



## Are you wearing your Rotary pin today?

Well three months have gone by in our Rotary year. I would ask each of you if you are on track to be where you want to be at the end of the year. If you are a club president, have you put your plan for the year into action? If you are a member of a club, a club chair, or a club officer, I ask you the same question. Our communities and our benefactors in other parts of the world cannot wait for our help. We need to take action in our quest of 'Service Above Self.' Now is the time to spring into action and work toward those goals we all set last spring as we prepared to meet the challenges of this Rotary year.



Sharon Rotary President Gene Cechnicki presents a Rotary Hat to Chuck Roach while Rotary 7190 District Governor Blair Hartman, presents a District Flag to Ginny Roach. (see story on page 3)

### About Vocational Service

When professionals join a Rotary club, they do so as a representative of their particular business or profession. This gives Rotarians the dual responsibility of representing their vocation within the club and of exemplifying the ideals of Rotary within the workplace.

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 your own or those that are pursued by Rotarians.
- The contribution of your vocational talents to the problems and needs of society.
- The values expressed in [The 4-Way Test](#) and the [Declaration for Rotarians in Business and Professions](#), which promote high ethical standards in the workplace, a central theme of Rotary throughout its history.



### History

Rotary's emphasis on vocational service has its roots in the founding of the organization in 1905. And the use of the classification principle — the guideline by which nearly all Rotary membership is determined — assures that each club has among its members a cross-section of a community's business and professional population.

The second part of the [Object of Rotary](#) calls for Rotarians to apply high ethical standards in their businesses and professions, recognize the worthiness of all useful occupations, and to consider their own occupations as opportunities to serve society.



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## Meet the Assistant Governors (3rd of 5 parts)



**LINCOLN D. CATHERS**  
ASSISTANT DISTRICT  
GOVERNOR AREA 3,  
SARATOGA SPRINGS,  
GLEN FALLS, SOUTH  
GLEN FALLS AND  
CORINTH

Linc has been a very active Rotarian since moving from the Washington, DC area to

Glens Falls in 1989. His 30 plus years in Washington were spent with the Navy Department as a Naval Architect. He worked on the nuclear attack and Polaris submarines as well as on craft as diverse as hydrofoils, air cushion ships and submarine personnel rescue vehicles. One of his final assignments was Design Manager of the Navy's new attack submarine, Seawolf. For this task he was awarded the Navy's Superior Civilian Service Award. During this period he spent most of his spare time with professional societies and his College alumni association from Webb Institute of Naval Architecture.

Linc and his wife Nancy have four grown daughters, Caren, Jennifer, Courtney and Lynsey. They have ten grandchildren ages 2 to 12. Every August the four daughters and all the grandchildren join together at Lake George even though only one lives locally. The other three come from Alaska, Maryland and North Carolina.

Linc has been a member of the Glens Falls Rotary Club since 1990. He is a Paul Harris Fellow. He has been a member of the Club's Board since 1998 and served as President 2003-2004. In 2000 he was selected as the Club's Rotarian of the Year, largely because of his extensive efforts with the Youth Exchange Program. In June of 2003, Linc and his wife Nancy attended the Rotary International Convention in Brisbane, Australia. For the past several years, Linc has served on the District's Permanent Fund Committee which has managed to raise over \$1,000,000.

Linc has also been very active with an organization closely linked to Rotary, namely the Boy Scouts of America. He is a member of the Rotary Fellowship for Scouting and attended their annual meeting when in Brisbane, Australia. He is currently a member of the Board of Directors of the Twin Rivers Council and Chairman of the Wakpominee District which services over 2500 youth in mainly Warren and Washington Counties. As a youth, Linc was an Eagle Scout



**NARDA GIACONIA**  
ASSISTANT DISTRICT  
GOVERNOR AREA 2:  
AMSTERDAM,  
BROADALBIN, GLOVE  
CITIES, NORTHVILLE

She became the second woman to become a member of the Broadalbin Rotary

Club in 1996. She has been the club president twice. In 2003 Narda became an Assistant District Gov. She graduated from Broadalbin High school and has lived in the community since then. Narda has been married for 28 years and has 3 sons. The oldest is the Air National Guard in OPS full time, the second son is up in Plattsburgh University and her youngest is a Freshman at Broadalbin-Perth.

