



# Rome Rotary Club News



President: Melissa Graves  
President-Elect: Joyce Midlam  
Vice President: Carol Mooney  
Past President: Joe Fusco

**Club Established 1919**

Treasurer: Sandie Latimer  
Secretary: Karin Tuthill  
Dist 7150 Gov: Jim Gascon  
ADG (Area 4): Jana Haldenwang

September 16, 2011

## IMPORTANT NOTICES!!

The Rotary trip on the Adirondack Railroad is scheduled for tomorrow, September 17<sup>th</sup>. Please see trip information beginning on page 3.

**NOTE:** DG Jim Gascon's official visit will be on Sept 27. Please make a special effort to attend this important Rome Rotary Club meeting!



### **Rome Rotary Meeting of September 13, 2011 notes:**

The meeting was held at the Griffiss Institute (GI). The GI was selected as the venue for this meeting, as the main purpose was to participate in a RI Webinar on Membership Retention, entitled "Closing the Back Door." The GI is an excellent facility for activities such as this, with its computer and projection capabilities. Facilitators for RI were Judi Beard-Strubing and Dean Rohrs, Rotary Coordinators for Zones 25 and 24, respectively.

A survey was conducted and 64% of the clubs replied that they have a retention problem. Retention isn't just keeping members in the club, but keeping them active, participating in club activities. RI membership has been stagnated at about 1.2M members for the last ten years. Another interesting statistic was that only 29% of the clubs replied that they had a mentoring program for new members, 68% did not, and 3% did not know.

Due to continuing technical difficulties with the webinar, it was decided to turn the time into a club discussion on retention and recruiting. Regarding retention, several things seem to work against participation these days, including limited time, other activities and responsibilities, family considerations, jobs, the economy, etc. Tuesday programs were discussed and the feeling was that they have been very good recently; a problem is poor attendance.

Members who have not paid dues this year were also discussed. There are currently about 27 from last year. A letter was sent reminding them, with a due date for payment of Sept. 15. It was decided that personal one-on-one phone calls should be made as a follow up after that date, as this would be more compelling than just sending an email. Missy will assign 4-5 names to members willing to make calls.

Several ideas were discussed for recruitment. The suggestion was made to share our weekly newsletter with a friend or colleague when there is a program scheduled of particular interest, as it might be an aid to recruitment. Holding a “meet and greet” or wine and cheese evening activity was also suggested. Invitees would be “targeted” perhaps using a list of community contacts which is available through MVCC, largely due to Ron Cantor’s community involvement. Kristen Bowers thought the list could be made available to Rome Rotary. The idea of a Rome Chamber of Commerce Business After Hours for Rome Rotary Club was also brought up, however the cost was estimated at \$1000-\$1200. It would introduce attendees to Rome Rotary’s purpose and activities such as the Children’s Christmas party, Honor America Days participation, Canalfest, International Student Day, etc. It would help show that Rotarians perform service, not just attend weekly luncheons.

President Graves said the profit from Canalfest 2011 was only \$13,000, about \$7,000 less than usual. This may impact the programs and activities planned for this year.

She also reminded members that next week’s program will be by pollster John Zogby on MVCC’s strategic plan and future.

Congratulations to Karen Roth! Karen was selected to begin the next Leadership Mohawk Valley program. Leadership Mohawk Valley (LMV) was created in 1990 as a joint effort of the Herkimer, Mohawk Valley (then, Utica), Rome Chambers of Commerce and area business leaders. The 10-month leadership program develops a knowledgeable group of people prepared to be leaders in the community and to shape its future. It also provides experience in group dynamics, team leadership, presentation skills and professional and personal growth. Ultimately, the program concludes by serving as a springboard for the participant’s future community leadership efforts

## **Greetings from Sweden!!**

From Hannah Ferris

I have been here for over a month in my host city Östersund. Of all the Rotary Exchange students here this year, I am the second farthest north. But it is beautiful here, and Östersund is a fairly large and active city. I am living with the Noren Family. My parents are Karin and Hasse and my siblings are Frida and Olle. Frida and Olle are twins and are 17 years old, only three months younger than me. Olle is also doing a foreign exchange with Rotary and will be spending his year in Pensacola, Florida.

I spent my first two weeks at my family’s summerhouse, which is near Osthhammar. From there, I visited Uppsala twice. Uppsala is the home to the oldest university in Sweden, and the mayor lives in an old pink castle.

