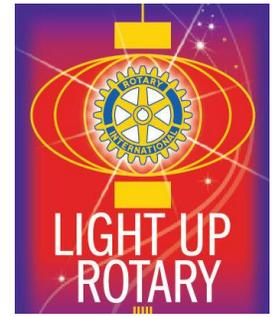


Rotary Club of Penn Yan

Club 4804 – District 7120
PO Box 512, Penn Yan, NY 14527

Facebook: www.facebook.com/pyrotary
Website: <http://py-rotary.weebly.com/>

Please Join Us! Tuesdays at Noon – Top of the Lake – 301 Lake Street, Penn Yan



VOL: 2015
No.27
January 6, 2015

OFFICERS

**Stacy Wyant &
Sue Andersen**
Co-Presidents

Bob Shrader
President Elect

Tom May
Vice President

Chris Bergman
Secretary

Tom May
Treasurer

Diane Krans
*Immediate Past
President*

DIRECTORS

Pam Donnellis
Sandi Perl
Teresa Vivier
Stu Porter
Rob Schwarting



GREAT NEWS FROM THE CHAMBER EXEC

Mike Linehan kept the luncheon lively with his humor and facts. Yes, the Chamber (450 members) had some CHALLENGES in 2014, but from it, the Chamber's capacity and experience grew. "No one at the Chamber or in the community had a plan to cope with the type of impact generated by the May storms and flooding. What was important was our ability to quickly determine our role in dealing with the giant curve ball thrown at us." Mike and staff handled over 500 calls and 200 text messages...giving answers or making referrals. Eventually, Mike saw the need for media relations, and worked to change the News Channels' message from disaster to recovery. Human interest stories were needed to turn from doom and gloom to "we are responding and recovering."



The Chamber is probably most visible as the Tourism Promotion Agency (TPA) for all of Yates County. It manages a portion of the County's bed tax for a highly effective Public Relations program. 3.2 Billion impressions of Tourism in Yates were generated through a PR agency. "Two minutes of exposure as a Weekend Getaway in a CBS news segment, or 4 mentions on the Today Show are worth much, MUCH more than any advertising that could be purchased." The promotions program is to bring people here to sleep. Attractions such as the wineries or the Windmill can generate day visits, so the Chamber makes the big outreach.

The Chamber assists with the Tourism Grants, where organizations can request funds to assist with events such as festivals or with shows like the Arts Center. The major determinant of funding is: "Will this event bring people to Yates and/or will they stay overnight?"

The Chamber promotes in the region from Connecticut to Mid-New Jersey, across the Northern half of Pennsylvania to Cleveland. They promoted a lot in Ontario, Canada, but recent border issues put a damper on that. There was a slight increase in cross border visits this year. Tourism in the past five years has grown 150%. Job well done.

The Chamber operates an Insurance Program, Electronics Recycling and is the staff and office for the Keuka Wine Trail. Two of the Chamber's more popular online services are "Fish Finder" and FLXLunch.com. In one you find where the fish are biting and in the other you find the DAILY updated lunch menu/specials for all the area restaurants.

NEWS AND NOTES:

Interact's post-holiday can drive ends Jan. 10th. Bag your party returnable cans and bottles and bring them to Lyons National Bank (**Sue A.**) or to Two Can Dan's, where you ask for the refund to be credited to the **Interact** Club. If all else fails, contact Sue A and she will arrange a pickup at your home

Inductees on January 27th:

- David Graham
- Christine Miller
- Steven Miller
- Stephanie Bates
- Stephanie Zehr

Amy Hoffman, co-owner of Rooster Hill Winery and wife to our David H. has submitted her request for membership and will be seeking club approval next month. The next class of members will be inducted in the Spring...in time for the Annual Conference in Buffalo!

Stephany Zehr is now Stephany Wilson...Hitched to Tom Wilson over the holiday. They can be reached at: Tom: 315-759-9689; Stephanie: 941-928-6838 (C) or 315-531-2723 (W).

Saki has moved to the Zehr-Wilson's and has a cell phone: 315-719-8569

If you are inviting **Sake** out or to an event, Stephany and Tom would like you to please text, call or email either of them as well so that they are kept in the loop.