Narda enjoys gardening, traveling.

and in 1949 represented New York and New Jersey and spent time in New York City and Washington, DC. The highlight of this week long trip was a meeting with President Truman. In January 2004, Linc was awarded the Silver Beaver for his long and extensive service to the Boy Scouts.

Currently Linc is an Insurance Counselor with the Glens Falls National Bank and Trust Company and works with and guides licensed agents in all of the bank's 28 branches from Plattsburgh to Saratoga.

Webb Institute of Naval Architecture was his undergraduate school and he went on to obtain a JD from George Washington Law Center and an MBA from MIT Sloan School. He also has earned a Chartered Life Underwriter and a Chartered Financial Consultant from the American College.

Linc is an active curler at Schenectady Curling Club. Bocce serves as a substitute at events like the Gift of Life Tournament. He is also an off-ice official with the Adirondack Frostbite and when time permits he loves to sail on Lake George or cruise in his classic 1961 Lyman.



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## “Service Above Self” Helps Peace Scholarship



*Sag wagon driver Dodi Cechnicki, assists Chuck and Ginny Roach along the Mohawk Valley during their cross country bike trek.*

*by Dodi Cechnicki*

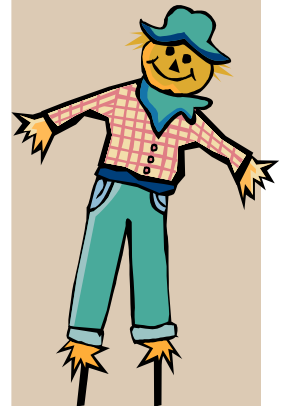
Sharon Springs Rotary demonstrated the Rotary Motto “Service above Self” for two days while assisting Chuck and Ginny Roach through the Mohawk Valley on their cross country tour while biking for Peace Scholarships for the Rotary International Foundation. Chuck and Ginny Roach, retired Ophthalmologist and Nurse respectively, from Arden Hills Minnesota, began their journey in Anacortes, Washington on June 10<sup>th</sup>. After dipping the rear tire wheels into the Pacific Ocean, the couple headed east averaging 50 miles each day. With a sag wagon (Volvo station wagon) filled with camping equipment, supplies and everything you might need on the road, including a microwave, the Roaches enlisted the help of fellow Rotarians along the way to be the sag wagon driver while they enjoyed the bike trails and highways through Idaho, Montana, North Dakota, Minnesota, Wisconsin, Michigan, Ontario and into New York. But the trip did not end here as the couple continued into Mass. and expect to complete their journey on September 27<sup>th</sup> by dipping those same bike wheels into the Atlantic ocean near Provincetown, MA. As of September 4<sup>th</sup>, when the couple had traveled to Schenectady, they had covered over 2400 miles of the United States.

District 7190 Governor, Blair Hartman of Cobleskill, received an email from Rotarian Chuck Roach asking for help while passing through the area. Sharon Rotarian Dodi Cechnicki decided it was a great way to end her summer vacation and planned to meet the couple at the Utica thruway stop around 8:00 am. After spending some time at the Chamber of Commerce office, and repairing an

