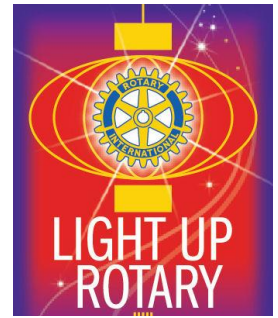


SPOKES
FROM THE
ROTARY CLUB
OF PENN YAN
Box 512, PENN YAN, NY 14527

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



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Can Hunger grows bigger



In its third year, under the guidance of **Sandi Perl, Sandi Minster, Chris Bergman and Tom May**, the Rotary “Can Hunger” competition geared up and attracted nine entries. Shown at the left is the Interact Club’s Slice of Pizza being built at Lyons National Bank. **Barb Elias, Courtney Elias, Sake, Tina Miller, Carol Worth and Stephany Willson** set out to make a slice of 4 layer Rotary cake as the club entry. After considerable discussion on the originality and artistry of a cake slice the team made a five layer, round wedding style cake without the usual bride and groom under a canopy. Instead Steve Miller sprung for wax numbers; “110” for the top of the cake. Why? It is a birthday cake - Rotary International turns 110 this year. Using the cake as a guide, over 2000 cans, boxes and bags of non-

perishable foods were collected for the Food for the Needy pantry. Watch next week for more pictures and the winners of the competition. Check the Chronicle Express for locations.

Sponsorships are New this year

As the Rotary Day Auction gears up this year, something new is offered on the Internet Rotary Day Auction site, www.BiddingforGood.com/PennYanRotary. For businesses that heretofore were not able to provide a saleable good or service and want to be a friend of Rotary, we can now offer them sponsorships between \$250 and \$1500. There are lots more to “sell” at the lower level, and we are still looking for those three single big fish at the \$500, \$1000 and \$1500 level. Who could they be?

Dyke Smith sold two of the \$250 sponsorships to Reme Casting and Roto Salt. **Brent Oaks**, owner was grateful for the sponsorship opportunity because the donation of a sink top was hard to sell on air or online. Perhaps you know of some potential sponsor who we have not invited to donate in past years. Please reach out to them and help us support Camp ONSEYAWA, the Foundation and our many service projects. It all helps!!!!

News and Notes

President Stacy reminds us that the anniversary of the Penn Yan Club chartering on March 1st 1922. When convenient, raise a glass to our present, past and future. Salud!

Wine tour this weekend...**Dave Hoffman** tells us that there is an 8 winery tour this weekend, free glass, wine and pairings. He has *advanced sale* tickets for **Tapas and Tastes** at \$20 for two days (3/21-22) of tastings. The full amount from any ticket you buy from Amy and Dave goes directly to the Foundation. AWESOME! Take a few friends, taste a little wine and support the foundation. Go to Rooster Hill!

McGregor's - Tortilla Española, Roasted Eggplant Spread on Baguette, Smoked Salmon and Cucumber Skewer

Dr. Frank's - Chicken & Chorizo Paella and Spicy Jam Bruschetta

Keuka Spring - Garlic Paprika Chicken, Focaccia with Caramelized Onions

Hunt Country - Black Bean & Vegetable Fajitas (Vegan) and Chocolate Risotto

Barrington - Creamy Salsa Dip or Layered Taco Dip with Taco Chips, Chocolate Tapioca Pudding

Vineyard View - Garlic Fried Mushrooms with Pork Belly & Creamy Polenta and Assorted Creampuffs

Heron Hill Winery - Roulade of Shredded Pork, White Bean & Feta, Mixed Berry Dessert

Other Wineries - to be announced

Dave said that you pace yourselves and do 4 wineries on each day



Stephany takes on the duty of taking attendance and greeting at the sign-in table. It is an old and rewarding new member tradition of the club. Shake her hand, Hello!

Youth Exchange - **President Stacy** announced the anticipated fall arrival of a young Finnish man. All his paperwork is in order and approved by the Penn Yan Academy. **Diane Krans** will publicize his arrival and try to entice new host families.

Former Dundee Rotarian, **Ray Spencer**, will be speaking on starting businesses in Yates County,

noon, Wednesday, April 25th at the Lightner Library, Keuka College.

The club plans our **Arbor Day - Earth Day** celebration over lunch, April 28th at the Schwartings' barn at noon. We intend to bag trees, gossip, tell stories, and eat pizza. Then, club members would go to the various 2nd grade classes at the three schools and deliver the trees that afternoon, say at 2:00 PM.

Dr. Dave will be away for a few weeks for hip surgery and recovery. **Tina Miller** is going to be visiting the hospital for a minor surgery too. Wish them speedy recovery.



