



# NEW LETTER

This month I'm going to start out my message with a shout out to my own club, DeWitt. When everything is held virtually, the title "Home Club of the District Governor" takes on a whole new meaning. I want to congratulate our DeWitt Rotary "Icebreakers" team for making a clean sweep of our District Trivia Night on a cold February Saturday night. Braggin' rights! Sporting fun winter hats, Rotarians competed as Clubs and enjoyed an evening of laughter, chatter and stories. It really broke up the pandemic isolation.

We have two Multi-District Membership Mondays coming up. April 5 at 7pm the event will cover "Cause-based clubs" and May 3 at 7pm, we'll feature Sylvia Whitlock, the first female Club President in the world. Our District will also hold a District-wide zoom meeting, open to all Rotarians, to discuss the merger our district may be part of in July 2024. Watch your email for this.

Lastly, are you vaccinated? We're hoping you'll consider a donation to Polio Plus when you are. We received our two COVID shots and we'll be donating. We both remember when the polio vaccine came out. And I personally lost a 5-year-old cousin during the late 50's from complications of the measles before that vaccine was developed. Yeah, it can get personal. Join us with a donation.

**District Governor  
Cheryl Matt**

DeWitt Rotary Club  
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# HOW TO FORM A CAUSE-BASED ROTARY CLUB & WHY

A PRESENTATION BY TOM GUMP



April 5, 7pm Register at <http://bit.ly/RotaryCBC>



Learn how finding people already interested in a cause can spark a new Rotary Club in our district at this multi-district Membership Monday event. You will get to hear from a Rotarian who has helped form many cause-based clubs, how they came together and how they are doing today.

**REGISTER NOW**  
**MONDAY, APRIL 5TH AT 7PM**  
**ALL ROTARIANS WELCOME!**

## NOTICE FROM ROTARY REGARDING MEETINGS

All clubs received an email about this already, but just to reiterate the message from Rotary International:  
*The Board advises regional leaders, district governors, club presidents and others to hold meetings virtually through the end of the Rotary year (June 30, 2021).*

## JOIN THE GREAT LAKES WATERSHED CLEANUP

**Clean up in your area or come to Oswego to help the clubs in our District that sit right on Lake Ontario!**

Your Rotary Club is invited to celebrate Earth Day in April by participating in our Great Lakes Watershed Cleanup. The Rotary Districts that border the Great Lakes in the US and Canada are partnering with each other to clean up the shores and public areas of our waterways that flow into the Great Lakes. In our District 7150, this includes the Finger Lakes, Oneida Lake, the Erie Canal and other streams and rivers that eventually empty into the Great Lakes. Your club can pick a river, lake or any water source or public area that connects to the Great Lakes Watershed and plan your own Earth Day event on Saturday April 24 or some other date or time convenient to you. All efforts will still count towards this huge international effort.

We're encouraging clubs to collaborate with other local groups, such as scouts, municipalities, and other volunteer organizations for this. In many areas, you can ask municipalities for safety guidelines, bags, and trash collection after the event. It will also be a public image opportunity, so be sure your members wear their Rotary apparel, take lots of photos, and spread the news. We also have project logos available for any club that wants to use them for shirts, publicity or posters.

If your club prefers to join the Oswego Rotary clubs, they have made arrangements with the City of Oswego, Oswego County, and the State Parks of Selkirk and Sandy Island Beach. The parks are easily accessible and your Rotarians can sign-up for a spot. Time slots are available April 17 to 24 to be sure no one comes out and finds the place already cleaned up.

