

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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<http://portal.clubrunner.ca/50098>

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<https://www.rotary.org/en>



Moving Forward

As planned, twenty members spent an hour or so wrestling with club issues swirling around fundraising and charitable works. **Ef** lead a open forum where several key points were raised and discussed . Much of what was discussed was to be passed on to the board for their final decision if needed.

In the session, **President Tom** pointed out that we had about \$7,000 set aside from past fundraising projects and the Assembly raffles, programs, etc. The budget calls for planned giving of about \$12,000; leaving a \$5,000 gap. Ideally, fundraising would cover the full \$12,00 and the \$7,000 left for “disasters.”

Many mentioned that our fundraising lacked “compelling emotional purpose.” Two kinds of purpose were mentioned; the ones that tugged at your heart strings and the other where a huge community event draws in lots of outsiders, such as Galeton (PA) Rotary Club’s “Woodsmen’s Competiton”. In the first instance, events like the Hope Walk and the Keuka Comfort Care’s Crossing Keuka raise \$30,000 and more. And in the second case, according to **Dave G**, the Woodsmen Competition weekend is organized by a club of 19 and they raise \$100,000.

The group noted that this compelling purpose is also needed if we are to attract and retain members. It is who we are and why we exist. Polio, while not finished, is less of a draw than it was years ago. Camp ONSEYAWA and kidCARE pull a bit at donor’s heartsstrings, but don’t seem to define the club’s purpose. Several thought that the whole club should attend a retreat where we examine this critical issue more deeply.

It also became clear that the club is suffering from a two underlying issues. One is called “burn out.” There were three major events as well as many smaller ones. We had Can Hunger, Camp ONSEYAWA, the Bundle Up Exchange, the District Assembly, the Rotary Radio Day Auction, the Wine Festival, the Leadership Institute, and other standard club activities that drew on members’ time, talent and treasure. As **PP Bob** said: “I was afraid that the work load would kill the club.” A few mentioned that it was not necessarily the “all hands on deck” call for the day of the event, but the hours and weeks of preparation, advanced sales, talking to donors, etc. that wore thin. The second issue seemed to stem from the long term grind. Misunderstanding, too much or too little communication, and personalities led to some disunity. For some our effort became more like work and less like fun.

In the end, the group recommended a retreat on Saturday, September 10th (cont.)

where the club members could spend some time rebuilding focus, purpose, and relationships.

At one point, the group discussed cutting back, way back on our community giving programs. It was not unanimously supported, but many thought that some traditional contributions could be dropped.

There was considerable support and some concern about holding the Flights of Fancy. It needs to be fine-tuned such that it is more fun and more evenly supported.

News and Notes

Evelyn, Jeff, et al were treated to Happy Birthday.

The District 7120 Scramble Golf Tournament will be held at Island Oaks Course at the Lima Country Club on Friday, September 9, 2016, with registration at 12:00 noon and tee off at 1:00 pm. The cost is \$80.00 per person and includes golf, cart, hot dog lunch, dinner and prizes, to include the club drawing for a Paul Harris Fellow. We will again have on-line registration. To register, please go to this link: <http://bit.ly/7120-Golf2016>.

Yates Bundle Up is an event in the fall that Rotary Club members heavily support with our time in setting up and helping needy families walk through the “Free Used Child/Teen Coat Store” for coats, mittens, scarfs and knit hats. **Sue** is looking for good used coats, especially teen girls and all youth sizes. Of late, teen and adult jackets have been in demand as well.

Sona Dobronova has arrived from Slovakia. She landed in August, and has been getting necessary shots and physicals to join academy sports teams. She should be around for the second September meetings and is staying at the Giffords for her first few months. Mark and Alexa Gifford 1285 Elmira Rd. Penn Yan, NY 14527 mgifford3@rochester.rr.com 315-719-1199 (Mark) and 585-208-3677 (Alexa)

We need to decide by this October if we will have a student in 2017-18. If we want to go ahead, we need to have a replacement for Stacy as YE committee chair.

