you can go one-on-one. Some clubs are lucky enough to have Rotary members who work for media outlets who are willing to make sure articles get into print or on the air. Understand, however, that some media representatives consider this a conflict of interest and decline respectfully to play that role. Respect that person's individual decision.

Once you and the media outlet have come to some understandings, make sure you keep your word and fulfill your end of

the bargain. For example, don't request media coverage then postpone an event without notifying the media. If that happens even once, it could destroy the trust and relationship with your club and with you as contact, since you will be branded as unreliable and irresponsible.

Make it as easy as possible for the media to get accurate, complete and timely information about your club's activities. Most media operate on deadlines and with policies. Organizations which remember deadlines and heed policies will invariably have much better media relations than those that do not.

If you missed getting photo coverage of the changing of the guard at an annual dinner or luncheon or breakfast at the end of June, invite a photographer to a club meeting and stage the passing of the gavel as soon as possible. Introducing the new club president to the community is an important communication tool.

In the coming weeks, District Governor Ward Vuillemot will make an official club visit. Don't let this important event go by without scheduling media coverage. Let the community know that the local club is working diligently with the district leadership to have an effective program for the coming year -- one that will serve the community, the region, and the world.

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### Significant Achievement Awards & RI President Frank Devlyn's Mission

A total of 183 Rotary clubs worldwide received the RI Significant Achievement Award in 1999-2000 for community service projects. Check the RI site for more information.

RI President Frank Devlyn took office on July 1 pledging to lead Rotarians on a mission to Create Awareness and Take Action in our clubs, communities, and world. "As Rotarians, we have the potential to strengthen our clubs, and the credibility to generate public support and implement solutions to problems in more than 29,500 communities in the world," he says. "We also have the international network to expand humanitarian actions to all parts of the globe."



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## **The Benefits of Expanded Rotary Knowledge** by PDG Ed Paparella, GUS

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At the start of each Rotary year, one of the objectives of the Rotary Int'l President is to enhance Rotary knowledge and understanding for every Rotarian in the world. History has taught us that positive membership growth and retention occurs when individual Rotarians have taken the time to expand their understanding of the workings of Rotary Int'l & Rotary Foundation.

Take a moment to identify the person in your Club who consistently brings in new members. Would you agree that this person has a passion for Rotary and a high level of confidence in sharing Rotary because of their level of knowledge and understanding of the workings of Rotary? As in any business, the most knowledgeable will be in a much better position to achieve success than those with limited and/or outdated knowledge.

Club Presidents, if you had to

gauge the level of individual club knowledge, you probably would say the more active the member the more they know about Rotary. This observation suggests you spread tasks around and give everyone a small piece of your goals and objectives for the year.

It will be your responsibility to



keep the members motivated and focused on their individual assignments. Your understanding of the tasks and the manner in which you convey that confidence will be the difference between success and failure. Knowing the subject matter will earn you respect and following. Review material you were given at PETS until it becomes second nature. Follow through timely on requests, and set the

pace for your Club. Use your AG as an information resource.

Club Members, you are the fuel that drives the Club to new heights. The price you'll pay in making this Rotary year the best ever, is your desire to take the time to expand your knowledge and understanding of Rotary. If you make that personal commitment, new members will come and you will strengthen retention in your Club.

Some easy steps to increase your knowledge are: set up a schedule to read and view the Rotarian, the District Credo, the ABC's of Rotary, the District and RI Web sites on a regular basis, ask your Club Avenue Chairs to do a program on their responsibilities, attend a District Function to broaden Rotary friendships and come away with a deeper knowledge of Rotary. The rewards and personal satisfaction will follow.

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## **E-mailing Files via Cross-Platforms** by Marlene B. Brown, ICO, New Hartford

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Ever received an email with an attachment you can't open? What you may be dealing with is the nemesis associated with cross-platform files. Often, with a little knowledge, we can learn how to get past this.

Let's say someone sends you a file they've created on a Mac and you have a PC. You'll want to add the extender (the .dot & three character identifier associated with that program) to it prior to attempting to open with your windows program.