Interested clubs, please contact Sabine at [singersonrotary@gmail.com](mailto:singersonrotary@gmail.com) or Rodmon at [rodmon.king@oswego.edu](mailto:rodmon.king@oswego.edu)

*In addition, Oswego County has submitted an article to I Love NY about the clean-up and NYS will be giving this project more publicity. What a great way to bring focus to the good work of Rotary!*

So far, we have over a dozen Rotary Clubs already signed up. Will your club join us? Email [cherylmatt7150@gmail.com](mailto:cherylmatt7150@gmail.com) if you're interested for more information, logos, and the contact information you'll need to report your project metrics. Location, waterway, if any, amount of trash collected, etc. will be reported by each club to a volunteer from the Detroit River Keepers who will be collecting all the data. There is also a private Facebook page for the project I can invite participants to join. Let's clean up!

**SUBMIT YOUR CLUB'S NEWS TO LIZZY AT [EMARTIN@ADVANCEMEDIANY.COM](mailto:EMARTIN@ADVANCEMEDIANY.COM)**  
**BY THE END OF THE MONTH**



# NEW BRANDING FOR AREAS OF FOCUS

Since adding a seventh Area of Focus, Rotary's marketing gurus have created a new branding approach that includes graphics, colors and how we talk about them. The most important take-away is to know that we no longer should refer to the number of areas and instead simply call them our Areas of Focus. No six, no seven, just plain "Areas of Focus." There are also new icons that have been created and made available in the Brand Center (shown to the right). Each has a designated color and you should never mix up the colors. Clubs can use these icons when explaining the types of humanitarian work that Rotary does to members and non-Rotarians alike. The icons give you a great visual and might help us all to remember all the areas! [Click here](#) to download a zip file of all the icons, including groupings like you see here and individual icons. [Click here](#) to download the branding guide so you know the best way to present our Areas of Focus. All of this is also available on the [Public Image Tools page](#) on the district web site!



## How have you felt about COVID this last year?

Scared you might get it?  
If you have received your first COVID shot, did you feel relieved?  
If you haven't gotten started on your COVID vaccination yet, are you nervous about when it will be your turn? Worried you come down with the virus before you've been vaccinated?

### Now think about polio and those who need that vaccine.

Do you think they are scared their families might get polio? That their children could be paralyzed from the virus? Imagine their relief when they get the vaccine.

### Now WE know their fear.

*Let's help them by providing them with the polio vaccine. Let's End Polio Now with our donations!*

Make out your check to The Rotary Foundation, include a note with your name and club name, and send to:  
Jim High, New Hartford Rotary  
29 Clarion Drive, Whitesboro NY 13492  
Or log on to [www.rotary.org/donate](http://www.rotary.org/donate) to give online and choose the Polio Fund for your designation.



## CLUB LEADER RESOURCES

Are you thinking about how you can get ready to make an impact next Rotary year? Take the [Learning Center](#) courses for your role before you take office (My Rotary login required). Courses are available for roles such as President, Secretary, Treasurer, as well as for various committee leaders like Club Administration, Membership, Public image, Rotary Foundation and Service projects.

If you don't have a My Rotary account, use [this step-by-step guide](#) to create one. Links to the Learning Center may not work on mobile devices. Instead, go to the Learning Center through [My Rotary](#), then search for materials or courses.

## WANTED: DIVERSITY COMMITTEE MEMBERS

District 7150 is looking for a few good Rotarians to serve on its new Diversity, Equity and Inclusion committee. This committee will develop programs to support the efforts of our clubs to be more reflective of our communities, to understand all perspectives, and to serve genuine need locally and around the world.

If you are interested, please email DG Cheryl Matt - [cherylmatt7150@gmail.com](mailto:cherylmatt7150@gmail.com) - or DGE Dana Jerrard - [jerrarddana@gmail.com](mailto:jerrarddana@gmail.com).