unexpected flat tire, the couple began their ride following the route 5S designated bike trail. They averaged around 10 miles per hour and made stops for coffee and muffins mid morning and enjoyed a picnic lunch outside of Fort Plain where they enjoyed the view of the Mohawk Valley. While the couple rode, Dodi did a few errands for Ginny—grocery shopping, spare tire shopping—and met up with the couple at pre-determined sites. The Roach riders ended their Friday trip at the Canajoharie bike trial parking lot around 4 pm. That evening, District Governor Blair Hartman, joined the Cechnicki’s at their home for a relaxing dinner with Chuck and Ginny. After a restful evening, the couple was off again Saturday morning when they returned to the Canajoharie site and once again headed east along the bike trail. Ginny and Chuck enjoyed the designated bike trail, as it is separate from the highway and often gives a spectacular view of the Mohawk River and Locks. Frequently, they would stop at the locks for their breaks. Later that day, they arrived in Schenectady, NY where they called it a day. After spending some time at a local mall restocking supplies and receiving help with a computer problem they were having along the way, they returned to the Cechnicki’s for a restful dinner at the Sharon Tavern and then back home for a restful night. On Sunday, Chuck and Ginny took off again, heading back to Schenectady where they would pick up the trail and move east. Without a sag wagon driver for the next two days, they would travel forward about 15 miles and then bike backwards to make up the distance. It takes a little longer, but they were able to make their Massachusetts destination by Labor Day.

For the most part, the trip has been a huge success. A short set back cost the couple three weeks when Chuck had an overnight hospital stay and then needed some tests before he was released to go back on the road. Due to that set back, Ginny and Chuck have temporarily parked their car and bikes with yet another Rotarian in Boston, until they return from their respective 55<sup>th</sup> and 50<sup>th</sup> class reunions this month back home in Minnesota. The couple plans to return to Boston on September 21, and with the help of family members, they will be completing the last miles into Provincetown on Sept 27. Their original goal of raising \$2500 for the Peace Scholarships has been reached.

For more information about the Peace Scholarships of Rotary International contact any Rotarian. If you would like to follow the progress of this couple visit their website at [www.homepage.mac.com/roachridersforpeace](http://www.homepage.mac.com/roachridersforpeace)





## SISTER CLUB OPPORTUNITY!!

CLUB ROTARIO "VILLADE NUEVO LAREDO"  
DISTRITO 4130  
NUEVO LAREDO, TAMPS.  
MEXICO

Hi! Dear Rotarians:

We send you warm greetings from Nuevo Laredo, Tamps., Mexico.

We are 30 Rotarian Women. We belong to Club Rotario "Villa de Nuevo Laredo". Our Club started on the 9<sup>th</sup> of December 1993; Rotary International issued our letter of constitution on February 9, 1994.

We are Club 29982, and we belong to District 4130 which includes the States of Tamaulipas, Nuevo Leon and San Luis Potosi with 66 Clubs in total.

We meet Thursday at 7:30 AM at the Hilton Garden Inn. We are almost all the time first place in attendance in our District. We are 100% Paul Harris Fellows.

Our city, Nuevo Laredo, Tamps., is a border city. Rio Grande River divides Laredo, Texas, USA and us. Our city population, 250,000, is growing rapidly. We have 5 Rotary Clubs, 4 are only men, and one, ours, only women.

With the help of the Rotary Foundation, and sister Clubs we have completed projects as follows: 3 ambulances to the Red Cross (Rotary year 95/96); a complete kitchen for a girls orphanage (96/97); 3 fire trucks for the Fire Department (2000/2001); a fire truck with telescopic ladder (2001/2002), also school breakfasts, televisions for educational purposes, and sewing machines for a school; stove for a nursing home, also eyeglasses, etc.

In addition, we have completed many other projects just with our Club work. Currently, we are giving scholarships to five young persons to attend the Technological Institute at this city; also with our work, we just bought and installed an elevator for patients at Hospital Civil de Nuevo Laredo, this will benefit the more disadvantaged population of the city.

Our next two projects are the donation of 2 ultrasound machines, one for the Red Cross and another one for the Children's Hospital, \$13,500.00 and \$8,900.00Dls. (We do not have a sister(s) Club(s) yet.)