Bob Scharf announced that Arbor Day '15 is under way and will be at the club's convenience in April. Starting this year, **Barb Elias** will be leading the project. Typically, ten members volunteer for 45 minutes of tree bagging and fellowship in Rob's barn and two or three more spend an hour presenting the trees to elementary school kids.

Jack C. returned from Florida and says he tried to bring the warm weather with him....yeah...right.

Jackie and **Bob Shrader** have begun the year looking forward to their 50th wedding anniversary..... Applause! Applause!

Many gave thanks for the pictures and wished us all a Happy New Year.

Prez. John took some good natured ribbing for a Kindle Chance on which a contestant wrote that the ticket was sold by P.I.T.A. John. I guess that there was some arm twisting involved in our netting over \$1,000 in the Kindle Raffle.

Larry L. and **Jeff K.** happily regaled us with stories of grand-children learning to skate and ski. Larry is off for a while to Florida.

Many expressed appreciation for the speaker. Mike's presentation was an excellent program and earned a standing ovation.

Barb Elias broke the John S. run on the 50/50 pot with a \$10 win. Smiles and cheering from her table.

FELLOWSHIP OVER LUNCH:

We had a great meeting, great fellowship and lots of fun today. Salisbury steak was on the buffet and an accomplished speaker at the podium. Guests were:

- **Sake**, our exchange student
- **Mike Linehan**, YC Chamber Executive
- **Paul Martuscello**, wine wholesale and owner of a new business in the Economic Development Center

DID YOU SEE OUR *ROTARIAN* THIS MONTH?

At lunch, **President John** exclaimed how fabulous this month's *ROTARIAN* is. He chose for himself the "Partier" style and opined that everyone would enjoy the magazine this month. This Rotary theme for January is **Rotary Awareness**.

A B C's OF ROTARY

What are Rotary Conferences and Assemblies?

The International Assembly is held each year in January to prepare all of District Governors Elect (like those visiting us this week) from around the world for the office they will assume on 1 July. Accompanied by their spouses, the 525 incoming governors join a host of experienced Rotarian leaders for more than a week of training and motivational sessions. At the assembly they meet the special Rotarian who will serve as RI president during their year as governors and they learn the RI theme for the

coming year around which they will build their home district's conference.

The first International Assembly was held in Chicago, Illinois, U.S.A., in 1919. Later assemblies were held in Lake Placid, New York; Boca Raton, Florida; and Nashville, Tennessee. In recent years the assembly has been held in Anaheim, California. But regardless of the venue, the message on the sign above the plenary hall has remained unchanged for years: "Enter to learn . . . go forth to serve."

Each District has its own Assembly to prepare club officers to do their jobs well. In view of the annual turnover of Rotary leadership each year, special effort is required to provide the more than 29,000 club leaders with appropriate instruction for the tasks they will assume. The annual district assembly is the major leadership training event in each Rotary district of the world. **District 7120's 2015 Assembly will be at the Spencerport High School on April 11th.**

The district assembly offers motivation, inspiration, Rotary information and new ideas for club officers, directors and key committee chairpersons of each club. Some of the most experienced district leaders conduct informative discussions on all phases of Rotary administration and service projects. The assembly gives all participants valuable new ideas to make their club more effective and interesting. The Penn Yan club usually sends a large contingent of members every year, and all members, regardless of their duties in the club are encouraged to go.

Another important feature of a district assembly is a review by the incoming district governor of the program theme and emphasis of the new RI president for the coming year. District goals and objectives are also described and plans are developed for their implementation. The success of each Rotary club is frequently determined by the club's full representation and participation in the annual district assembly.

A District Conference is all about fellowship with members and spouses, good fun, inspirational speakers and discussion of matters that make one's Rotary membership more meaningful. Every person who attends a District Conference finds that being a Rotarian becomes even more rewarding because of the new experiences, insights and acquaintances developed at the conference. Those who attend a conference enjoy going back, year after year.