## THE YOUNG PEOPLE HAVE SPOKEN

In February, our district was invited to a multi-district Member Monday entitled Young People Speak. It featured an up-and-coming young Rotarian from downstate, Drew Kessler, slated to become the youngest RI director in 2022. He shared his quick tips for making your club more appealing to young people, which was the perfect set up for the panel discussion that followed. There were 8 young people from all over NY state that spoke. Some were current members, current club leaders and one had left Rotary. They were all vulnerable in sharing their truth about their Rotary experience, positive or negative, in order that we all benefit by learning what would make our organization appeal to their generations. Here were some key take-aways:

- Connect with your Rotary youth
- Provide leadership support with flexibility
- Do a great job at orientation for new members
- Create a welcoming atmosphere at all club functions
- Don't let one person run the show, encourage teamwork
- Modernize your club to remove outdated barriers (i.e. cashless meetings and dues, no attendance expectations, includes families)
- Be People of Action!

[Click here](#) to download more on this dynamic panel of young people and more about these action items for your club to consider!

## PROFESSIONAL DEVELOP'T IS A BIG BENEFIT OF MEMBERSHIP

Achieve your professional development goals in the new year! Become a more effective presenter, communicator, and leader by taking a series of courses developed exclusively for Rotary by the experts at Toastmasters International. These courses in Rotary's [Learning Center](#) will help you grow professionally and personally. They include:

- **Develop a Speech**, on developing content based on your topic, audience, and goals
- **Deliver a Speech**, on the basics of giving a speech
- **Inspirational Speech**, on how to engage, persuade, or inspire an audience
- **Interpersonal Communication and Networking**, on building and maintaining professional relationships and networks
- **Leadership Basics**, on topics like motivating others, integrity, and team inclusiveness
- **Leading a Team**, on creating a positive environment, setting goals, and delegating
- **Collaboration**, on understanding and developing leadership and collaboration skills
- **Building Consensus**, on developing the skills needed for effective and inclusive leadership

Expand your opportunities by building your skills and promote these FREE resources with all new members. This is especially valuable for your younger members!

## WORLD IMMUNIZATION WEEK

With decades of experience from working to eradicate polio, Rotary members can play a key role in publicizing the power of vaccines. World Immunization Week, 24-30 April, is an opportunity for Rotary clubs to raise awareness of the importance of vaccines in saving lives — and the critical need to continue supporting polio vaccinations even while protecting people against the coronavirus. [Click here](#) to download the World Immunization Week toolkit.

 HAPPY BIRTHDAY

## ROTARY TURNS 116

In honor of the first Rotary club meeting February 23, 1905, take a virtual tour of Rotary World Headquarters, including a replica of Room 711, site of that first meeting. Learn more [here](#).

## ROTARY MAGAZINE'S WHAT WOULD YOU DO?

This issue's dilemma: A Rotaract club wants to work with your club on a project, but some members don't see the value because your club already has a different ongoing project for youth. What would you do? Send your response to [magazine@rotary.org](mailto:magazine@rotary.org).



## DEWITT SPRING BASKETS FUNDRAISER

*Just in time for Spring!!* Since our Annual DeWitt Rotary Pancake Day was cancelled due to COVID, the Rotary Club of DeWitt invites you to remember that special someone by ordering our Spring Basket of gifts including a dozen roses! Only \$75.00 (\$250.00 retail value), each basket will include a dozen roses, chocolate from Speach Candy, New Hope Mills pancake mix, syrup from Aldi's, a bottle of wine, a one-month gym membership to Metro fitness, \$25 of essential oils products & numerous gift cards.

**WE ARE OFFERING A LIMITED NUMBER OF BASKETS TO BE ORDERED NO LATER THAN APRIL 15, 2021. DON'T DELAY!**  
**Order yours today at [www.dewittrotary.org](http://www.dewittrotary.org)**

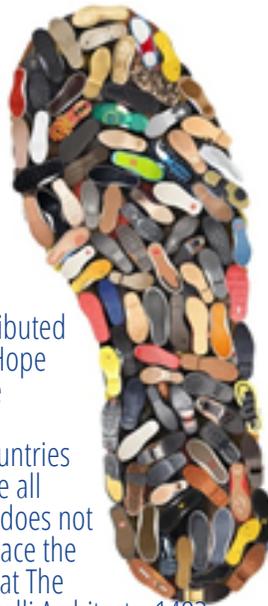
Basket Pickup will take place in a COVID safe manner at:  
 Pebble Hill Presbyterian Church 5299 Jamesville Road, DeWitt on  
 Friday May 7th 12:00 to 6PM and Saturday May 8th 12:00 to 4PM