*(continued, next column)*

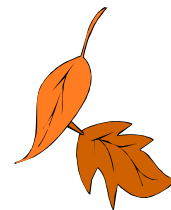
## ROTARY LEADERSHIP INSTITUTE

**Our institute this year will be held on Saturday, November 6th at the Skidmore College. All three levels will be offered. Registration will be provided to District and Club Leaders.**

**For additional information contact Blase Mercoglan 370-4345 or e-mail Bmercoglan@aol.com.**

### Meeting Location Changes

The **Champlain Canal Rotary Club** has changed their meeting place to the following.  
Aidala's Fine Food and Catering  
15 South Central Ave  
Mechanicville, NY  
12118  
Meeting Time - 12:15 PM  
Phone - 518-664-990  
Fax - 518-664-9800  
Owner- Joe Aidala



**Albany Sunrise** (formerly Albany Airport) now meets at the Marriott on Wolf Road in Ashley's Room off the café (meeting time is 7:30 a.m.).



We look forward to hear about your Club, to interchange banners and ideas, also to learn about your best-completed projects to exhibit them and show about your Club in a prominent place of our community.  
Yours in Rotary,

LETICIA GARZA, President,  
BERTHA RIOS-CADENA, International Director,  
MARIA G ANDERSON, International Contact  
8411 Crownwood Dr., Laredo, Tx. 78045, (956) 726 8150, [manderso@stx.rr.com](mailto:manderso@stx.rr.com)



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## **Ambassadorial Scholar Megan Neumeister Reports**

*Greetings: Just want to keep you in the loop with our scholars. Megan Neumeister is the first scholar in some time that is staying in touch. I have not heard from Geoffrey Gresh yet.*

*Following is a copy of her second e-mail message.*

*George Frost, Chair Ambassadorial Scholars*

### **Bombay News #2**

(aka “Of Elephant Gods and Bollywood”)

Hello, All!

In Hinduism, Ganesha is the elephant-headed god. He is supposed to be the “remover of obstacles,” and people pray to him when beginning new ventures. I have thought of him A LOT since I got here. Not sure if he’s listening to me or not, but the number of obstacles in Mumbai is many, and I’ll take any help I can get. For example, yesterday I spent the day trying to find a book for class. I walked around the city for 5 hours; visited 8 different bookstores and no one had a copy. One store will order it for me and it will arrive next week. Of course, the irony is that I already own this book and it is neatly boxed up in Cincinnati. How can you not laugh at such things?

“Busy” does not even begin to describe the street scene here. Every road is thronged with taxis and buses, not to mention vendors and a sea of men in dress shirts marching to work every morning. I see so many more men in the city than women. Most of the people I have seen in shops and visible jobs (restaurants, etc.) are men. Many women work, but few seem to be out when I am. The trains are a pleasant change from this.

Many people travel by rail in and out of the city. Stations are frenzied and filthy, but definitely exciting. Tickets are handed out on thick yellow cardboard rectangles and never collected. Cars are segregated by sex, which is an advantage in many ways. Personally, I’m a big fan of the signs on the cars I ride: “LADIES ONLY FOR ALL OF THE 24 HOURS.” The cars remind me of battleships, painted army grey or mustard yellow on the inside, with tidy rows of caged fans secured to the ceilings with military precision. Seats are metal with grating in between sections and large gaping doorways that let in the breeze. I love seeing row after row of sareed women. Looking at all of the calmly seated faces and bright clothing, I think of Crayola’s 64 pack: brick red, celadon, periwinkle, fuchsia, goldenrod. The air usually smells of burning rubber and sweat.

This weekend I rode the train for hours, just trying to get an idea of which towns are where. I stood by the doorway of the car. A woman with dirty feet and few teeth sat at my feet making necklaces of tight white flower buds. She worked out of a plastic bag in her lap, and string flew through her fingers as she knotted confidently, occasionally looking up at the landscape or at me. These necklaces take time to make. She will perhaps earn 1 Rupee (2 cents) for each one. Realities here are harsh and daunting. The poverty has been difficult to get used to, and yet, it seems to make the kindness of the people I’ve met and their patience (In this heat!) all the more unbelievable.