My host mom also brought me to Stockholm. We stayed there for two days with friends of hers. While I was there, I watched the changing of the guard at the King’s Castle, toured the Vasa Museum, toured both the old and new parts of the city and visited many of the other

historical museums. The Nobel Peace Prize was invented in Sweden, so I saw the museum dedicated to it as well. I also met up with one of last year's inbounds, Elin Börjesson. She attended Whitesboro High School. Now she is back home in Tullinge, which is 20 minutes south of Stockholm. Stockholm is really a beautiful city. It gains most of its charm from the preserved history in its buildings and streets, but it has as much to offer as a modern city such as New York.

My favorite place that I have gone so far is the cliffs in Öregrund. The cliffs separate the town from the Baltic Sea, and it is some of the most beautiful scenery I have seen. The Baltic Sea has salt in it, but it is so diluted that if you drank a little of it, you would barely taste the salt. The day that I went there, it was 80+ degrees Fahrenheit, the sun was shining and the water was very warm.

Coffee is very popular here, and if I wasn't a coffee drinker before, I am now. They also have many berries that do not grow in New York. The most popular are lingonberries. I helped my host mom make lingonberry jam. It goes very well with meat and porridge. I brought Vermont Maple Syrup with me to give to my family and I plan on making them American pancakes for breakfast some weekend.

The Swedish language is very difficult. It has many sounds that English does not have, and I have trouble pronouncing a few of the words. The worst ones are the ones with "sj" in them, such as "sju" which is the word for seven. It is pronounced differently in the south than the north. In the south, the "sj" makes a "sh" sound, but in the north, it comes from the back of the throat. I am not sure how to represent it with text.

I began school on the 31st of August. I am attending palmcrantzskolan, and I will be taking the arts program, or "estet bild." I hope to focus on photography. There are five other exchange students living in Östersund, but not through Rotary. A girl from Ecuador is also in my program.

Thanks again for making this possible for me Rome Rotary Club!

## **Adirondack Railroad Rotary Trip Information**

- Date: Saturday, September 17th
- Meet at Union Station in Utica at 8:45 AM
- Train departs at 9:15 AM
- Arrives Thendara 11:30 AM
- Shuttle Bus will take passengers to:

- Tickner's Canoe and Kayak Rental
- Old Forge Hardware, Souvenir Village, Wilderness Interiors
- Old Forge Lake Cruises
- Holly Woodworking
- McCauley Mountain Chairlift
- Departs Thendara 4:30 PM
- Arrives Utica Unions Station at 6:45
- Cost is \$37.50 for adults, \$35.50 for seniors, and \$25.50 for youth ages 2-12
- Tickets available at <http://adironackrr.com> or call 724-0700
- Rail/cruise combination tickets are also available. Cruise goes from 1-3 PM.
- Those tickets are \$53.50 for adults and \$35.50 ages 3-12
- Contact: <http://www.oldforgecruises.com>

**NEED TO KNOW:**

Rotary Readers will be starting soon. Jeannie Packer is meeting with the school principal and will keep us advised. Please let Jeannie know if you have been a reader in the past and would like to continue. New readers are welcome. Call Jeannie for more information 336-0675.

**NEXT WEEKS MEETINGS:**

Tuesday, September 20th, 2011 – The Franklin @ 12:00

After Work Meeting: 5:30 pm, every Thursday, MVCC Library Conference Room, Floyd Ave. If you miss Tuesday's meeting, take advantage of this "make up" opportunity!

**UPCOMING EVENTS:**

<i>Date / Time</i>	<i>What</i>	<i>More Information</i>
Saturday, September 17 <sup>th</sup> @ 9am	Adirondack RR Train Ride	Please see <a href="http://adironackrr.com/adkrr_uticaschedule.php">http://adironackrr.com/adkrr_uticaschedule.php</a>
Tuesday, September 20 <sup>th</sup> @ 12pm to 1 pm	Facebook – Pros and Cons	@ The Franklin
Saturday, September 24 <sup>th</sup> @ 10am – 2pm	District 7150 Facebook Lab	@ The Griffiss Institute
<b>Tuesday, September 27<sup>th</sup> @ 12pm to 1pm</b>	<b>DG Jim Gascon visit</b>	<b>@ The Franklin</b>
OCTOBER		

Tuesday, October 4 <sup>th</sup> @ 12pm to 1pm	Kevin Revere	@ The Franklin. 911 Director of Emergency 911/Center and Fire Coordinator Dispatcher
Tuesday, October 4 <sup>th</sup> @ 5pm	86 <sup>th</sup> Eastern Cities Fellowship Dinner	@ Rochester Riverside Convention Center. See flyer at end of newsletter for information.
Tuesday, October 11 <sup>th</sup> @ 12pm to 1pm	Anthony Picente	@ The Franklin. The Topic is the State Budget and general information
Saturday, October 29 <sup>th</sup> @ 8:30am to 8:30pm		All over Rome, NY. More information coming soon...