Everyone of Rotary's more than 525 districts has a conference annually. These meetings are considered so important that the Rotary International president selects a knowledgeable Rotarian as his personal representative to attend and address each conference. The program always includes several outstanding entertainment features, such as the talent show put on by our exchange students, interesting discussions and inspirational programs. One of the added benefits of attending a district conference is the opportunity to become better acquainted with members of one's own club in an informal setting. Lasting friendships grow from the fellowship hour at the district conference.

JOIN IN A PROJECT:

Safe Harbors is considering a Golf Tournament with which to raise needed funds. Anyone with tournament planning experience or soliciting donors to sponsor holes, etc. is needed.

Milo Lodge, Freemasons will be selling hearts at East View Mall to raise money for the Ronald McDonald house in Rochester, and will be sponsoring a non-perishable food donation drive in the PY Elementary School in February.

OUR NEXT MEETING:

We will meet, next Tuesday, January 13th, at the regular time and place. The program is a presentation of the forthcoming District Conference in the historic resurgent city of Buffalo. Two visiting DGEs from Chile and Sri Lanka will also attend.

WHAT IF WE.....

...meet for a little Rotary After-Hours at Ray Spenser's new WINE BAR some afternoon after work? Invited our friends and spouses for a little investigation of the spirits and atmosphere at this new chic dive?

"Knock three times, and whisper low

That you and I were sent by Joe..."

Below and behind Birkett's Landing...may be Thursday the 22nd? Who's interested?

...joined forces with Friends of the Outlet Trail this spring for an annual trail repair/maintenance effort? Community Service chair **Dyke Smith** is gathering ideas for a Rotary Project on the trail, perhaps info kiosks at various places along the trail... Thoughts???

DID YOU KNOW?

Rotary's emphasis on **Vocational Service** has its roots in the founding of the organization. The original intent of the young lawyer Paul Harris was to bring together a circle of business and professional acquaintances. And the use of the classification principle...only one member from each profession... the guideline by which nearly all Rotary membership is determined ... assured then and now that each club has among its members a cross-section of a community's business and professional population.

Vocational service is one of the five club Avenues of Service... one of the outlets for every member's commitment to serve. Vocational Service focuses on:

- Adherence to, and promotion of, the highest ethical standards in all occupations, including fair treatment of employers, employees, associates, competitors and the public.
- The recognition of the worthiness of all useful occupations, not just one's own or those that are pursued by Rotarians.
- The contribution of one's vocational talents to the problems and needs of society.

The purview of Vocational Service is broad; including such activities as mentoring, career days, vocational awards, business assistance, or even talking about one's job at a club meeting.

UPCOMING PROGRAMS/EVENTS:

- 1/11** Visiting Governors' Receptions:
Rooster Hill Winery (3:00 PM)
Schwartings' Home for dinner (4:30 PM)
Spouses and children welcomed
- 1/13** Board Meeting (8:00 AM)
- 1/13** Club Assembly (noon), presentation by visiting DGEs, and presentation of the 2015 Conference
- 1/20** Surprise meeting topic by Prez. Stacy
- 1/27** New Member Induction

Birthdays in January:

- **Pam Donnells** 1/9

VISITATION OPPORTUNITIES:

Do you want some variety in your life? Well, then visit a neighboring club. It is fun. Let others know when you plan on going, and you might be surprised by how many might join you.

- **Canandaigua** – Meets Thursday 12:15 at the NYS Wine and Culinary Center. Awesome venue! **John Socha** finds the meeting place most agreeable.
- **Dundee** – Meets Wednesday noon at the Youth Center on Main Street. Great Buffet!
- **Geneva** – Meets Wednesday 12:05 at the Belhurst Castle, Route 14. A larger club.

MISSED A MEETING?

Club members are encouraged to make up for missed meetings whenever possible. One can make up by:

- Visiting neighboring clubs or attending a club while on vacation.
- Log in on District 7150's Internet Club www.rotaryclubNY1.com
- Attend Interact or Rotaract meetings
- Work on a club or district committee
- Attend a district function
- When you have made up a meeting, please be sure to notify Chris Bergman for proper credit. hatzcb@yahoo.com