Years ago, one of these two handsome men would have had to slip a few extra bucks in the fine box. **Don**, on the left is the one who would pay because he forgot to put on his badge. In good humor, **Dave**, on the right, might have had to kick in a little too because he gave a "paid" commercial for the wine trail. These days, the sergeant looks for HAPPY DOLLARS, not fines. There was a whopper of a fine in the old days if someone's picture appeared in the paper and he or she was not wearing their Rotary Pin. Kinder, gentler days are upon us. But, the message is still there. Wear your Rotary Pin with pride and wear it often.

Also, we are looking to do something new with the Celebrate Service - Celebrate Yates opportunity this year. The event will be on Sunday, April 12th. Yes, the day after our Celebrate Rotary. Check your email.

Fellowship over lunch this week

In spite of persistent flu-like symptoms that have laid many low, 20 Rotarians were given the traditional St. Patrick's Day feast of corned beef, cabbage and boiled potatoes. Gray morning with a little snow squall over lunch, and then bright sun as the meeting ended. We wish everyone could have been here. We missed you.

ABC's - March is Literacy Month

The long term problems with illiteracy are the depressed quality of life for the illiterate. Typically, the poorly literate, and a nation as a whole, will have depressed personal income, and lower life expectancy. In underdeveloped countries, low levels of democracy are strongly correlated with illiteracy among the masses.

According to the CIA World Factbook, almost 75% of the world's 775 million illiterate adults are concentrated in ten countries (in descending order: India, China, Pakistan, Bangladesh, Nigeria, Ethiopia, Egypt, Brazil, Indonesia, and the Democratic Republic of Congo). Women represent two-thirds of all illiterate adults globally. Extremely low literacy rates are focused in three regions: South Asia, West Asia and Sub-Saharan Africa. The global literacy rate for all people aged 15 and over is 84.1%. The global literacy rate for all males is 88.6% and the rate for all females is 79.7%. In the USA it is 99%

In the developed countries, pockets of illiteracy in the inner cities and the rural backwaters show the same phenomena, but to a much lesser degree. In New York State, using 2003 estimates of adult (over 16) literacy, illiteracy levels as measured in proficiency in ENGLISH run 22%. The Bronx, Queens and Brooklyn have English illiteracy rates over 45%. These three counties are also our centers of international migration where English, if spoken at all, is the second language. By this measure, Yates County has 10% illiteracy, whereas, neighboring counties of Ontario, Wayne and Seneca have illiteracy rates of 7%, 9%, and 8% respectively. Our local task to improve literacy becomes helping about 1,800 individuals over 16 to read and write in English.

One theory that might guide what we choose to do is that children in families where adult literacy is low tend to grow up with the same literacy handicap. Breaking the grip of illiteracy probably means that we continue or increase our involvement in reading, providing role models, and encouraging reading excellence in our elementary education.

Interestingly, the Democratic Republic of the Congo, where we find Leon's sanitation project, has a very low level of literacy among its peer nations in Africa; and, as we have heard from many visitors to Africa, women's literacy lags considerably more. The Congo has also had long periods of civil unrest...which is it...what comes first, the chicken or the egg?

An important goal of Rotary International is promoting world peace and understanding. Literacy is apparently one step in this important process.



Join in a project – Feel good

There will be a **Bowling Tournament Fundraiser for Camp Haccamo** on Saturday, March 21 beginning at 5:30pm at Clover Lanes, 2750 Monroe Avenue. Price is \$20 per person, with 5 member teams/\$100 per team, which includes pizza, soda and shoe rental.



Interactors are doing a District Interact project and would like the help of Rotarians. They are collecting small size tooth paste, shampoos, conditioners, soap, wasncloths, combs and brushes to make toiletry bags to be given to a women's shelter or kids in crisis (foster care). These bags will be assembled at the District Assembly on April 11th, 2015. Their goal is 100 bags. Individuals who have these items can send them to the District Assembly or contact Mary Anne Cooper, District Interact Chair at mcooper2@stny.rr.com. All help would be greatly appreciated.



What's Happening Next

- 3/24** Rotary Branding – **Larry Lehner** will show the club the new Image and Branding of Rotary on apparel and supplies.
- 3/31** **Pat Foster** Director of the YMCA Camp Corey and the Day before Fishing Season Opens

Club Service volunteers for March are:

- Set up Teresa Vivier
- Attendance Stephanie Willson
- Pledge, Song Larry Lehner
- Prayer Evelyn Emerson
- Sergeant Ryan Hallings

Rotary Day (4/11) and our two Auctions



Tom May and Don Oakleaf review the donation by Sonnenberg Gardens to the Rotary Day Auction. Paper work on donations, ads and sponsorships are due to **Tom May** or **Carol Worth** by March 24th. Yes! Next Week! **Tom M.** and his team have the job of getting all the donations and sponsorships lined up, on display and posted on line. He needs time, so getting material in as soon as possible is essential.