Carl Schwartz is looking to attend the RI Convention in Atlanta next spring. He’s going alone so that he can experience a once in a lifetime opportunity. He wonders if the club might send a contingent of folks.

Jeff reported that the proposed musical concert with “Gap Mangione” tentatively scheduled in late October to celebrate the 100th Anniversary of the Foundation’s Founding was CANCELLED. He did not get the necessary support from other clubs.

Volunteer Opportunities

Looking for Rotarians to help out with a fun outdoor event on Saturday, September 24! Penn Yan Public Library and K-Train Kindergarten Readiness will be collaborating on our first StoryWalk. What’s a StoryWalk? It’s a picture book, broken down into individual signs and set up along a path. (In this case, the Keuka Outlet Trail.) The signs encourage physical activity along with helping little learners practice their reading skills. During a StoryWalk, the whole family gets involved, moving and reading together. Fun volunteer opportunities are available, including face-painting, handing out free food, helping families enjoy literacy-enhancing toys, giving away books, and helping make sure no one wanders off the trail. The event will be held Saturday, September 24 at the Cherry St. entrance to the Outlet Trail. Volunteers will be needed between 8:30 and 10:30am. To volunteer, please email Sarah at screvelling@pypl.org. Donations of gently-used children’s books are also needed if you’d like to get involved in another way.

Rotary’s Service Priorities

From Rotary’s Club Service Committee Manual and Notes from PETS

When planning your projects, choose a community need that falls within Rotary’s service priorities:

- Areas of focus
 - Peace and conflict prevention/resolution
 - Disease prevention and treatment
 - Water and sanitation
 - Maternal and child health
 - Basic education and literacy
 - Economic and community development
- Avenues of Service: Club Service, Vocational Service, Community Service, International Service, Youth Service

Possible Approach to Strategic Planning and Action

Prepare a one-sentence concensus vision statement that reflects the club members’ personal vision of the

club. (Include something that will distinguish your club from other service groups in your community — e.g., “Our vision is to be the most internationally diverse service club in our community,” or “Our vision is to be the service club most supportive of youths in our community.”) Where do you see the club in three to five years? What will it be known for? Get initial input from all and then get buyin from all.

Identify the club’s strengths (survey or forum) representing individual skills and club experience. Does the club consist of wealthy memebbers that give money; or does the club consist of worker bees; or a mix of both?

Identify the service opportunities in the community, region and world. (some clubs are truly international because their club consists of world travelers, yet others are more locally focused). Look for opportunities that are unmet by other service groups and is a unique public relations opportunity that will attract parteners, friends and club member commitment. Which opportunities will make members feel good? Is it fun? Does it promote full involvement and fellowship? Is it emotionally gratifying?

Align the vision, strengthes and opportunities in a strategy...a club’s strategic service plan. Other plans, such as membership development, fundraising, etc. will evolve from this basic plan.

Evaluate the needs for time, money, outside assistance, possbile helpers (other Rotary clubs, Interact, Rotaract, friends of Rotary or partnering groups). Develop a budget and a partnering plan (it might include a PR or attraction plan that draws workers and funds to the service plan).

We can then set major goals that run forward three years; then set intermediate goals for each year, quarter and month. Establish a monitoring process.

- Specific
- Measurable
- Attainable
- Reasonable (resourcable)
- Timely

Make the vision statement obvious to all and make it part of every communication. Post the end goal, and often monitor and report progress. Celebrate the achievement of milestones.

Birthdays coming up

Jack	Clancy	9/25
Sandie	Minster	9/25
Ryan	Hallings	9/27



Meetings (bold) / Events

Sep 6th	Literacy Volunteers of Ontario Yates, K-Train and Read to your Baby
Sep 10th	Vision and Strategies @ PY UMC
Sep 13 th	Primary Day – VOTE
Sep 13 th	Board Meeting
Sept 13th	Assembly
Sep 17 th	District Membership Seminar
Sep 17 th	District Literacy Seminar
Sep 20th	Picnic at Keuka Lake State Park
Sep 27th	Meeting

If you have a suggested luncheon program contact **Taryn** or **Sandi P.**

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 Diane Krans for proper credit.