**ATTENDANCE:**

George Waters, Shirley Waters, Pres. Missy Graves, Keith Butters, Joyce Midlam, Kristen Bowers, Fred Normand, Peter Costianes, Janine Baker-Gafney, Mike Occhipinti, Harry Winberg, David Nolan, Bill Tuthill, Barb Evens, Glen Bahr, and Karen Roth.

**MAKE-UPS:**

Louis Glasso

**GUESTS AND VISITING ROTARIANS:**

None.

**50/50:**

No drawing held.

**AFTER-WORK MEETING (September 15th):**

Jackie Corbett, Missy Graves, Carol Mooney, Maria Ramos, Bill Tuthill, and Karin Tuthill

## **SEPTEMBER BIRTHDAYS:**



Glen Bahr, Pat DeMatteo, Sandi Lockwood, Tiffany Martin, Cheryl Matt, Rosellen Mattson, Steve Mercurio, Dave Rapke, Jeff Simons and Dee Swinney.

## **SEPTEMBER ROME ROTARY MEMBERSHIP ANNIVERSAIRES:**

Happy Anniversary to.....

Louise Glasso (2003), Pam Goodison-Bick (2009), Greg Mattacola (2003), Chris Neiley (2007), Nancy Neiley (2007), Dee Swinney (2005), and Rob Tracy (1999).

## **QUOTE OF THE WEEK:**

"Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovation." – Steve Jobs

## **ROTARY INFORMATION:**

Rome Rotary, PO Box 655, Rome, NY 13442-0655

Rotary Website: [www.RomeRotaryNY.org](http://www.RomeRotaryNY.org)

Newsletter Email Address: [RomeRotaryNewsletter@yahoo.com](mailto:RomeRotaryNewsletter@yahoo.com)

Find us on Facebook: [www.facebook.com/RomeRotary](http://www.facebook.com/RomeRotary)

## **FYI**

### INVITATION TO THE MID YORK LIBRARY SYSTEM AND UTICA PUBLIC LIBRARY BTOP MEDIA EVENT on September 26, 2011

On behalf of Wanda Bruchis (Mid York Library System Executive Director) and Darby Obrien (Utica Public Library Director), you are invited to the Mid York Library System and Utica Public Library BTOP Media Event on September 26, 2011. The event will be held at Mid York's 1600 Lincoln Ave, Utica facility.

The media event is introducing and celebrating our Public Computing Centers funded by the Broadband Technology Opportunity Program (BTOP). These state of the art technology training facilities were made possible with federal grants administered through the New

York State Division of Library Development. Through the grants, we are bringing over \$700,000 into the communities served by your libraries over the two-year grant period, which ends in September of 2012.

In addition to Congressman Hanna, we have confirmed attendance from Assemblywoman Claudia Tenney and Oneida County Executive Tony Picente, both of whom will say a few words directly following Congressman Hanna.

The schedule of events is:

- 8:30 Refreshments and meet and greet
- 9:30 Welcome by Wanda Bruchis and Darby O'Brien
- 9:35 Keynote speech by US Congressman Richard Hanna, followed by Claudia Tenney and Tony Picente
- 10:15 Media session and Mid York Tour
- 10:45 BTOP partners and patrons share their experiences
- 11:00-12:30 Mid York Public Computing Center Showcase
- Class demos
- Skype demo
- Smart Board demos and guest exercises



**ROME ROTARY ROCKS!!**

# 86th Eastern Cities Fellowship Dinner



**Tuesday, October 4th, 2011**

Rochester Riverside Convention Center

(123 East Main St., Rochester NY 14604)

5pm Reception & Check-in ~ 6:15pm Dinner



*Keynote Speaker ~*

**2011-2012 RI President Kalyan Banerjee**

Early Bird Price (until 9/16/11) ~ \$43 per person

Regular Price (after 9/16/11) ~ \$47 per person

**Sign your Club up online today at the Early Bird price - [CLICK HERE](#)**