In one bookstore yesterday, I picked up a novel that began by saying that many people think of India as an underdeveloped country. The author said that he sees his homeland as more of an overdeveloped culture in an advanced state of decay. Perhaps he is right. India deserves recognition for the history and unbelievable remnants of majestic art and culture all around. U.S. standards of “development” seem confusing and difficult to apply in some ways.

School is going well. I have only had one class so far. It is called “Language in Education” and is taught in the Linguistics department. There are 4 women in the class. My professor, Dr. Pai, reminds me of Yoda (small, deliberate and wise), and she teaches us in her office. At the end of a 2 hour discussion, we drink chai together out of dixie cups. Language is a fascinating field to consider in India. Most people here speak at least 3 languages (Hindi, English and another Indian dialect); some as many as 7. I see this as a distinct advantage and something I am continually impressed with, and yet my class has already begun to discuss the burden this puts on the school system here. I’ll keep you all posted as I learn more.

The other big event of the week was that I was in a Bollywood film. For those of you with little exposure to Indian movies, the industry is larger than Hollywood. Movies are fantastical and often contain gratuitous car chases, violence and romantic tumult. At any point in the less than fully developed plot, you must be ready for a wonderful music video interlude (usually a love song between the hero and the heroine), where both will writhe in each others arms while racing bareback down a beach on a horse or hugging in a swimming pool (fully clothed, of course.)

*(continued, please turn to page 7)*

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## **WE ARE THE NEW CENTURY**



## Shenendehowa Students off to a "Running Start"

In a collaborative effort between the Southern Saratoga County YMCA, Shenendehowa Central School District and JCPenney, 60 underprivileged youth will start out school this year with a "Running Start." On September 1<sup>st</sup> and 2<sup>nd</sup>, these children shopped till they dropped with local community volunteers! Volunteers who donated their "gift of time" to this event came from many areas of the community including Shenendehowa Rotarians, Thomson Delmar Learning employees, Shen Honor Society Students, YMCA members, staff and board members, and local business owners.

Each child in this program was identified by Shenendehowa Schools to take part in this annual event. Every year the YMCA raises funds to support this program, 100%, through their "Reach Out For Youth" campaign. In 2004, they raised enough funds and In-Kind donations for each child to receive the right elements to start school ready to learn. Each child received, at no cost to their family, a \$100 shopping spree at JCPenney, a backpack filled with school supplies, YMCA T-shirt and a one-year membership to the YMCA; a total gift of \$355 for each child!

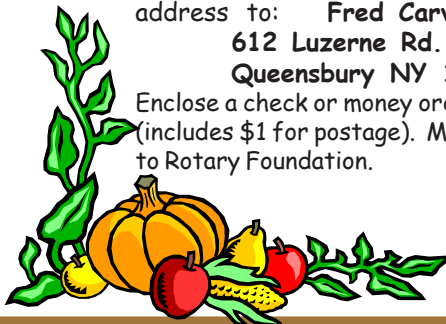
Of course none of this would be possible without the dedication of community volunteers. It all started around 5:30 at the YMCA when the volunteers reviewed the agenda and were paired with a child for the evening. The children and volunteers then drove by bus to JCPenny and were treated to cookies and fruit punch. The next hour-and-a-half was spent shopping for clothes the children needed for the coming school year. Everyone was then bused back to the YMCA where each child received their well-stocked backpack. In addition to shopping together, the volunteers and children spent the entire evening getting to know each other and forming new friendships. We are sure many of these children will be future Rotarians and will themselves be helping underprivileged youth in the future.

### For Sale

## District 7190 History

To get a copy send your name and address to: Fred Carvin  
612 Luzerne Rd.  
Queensbury NY 12804

Enclose a check or money order for \$11 (includes \$1 for postage). Make payable to Rotary Foundation.