100% of net proceeds will support DeWitt Rotary's Service Projects. The club supports local non-profits in our community including: YMCA, Samaritan Center, Salvation Army, Symphoria, DeWitt Food Pantry, David's Refuge, Rescue Mission, Clear Path for Veterans and OnPoint For College.  
 The Media Sponsor for this fundraising effort is the Cumulus Radio Station Group

## NEW HARTFORD ROTARY NEWS & SHOES

To help support our neighbors and businesses in our community, last summer, it an effort to support local restaurants and families who were being impacted by the pandemic, New Hartford Rotary donated \$5,000.00 to twenty restaurants in the area and requested that they prepare dinners to feed five families of 4. Rotarians then collected the dinners and transported them to The Neighborhood Center, who distributed them to families in need. Presently, we are donating \$500.00 each to Hope House, The Rescue Mission, The Utica Food Pantry and the St. John the Evangelist Food Pantry to assist those facing food insecurity. And don't forget that we are still collecting shoes to assist 3rd world countries and businesses through the end of March. Donations accepted include all types of shoes, boots, slippers, sandals, sneakers, and soccer cleats. It does not include specialty sport equipment like ski boots or ice skates. Please place the shoes that you are donating in a trash bag. Shoes may be dropped off at The Chowder House, 57 Burrstone Rd., New York Mills, NY, C. Lewis Tomaselli Architects, 1482 Genesee St., Utica, NY, The Hair Room, 3859 Oneida St., New Hartford, NY or individuals may contact: Ed Gallacher at 315-733-9310 and we will arrange for a pick-up.



## CSG ROTARY FEEDING COMMUNITY

The Camillus Solvay Geddes club has focused its service efforts on food insecurity for the past several months. The club provided support to the following organizations to help feed those in need in our community:

- ECHO Meals on Wheels received a new freezer and the continued Rotary volunteer service of delivering meals to our neighbors.
- Donations were made to food pantries at local churches: Camillus Methodist, St. Joseph's, Holy Family, The Vineyard, and St. Cecilia's.
- The club also provided donations to the Samaritan Center and to the power pack program to provide meal assistance to students in the West Genesee School District.

## ROTARY EQUINOX

*Each year, DeWitt Rotarian Michael Miller writes a poem in honor of Pancake Day. As the club approaches their second spring with no Pancake Day, Michael wanted to share his poetic thoughts with all Rotarians.*

Oh misery, oh darkness,  
 Where lies the light to make merry?  
 Where are the friends,  
 The rooms remain bare,  
 Even now my heart fills with such worry.

We had such good times  
 Under the tent in springtime,  
 We planned and worked and created.  
 But a miasma set in, spread its tendrils so thin  
 And even now it hasn't abated.

We need a surcease,  
 From the tensions, a release,  
 From the vapid wraith's grip all pervasive.  
 Let us focus our will, meld the thought  
 and the skill,  
 To surmount the walls that embrace us.

We need to turn  
 To inner fires that burn  
 With strengths oft-hidden and dormant.  
 Join hands and release, to the wheels  
 set the grease,  
 The power we know as Dewitt Rotary.

As we've proven in past,  
 Hard times need not last,  
 Once we set the course we will follow,  
 We will use our own gifts, and scale the  
 high cliffs,  
 For 'Service Above Self' is our motto.

So gather all together,  
 Ignore the cold weather,  
 And know the need that we serve  
 remains great.  
 We will continue our drive, it's for all  
 that we strive,  
 And open your hearts wide to donate.

Michael F. Miller