Bob Shrader and **John S.** have the Production Team's ball rolling ahead, and first out of the box will be the *Rotary Day Celebration* on April 11th. Every club member is in the process of inviting their donors to the event, so we might just have a huge crowd at Milly's Pantry – Pinwheel Café, from 5-7:30.

Amy and **Dave** of **Rooster Hill** will pour wines for us. **Carol** is arranging background music, and **Bob Shrader** is talking about hanging some of our banner collection. **Mary Ellen Morgan** reports that Rotaract will bring their computer-power point show. We have newspaper pictures and reports from the flood relief project and **Sandi Perl** has another display made. **Carolyn Schaeffer** (member 2008-11) and husband **George** will be there representing one of our beneficiaries, Milly's Pantry. Anyone that has pictures of past projects and events is asked to send copies to me, rob.schwarting.280@gmail.com. Bob and John want to assemble a huge collage of pictures. **Stacy Wyant** is going to organize the phone system again, and needs members of the production team to send him cellphone numbers that he will add to the phone rollover system.

Dyke S. and **Sarah C.** co-leaders of the PR team are meeting this Saturday, 21st, to back plan and organize the print, online and on air media production. They are gearing up to guide club members through the

process of becoming effective promoters of the auctions using Facebook, emails and other media. Anyone with ideas to share with the PR team is asked to email **Dyke** dyke.smith@gmail.com or **Carol** Carolworth280@gmail.com



They must be Italian, what with all the hand gestures, Carol and Tom hammer out details on getting donors' data in the permanent file. Just as in businesses, the Auction team seeks continuous improvement.

- 3/24 Bring It** - Day for Rotarians to return their donor's sheets, ads, sponsorships, etc. to **Tom M** and **Carol W.**
- 3/31 Going Hot** – Target day for opening the online bidding site for viewing and everyone to send an email message to friends and relatives, asking them to pass on news about our online or on air auctions. Start posting on Facebook
- 4/11 Spread the word to Rotarians** – Pass out cards to Rotarians at the District Assembly
- 4/11 ROTARY DAY CELEBRATION** – Party at Milly's: Let the Bidding Begin!
- 4/11-4/24** Online bidding
- 4/25 Live WFLR Remote Auction** from Milly's

We are up to \$2,400+ in donations as of Tuesday's luncheon. Since then, we've gotten much more:

Six tickets to plays at the **Shaw Festival** in Niagara on the Lake, Canada - \$450

Four tickets to **Bristol Valley Theater** summer plays, and getting a dinner for 4 at a Naples restaurant is in the works - \$135 or more.

An autographed **Buffalo Bills Game Jersey** for #24, 3rd year defensive corner back Stephon Gilmore from Peg Havens at Time Warner Business Class - \$250

Acupuncture treatments in Penn Yan - \$100

Your team leaders and contacts are:

Promotion: Sarah Crevelling screvelling@pypl.org

Production: Bob Shrader bob.shrader@proforma.com

Data entry: Tom M tom.may@communitybankna.com

Donations: Tom H ivesvine2@yahoo.com

Scty: Rob Schwarting rob.schwarting.280@gmail.com

Sponsorship information is as follows:

Single Platinum Sponsor: \$1500

- News article on Rotary and Platinum Sponsor's teaming up together to do good.
- Sponsor Banner with link to sponsor on auction website
- Special mention in all promotional email signatures
- On Air mention each hour PLUS 30 second ad aired 4/25
- Signage with displayed auction items at banks
- Yearlong mention in Rotary weekly newsletter district wide with hot link

Single Gold Sponsor: \$1000

- On Air interview (taped) aired am and pm at 4/25 auction
- 30 second ad on air 4/25
- Sponsor listing on Website with link to business
- Signage with displayed auction items at banks
- Yearlong mention in Rotary weekly newsletter district wide with hot link

Single Silver Sponsor: \$500

- 30 second ads on air 4/25, am and pm
- Sponsor listing on Website with link to business
- Signage with displayed auction items at banks
- Yearlong mention in Rotary weekly newsletter district wide with hot link

Multiple Bronze Sponsors: \$250

- 30 second ad on air 4/25
- Sponsor listing on website with link to business
- Yearlong mention in Rotary weekly newsletter district wide with hot link

Thinking about visiting?

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

- **Canandaigua** – Meets Thursday 12:15 at the NYS Wine and Culinary Center. Awesome venue, but a little pricy at \$16.
- **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.

Doing a Make-Up 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

Secretary Chris points out that you can use your make-up activity at any time. And it's not about the hours put in, but that it was a one for one exchange of activities....so long as it was about an hour or longer for a committee meeting. The Internet Club meetings last about 35-45 minutes....sometimes more and they count.