## Class of 04-05 Youth Exchange



In September the Youth Exchange Committee conducted the annual orientation for our inbounds for 2004-05. The Scotia Club coordinated a lunch for the students and host families and Rotarians. After lunch, chair Tom Dwyer conducted the meeting beginning with introductions. After Tom reviewed some of the rules and regulations, Schenectady Rotarian and Exchange Committee member Michael Brockbank conducted the orientation for the students. In his talk Michael pointed out some of the dos and don'ts of life in this culture and life in school. Taking the rules point by point, Michael cautioned the students and pointed out ways to avoid the problems that sometimes arise.

We hope our students' experience here this year will be a bit easier after this informational session. We look forward to meeting the students at various functions throughout the year and at the District Conference in Sturbridge, May 13-15, 2005.

### Dear Governors:

The General Secretary has notified me that the Nominating Committee for President of Rotary International in 2006-7 has today nominated William B. Boyd of the Rotary Club of Pakuranga, Auckland, New Zealand. If not challenged, Bill will become the President Nominee on December 1. For those who attended the International Assembly last February, Bill was the Moderator at Anaheim.

Please notify the 2006-7 Governors of this nomination.

With best wishes, Dave

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## OCTOBER IS VOCATIONAL MONTH *(continued from page 2)*

In 1943, Rotarians were provided with a tool to help them achieve their vocational service goals when the RI Board of Directors voted to make The 4-Way Test an official component of the vocational service ideal. The test gave Rotarians a way to assess whether their personal and business dealings were being conducted with truth, fairness, goodwill, and decency.

For the first 80-plus years of Rotary's history, the second Avenue of Service — vocational service — was an area that focused on personal contributions that Rotarians could make within their own workplaces. Increasingly, however, clubs began to expand the definition of vocational service by organizing events such as career seminars and vocational training workshops.

So, in 1987, the RI Vocational Service Committee was called together — for the first time in 40 years — to redefine the second Avenue of Service. The committee created, and the RI Board adopted, new committee structures and determined that vocational service was now the responsibility of individual Rotarians and clubs within the workplace and the community.

In 1989, the Council on Legislation adopted the Declaration of Rotarians in Businesses and Professions. This declaration spelled out the high ethical standards referred to in the Object of Rotary, and it gave Rotarians another tool for gauging their own professional ethics as well as the ethical standards they hoped to encourage through vocational service projects.

Vocational service evolved further in the 1990s with two new opportunities for Rotarians to share their professional skills. In 1992, the Rotary Volunteers program was brought under the umbrella of vocational service. And in 1993, the International Vocational Contact Groups program was merged with World Fellowship Activities to form a new program called Rotary Fellowships.

## SCHOLAR'S REPORT

*(continued from page 4)*

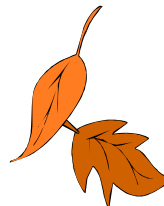
I think I love these films. They make me laugh, and the dance sequences are a wonderful mix between Janet Jackson and “west side story.” (I.e. if not writhing on the beach, the hero will dance with a large group of his homies, and then the heroine will “respond” with complicated dance moves of her own, executed flawlessly by her posse.) Other reasons to love the movies: the theaters are airconditioned and they play the national anthem before the movie begins. I stand with everyone else, but have yet to learn the words.

And so, on Sunday a scout approached me on the street, saying that she was looking for “Westerners” to be extras in a film coming out in November. The movie has an Indian cast, but the setting is supposed to be Switzerland (!?!). Unfortunately, I will not be one of the scantily clad ladies in a dance number. I might, however, have a closeup with the heroine during a very important tug-of-war scene where I cheered for her to beat the guy. (She did.) The scene took several hours to shoot, and I was off in a remote part of the city from 8pm until 6am. The director approached me afterwards and complimented me, telling me I was “very convincing.” :) Perhaps I have a future as “American Extra #3!”

