

# SPOKES

FROM THE ROTARY CLUB OF PENN YAN  
BOX 512, PENN YAN, NY 14527

Facebook: [www.facebook.com/pyrotary](http://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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**District 7120 website:**  
<http://portal.clubrunner.ca/50098>

**Rotary International:**  
<https://www.rotary.org/en>



## Office for the Aging Presents



*Ashley Tillman – Office of the Aging*



*Becky Bennett – Tears of Aging*

The Yates County Office for the Aging is a local program that provides information and services on a range of assistance for older adults and those who care for them. By contacting the office, one can get access to critical information including:

- Available services in our area
- Mobility assistance programs, meal plans & housing
- Assistance in gaining access to services
- Individual counseling, support groups and caregiver training
- Respite care
- Supplemental services, on a limited basis

## *News and Notes of interest*

Your intrepid reporter was otherwise engaged this week and failed to ask someone to report. Oops!

Several members from the club, **Sandie M, Tom M, Rob S, Sue A, Sandi P, Diane K** and **Stu P** worked the Bundle Up coat give away project. The morning's activities were dedicated to the memory of **Stephanie Bates**.

## *Leadership Institute Report*

**Carol W** and **Rob S** had the chance to attend the RLI second year and graduate sessions Saturday. Their reports follow. **PDG Jeff K** was one of the many highly effective instructors/facilitators.

Two important, recurring themes over the years are communications and membership attraction and engagement. Other sessions attended were strategic planning, using the foundation for targeted service, and team building.

Like much of the material presented, the session - **Attracting New Members** provided a packet of material to assist in the club's progress in this area. It describes a committee/team focus and a flow of activities that leads to a quality person asking to become a Rotarian. A smaller club might do periodic campaigns or have a standing team that keeps new membership development in the front of the club's collective mind.

The focus of the graduate session on **attracting and engaging members** looked at the psychological roots of motivating action, namely Achievement, Power, Affiliation, Recognition and Altruism. People join the club or engage in a project because it appeals to one of these basic human needs/desires. Some people are Rotarians because they love the feeling of doing good, others might be involved/committed because they want to feel that they belong to a fellowship of mostly like-minded friends.

Attention was also paid to the different needs and characteristics of members according to their generation - the **Silent Ones, Baby Boomers, Generation X, Millennials, and soon to be of age Generation Z** (those people who were raised on text messaging, Twitter, Facebook, etc.). If we want to recruit these different generations into the club or engage them in a project, each must be approached a little differently. One reads newspapers, another

doesn't. One enjoys meetings and another just wants to swarm like bees to a project, do it and be gone. Gen X members are not interested in attendance as a motivator and tend to use Email the most of all groups. The club probably has to evolve a response to Gen X and Millennials if we hope to attract and engage new, younger members.

Material was distributed on **involving and exciting young professionals**, but was not discussed.

One session touched on successful written and oral communications, specifically the introduction of weekly club speakers and the writing of short messages for social media. KISS and target your audience seemed to be the fundamental messages.

As was the case several years ago when **Tom M** led a strategic planning process, **Carol W** was introduced to the evaluation forms around which a strategic club planning process would coalesce. As an exercise, her strategic goals evolved to:

- Engage all members in meaningful ways that fosters ownership of club successes
- Double participation in Service Projects
- Incrementally improve internal and external communication that will increase public awareness of Rotary and the club.

**Team Building** was a session focused on using committees to develop leadership and spread the load around the club. It recommended five teams:

- Club Administration for programs, website, communications, attendance and fellowship
- Membership for retention, attraction, orientation and education and diversity
- Public Relations for media relations, social media, advertising and marketing
- Service Projects for community, vocations, youth, and fundraising
- Rotary Foundation for diversified and global grants, polio and charitable fundraising

**Developing sustainable projects** was one focus of the presentation on the Foundation. Sustainability means providing long-term solutions to community needs that the benefiting community can maintain after grant funding ends. Its programmatic elements are:

- Identifying and assessing community needs and strengths. The project must provide support that fits the indigenous culture/values and involves multiple stakeholders/partners in the planning

- Purchase goods and services locally and bring in only those things that match the local technologies/resources. Also, train grant recipients in use, maintenance and repairs
- Confirm funding to operate, repair and maintain the program/project after the initial grant is done
- Provide training, education and community outreach to strengthen the beneficiaries' capacity to meet project objectives
- Motivate beneficiaries and collaborating agents to sustain project outcomes...transfer ownership of outcomes to local leadership/users
- Develop clear and measurable objectives, identify ways to collect the data, establish baselines and measurement of progress for at least three years

Discussions about **Public Relations** touched on several key ideas:

- Make a team of dedicated individuals responsible for advising the club on effective image-making and relations-building, getting buy-in for a strategy and then running with it.
- Segment and target each of your generational audiences...build a brand that speaks to the motivating values of each one.
- Using press releases versus Facebook postings, tweets, and Instagram. Engage/target each age group in the appropriate medium.
- Attracting young professionals and soliciting new volunteers is done through the Internet.

## *Projects needing our attention*

**Dean M** – bell ringing for Christmas for the Needy is December 1<sup>st</sup>. Pairs of ringers at Tops and Byrne Dairy.

**Starshine is coming** and we normally do something. Friday evening, December 4<sup>th</sup>. Santa at Community Bank.

## *Birthdays coming up*

Dyke Smith 11/18



## *Fun and Fellowship this week*

Tuesday, Election Day, saw very nice, unseasonably warm weather. It was a crazy busy before and after meeting and good food.



## *What's Happening Next*

- 11/10** Board meeting, 8 AM LNB Conference room
- 11/10** Club Assembly and Student of the Month
- 11/17** Sandi Perl's Biographic Sketch (finally!)
- 11/24** Yates Community Center
- 12/4** Starshine

Thanks to our Club Service volunteers for the month of November:

Set up	Amy Hoffman
Attendance	Bob Smith
Pledge Song	Patrick Tolbert
Rotary Minute	Don Oakleaf
Prayer	Sarah Creveling
Sergeant	Leon Frontier

## *Rotary in the News*

LaunchDetroit, a Rotary project of District 6400, serves an important role in this city. It brings valuable resources to entrepreneurs who are desperately seeking guidance. And to think that Rotary members are jumping in to make a difference. Wow!

Participating Rotarians say that it may be a cliché, but in their instance, it's very true: They are changing Detroit, one entrepreneur at a time! They mentor the entrepreneur, provide access to some micro-loans and open doors in the community development networks. For more: (control click on site below)

- Visit the [LaunchDetroit website](#)

## *Join in a project – Feel good*

This is where club members can announce activities in their other groups that might be of some interest to club members

## *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](http://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](mailto:hatzcb@yahoo.com)

## *Penn Yan's Friends of Rotary –*

Friendly's Dodge Chrysler Jeep

<http://www.friendlydodgechryslerjeep.com/>

Lyons National Bank

[www.bankwithlnb.com](http://www.bankwithlnb.com)

Roto Salt & Remeecasting

<http://www.remeecasting.com/>

Eaves Family Dental

<http://www.eavesdental.com/>

Birkett Mills

[www.thebirkettmills.com](http://www.thebirkettmills.com)

Carey's Farm and Home Centers

[www.careypennyan.com](http://www.careypennyan.com)

Steve Owens and Classic Café

<http://classiccafedundee.com/>

Rooster Hill Winery

[www.roosterhill.com](http://www.roosterhill.com)

Simmons – Rockwell

[www.simmons-rockwell.com](http://www.simmons-rockwell.com)