For ex., to convert a publication created in PageMaker 6.0 for Macintosh to PageMaker 6.5 for Windows, you must first open the publication with the .P65 or .T65 filename extension before moving it to the Win plat-

form. Pagemaker has a filter built in for converting and reading across platforms.

Now, how about those cross-platform word processors when you're sending an attached file. If you are creating on a Macintosh and you send that file to a Windows platform, unless the recipient has the same platform and program, chances are it won't be able to be opened.

How about the various office suite packages used to send a file from a Win platform to a Win platform? If you have Corel and are using Word Perfect to create your document, some word processors -- such as Lotus Smart Suite which uses Word Pro -- can open that document, IF they have the filter for the version being

sent. Same thing applies to Microsoft Office's Word, and many other word processors.

Solutions? First, find out what operating system and program the person you're sending files to is using. If in doubt, or you don't know, save your document as either a Text (.txt) file -- which will lose formatting but will get the information there -- or a Rich Text file (.rtf) -- which will keep most formatting. Or use Adobe Writer to save your document in .pdf format.

As always, the prime goal should be communicating clearly and easily.



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## District Calendar Events

August 2, 2000 YE Welcome Home Dinner, Dibbles Inn, Vernon, Contact Chair Dennis McDermott  
August 21, 2000 Literacy Golf Tournament, McConnellsville 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 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!

The Credo, for 2000-2001, has decided to slash advertising prices and give all 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 additional \$100.00, we'll create a clickable link! All we need is your camera ready business card. Send it to Marlene along with your check, made out to Rotary District 7150. You can hit Credo and the District Web Site all year long for only \$200.00! Remember, Rotarians stick together, but ONLY if they know what you do. Get your ad in today, and tell everybody in your club to get on board!

### Scribe's Corner by Austin Beltrani, Dewitt, District Secretary

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A year ends, a new one begins, but *Credo* and *Scribes Corner* keeps on. To the 1999-00 Presidents and Secretaries, I thank you for your assistance and support. To the 2000-01 Presidents and Secretaries, I pledge to assist you with my experience and my contacts in the District and RI (Evanston) who make me look good by providing finite answers.

#### SAR (SemiAnnual Report)

You should have received from RI (Evanston) the SAR that was sent to Club Secretary in July-00 and was to be returned to RI by no later than July 15th. If you can't find your copy, please check with your predecessors. If Evanston does not receive the check in due time, it will charge your account the same as your last payment.

If your predecessor updated your SAR of *Club Membership*, you may possibly save some dues, by checking it 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 during the preceding semester.

3. Correcting the data of the remaining Members as necessary. All members eligible to the "Rule of 85" are listed as *Sr.Actv.* not *Honorary* & not considered for attendance when so exempted.
4. Completing New Member forms for every member admitted on or prior to 01-Jan-00 but not appearing on SAR of *Club Membership* received from RI.

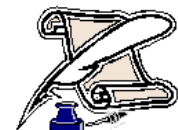
Please send me a copy of everything you returned to RI (Evanston), not just the SAR Worksheet and SAR Form. I need it to update our DDB (District DataBase) for Club rosters, mailing labels, etc.

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) and Membership Data

A reminder that some reporters forget to give us the name of the Club and/or month for which they are reporting. This causes errors in the *Summary* printed in *Credo* and sent to RI. The *Summary* table at the end of this issue shows the Club's monthly reports for May, not for June. DG Ward and AGs have agreed on this to give -

1. You additional time to record make-ups.
2. The staff to edit, print, and distribute *Credo* earlier in the month. This and future issues of *Credo* will show the 2-month lapse, with a slight change. When a report is not received, only the last previous report will be shown preceded by #. (The quantity of meetings and Attendance-% will be left blank). Due to lack of data, the club will not be considered in the selection of how the report was received or of the "District Leaders".



The annual Youth Exchange Welcome Home Dinner will be held this year on Wednesday, August 2, 2000 at Dibble's Inn on Route 5 in Vernon. Cash bar is at 6:00pm; dinner served at 6:30pm.