Okay, sorry this is so long. I miss you all and am happy to say that the culture shock is subsiding, though thoughts of home definitely have not. Hope you are all well and enjoying air conditioning.  
Love, Megan

## DISTRICT 7190 AREAS — 2004-2005

- AREA 1:** Jim Crawford, AG  
North Creek, Chestertown, Lake George, Northern Lake George
- AREA 2:** Narda Giaconia, AG  
Amsterdam, **Broadalbin**, Glove Cities, Northville
- AREA 3:** Lincoln Cathers, AG  
Glens Falls, Corinth, **So. Glens Falls**, Wilton, Saratoga, Racing City
- AREA 4:** Cynthia Warner, AG  
Salem, **Granville**, Fort Anne, Hudson Falls
- AREA 5:** Dan Stec, AG  
Malta Sunrise, Ballston Spa, **Burnt Hills/Ballston Lake**, Champlain Canal, Shenendehowa, Twin Bridges
- AREA 6:** John Case, AG  
Cobleskill, Middleburgh, **Mohawk Valley**, Schoharie, Sharon Springs
- AREA 7:** Tom Lawrence, AG  
Niskayuna, Rotterdam, Rotterdam Sunrise, **Schenectady**, Schenectady East, Scotia, Glenville
- AREA 8:** Al Wells, AG  
Albany Airport, Cohoes, Lansingburgh, Latham, **Troy**
- AREA 9:** Betsy Dumas, AG  
Albany, **Colonie-Guilderland**, Delmar, Menands, Rensselaer, Watervliet





The impact of Rotarians' generosity is everywhere. When you talk with a Group Study Exchange team member, an Ambassadorial Scholar or visit the site of a Matching Grant, you realize that *our* Rotary Foundation is truly creating peace and hope in our world.

Many Rotary clubs regularly contribute to The Rotary Foundation as a part of their club's annual goals. Clubs that consistently give to The Rotary Foundation have two things in common: 1) their members are more aware and involved in the good works of The Rotary Foundation and 2) their club leaders have a clear and defined strategy to conduct fundraisers and/or solicit funds from every club member.

The following are specific strategies to raise money. They're fun, easy to implement, and have proven success among many Rotary clubs and districts.



**Divide and Conquer!** Divide the club into groups of five members. Each member agrees to give US\$200.00 to The Rotary Foundation for a total of \$1,000.00. The group puts each member's name in a hat and the one name pulled from the hat receives the credit for the Paul Harris Fellow. By doing this once a year or more you can combine fellowship and fundraising.

**Give Change to create Change:** Each week a member of the club is asked to make a two minute presentation to the club on how The Rotary Foundation is making a change in the lives of those less fortunate in our world. Placed on each table is a TRF contribution canister with the words "Change for Change" boldly displayed. As the speaker shares the virtues of TRF, club members place loose coins and paper money in the canisters as "applause" for the speaker, and as a show of support for the Foundation's great humanitarian works. The funds collected can be used as the club contribution to The Rotary Foundation or as matching funds for newer members.

**Challenge Others with a Challenge Gift:** Identify one or two generous Rotarians with the capacity to make a major gift to the Annual Programs Fund. With their permission, use their accumulated Foundation Recognition Points to match contributions from other Rotarians. The first contribution is commonly the most difficult one to get. This incentive can help to create a habit, or 'culture of giving' among ALL Rotarians!

**Supplement your quarterly dues with a TRF Contribution:** Want to keep it really easy and simple? Include an option on the quarterly dues statement for personal contributions to TRF. The most successful clubs include varying amounts (\$25, \$50, \$100, \$250 per quarter). Make sure to regularly mention current district projects so members are reassured their contributions are well spent. When new members join the club, they're started off in the same way, assuring 100% participation by all members.

Give "*Every Rotarian, Every Year*" the opportunity to support *our* Rotary Foundation. For more information on devising a strategy for your club, please contact The Rotary Foundation at 847-866-3352 or e-mail: [EveryRotarianEveryYear@rotaryintl.org](mailto:EveryRotarianEveryYear@rotaryintl.org).



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