Cost is \$16.00 per person if paid in advance by 7/26; it in-

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## The Area to Create Awareness & Take Action by AG Jerry Gortner, Area 3

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With our learnings from the first year of the Assistant Governor, Area 3 is poised for a great year. Having implemented procedures to take advantage of club strong points, this will be a year of increased membership, improved meeting programs across the area, and enhanced project effectiveness.

We look forward to the Toronto District Conference, as we will have an Area Hospitality Suite, where our members from all seven clubs will have an opportunity to share ideas.

As an Area, the following Rotarians are providing leadership to District 7150:

- 1) Donald Cossette, Oriskany Falls - Foundation
- 2) Dennis McDermott, Oneida - Youth Exchange Chair
- 3) Dawn Krupiarz, Oneida - Roteract Chair
- 4) Mary Ellen Kime, Canastota - Summer Youth Exchange
- 5) William Getman, Waterville - Youth Exchange, Finland, Sweden
- 6) Michael Miers, Oriskany Falls

- Deputy Chair Foundation
- 7) Leslie Taylor, Oneida - Group Study Exchange
- 8) David Craine, Hamilton - Annual Giving Chair
- 9) Bruce Pierce, Oriskany Falls - Deputy Chair Annual Foundation Giving

The Hamilton Club is busy planning a major fund raiser (Bouckville Antique Show Concession) to provide funding for their projects. A new project for Hamilton this year will be implementing a mentoring program for their high school.

A new Oneida project will be to see the renovation and improvement of Allen Park to make it a viable, all purpose recreation area for the youth of Oneida. Their effective programming with their Interact Club, youth exchange, Oneida High School student participation in all meetings will be continuing. For publicity, they will have a swimmer in "The Great Swim" and will be

involved in community wide events in Oneida.

To fund their projects, Canastota will be publishing their second telephone book with an anticipated profit of \$10,000. Canastota is researching a new project for area vocational students and how to benefit the youth of Canastota.

Oriskany Falls plans to start work on implementing an Interact Club in a local high school. They plan to further enhance their public image by more participation in community events. The Bouckville Antique Days concession will be their major fund raiser to finance their projects.

Sherrill will be expanding their programming into Verona and Vernon, with an emphasis into Verona with an ice skating rink and basketball court.

Membership growth will be an emphasis with the initial step being an update of their classifications and then targeting specific classifications.

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## Opportunity to Build Your Business by Gary Katz, Advertising Chair, Eastwood

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Dear Credo Reader, I want to tell you about the marvelous opportunities you will have, this year, to build your business.

I'm sure Marlene has put together another great issue and that somewhere there is an article on our new advertising pricing. We want this year to be a grassroots level advertising bonanza and with your help, we can do it. We've dropped our pricing and are also offering a clickable link so that all Rotarians and friends can be exposed to your message. Let's put some money back into the district and have your

business put in an ad where all fellow Rotarians will see it.

In future editions, I would like to expand our advertising base by allowing businesses to advertise specials *only* for Rotarians. For example, my business, Bill Rapp Autos, will give Eastwood Rotary or the Foundation, a \$100 donation for *each* and *every* customer who *is* a Rotarian or who was recommended to us *by* a Rotarian.

All the customer has to do is identify themselves as a Rotarian or sent in by a Rotarian. Once they buy a vehicle, Bill makes out a

donation. It's that simple & easy.

What can *your* business do for Rotary & your fellow Rotarians? Let Marlene or me know and we'll put it in the Credo and on the web! Volunteering is only half the reward, getting a break from fellow Rotarians makes the effort sweeter. Get on board. Place your ad. Contact us with your business specials.



## D 7150 Attendance & Membership Leaders for May

Club Name	Members	May-00 Members	Change re: 01-Jan		May-00	
	01-Jan-00		Members	%	Mtgs	% Attendance
Adirondack Foothills	30	30	0	0.00	5	50.00
Auburn	25	24	(1)	(4.00)	5	81.00
Aurora	24	# 24				#
Baldwinsville	34	39	5	14.71	5	44.00
Camden	23	21	(2)	(8.70)	4	61.00
Camillus	32	# 30				#
Canastota	25	25	0	0.00	4	80.41
Cato	23	21	(2)	(8.70)	4	59.00
Cazenovia	24	31	7	29.17	4	69.00
Chittenango	56	57	1	1.79	4	90.00
DeWitt	83	90	7	8.43	4	70.70
Dolgeville	19	20	1	5.26	4	45.00
Eastwood (Syracuse)	41	41	0	0.00	5	86.30
Fayetteville-Manlius	29	31	2	6.90	5	65.00
Fulton	45	# 43				#
Fulton Sunrise	25	23	(2)	(8.00)	4	77.00
Greater Utica Sunrise	37	33	(4)	(10.81)	5	77.00
Hamilton	33	36	3	9.09	4	43.00
Herkimer	30	# 34				#
Kuyahora Valley	28	# 28				#
Little Falls	24	26	2	8.33	5	72.00
Liverpool	13	19	6	46.15	5	68.00
Marcellus	19	17	(2)	(10.53)	5	74.70
Moravia	15	14	(1)	(6.67)	5	90.00
Morrisville	26	# 27				#
New Hartford	39	42	3	7.69	5	74.56
North Syracuse	13	10	(3)	(23.08)	4	70.00
North Utica	23	23	0	0.00	5	46.00
Oneida	90	86	(4)	(4.44)	5	75.18
Oneida Shores	18	16	(2)	(11.11)	5	88.00
Oriskany Falls	25	25	0	0.00	5	85.00
Oriskany-Whitestown	29	26	(3)	(10.34)	5	89.00
Oswego	82	67	(15)	(18.29)	4	74.00
Rome	87	98	11	12.64	5	74.00
Sauquoit	29	29	0	0.00	5	69.00
Sherrill	24	# 21				#
Skaneateles	55	56	1	1.82	4	64.60
Solvay-Geddes	13	14	1	7.69	4	73.00
Syracuse	142	# 152				#
Syracuse Sunrise	35	33	(2)	(5.71)	4	76.75
Tully	22	23	1	4.55	4	58.00
Utica	168	155	(13)	(7.74)	4	80.00
Waterville	22	21	(1)	(4.55)	4	76.20
West Winfield	28	25	(3)	(10.71)	5	67.20
District Averages	----	# ----	----	99.47	----	70.66 #
District Totals	1,707	# 1,698	(9)	----	----	----

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

Attendance	%
Chittenango	90.00
Moravia	90.00
Oriskany-Whitestown	89.00
Oneida Shores	88.00
Eastwood (Syracuse)	86.30
Oriskany Falls	85.00
Auburn	81.00
Canastota	80.41
Utica	80.00
Fulton Sunrise	77.00
Greater Utica Sunrise	77.00

Membership Total	Qty.
Utica	155
Rome	98
DeWitt	90
Oneida	86

Membership Gain (Relative to 01-July-99)	Qty.
Rome	11
Cazenovia	7
DeWitt	7
Liverpool	6
Baldwinsville	5
Hamilton	3
New Hartford	3
Fayetteville-Manlius	2
Little Falls	2

Membership Gain (Relative to 01-July-99)	%
Liverpool	46.15
Cazenovia	29.17
Baldwinsville	14.71
Rome	12.64
Hamilton	9.09
DeWitt	8.43
Little Falls	8.33
New Hartford	7.69
Solvay-Geddes	7.69
Fayetteville-Manlius	6.90

Reports not Received	8
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**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.

	Total =	36
Reports	E-Mail =	2
Received	FAX =	0
For	Mail =	4
May	Phone =	5
	Web =	25



**Reports due 1st of the month**

# Credo

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

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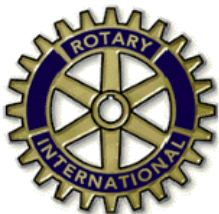
<http://www.rotarydistrict7150.org/>  
[www.rotaryyouthexchange.org/](http://www.rotaryyouthexchange.org/)  
[www.rotary.org/](http://www.rotary.org/)

*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.

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

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**"Service Above Self"**



**DG Ward & June Vuillemot with RI President Frank & Gloria Devlyn**

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