



THE ITHACA ROTARY NEWS

April 7, 2004

The official bulletin of the Rotary Club of Ithaca, NY
Chartered in 1915 :: District 7170

Read this newsletter online with pictures and more at <http://www.ithacarotary.org>

ANNOUNCEMENTS

- **Notes from President Jeff**

Rotarians in Action: Matthew Dearing and his wife Michelle recently had a celebration marking the third anniversary of their business, Dynamic Patterns on Cayuga Street. Will Cooke whose photo was in the paper recently showing Will with the two people who won brand new cars at his Cadillac dealership through GM's recent OnStar promotion. Becky Bilderback who once again found herself in the background of a photo taken at Wegmans which appeared in the "Best of" issue of the Ithaca Times. And finally, Noel Desch who received an award of some sort recently, but your editor encountered technical difficulty and is unable to elaborate on that award at this time. More to follow.

- **Rotary Roses are Growing Again!**

Rotary Roses is fast approaching! The date for this year's delivery will be Wednesday, April 21, deadline for orders will be Wednesday, April 14. Member sales packets are out - order forms, a poster, and Rose Sale fact sheet are included. Our club's goal this year is to sell more than 950 dozen roses! As of today, 30 members have turned in orders for 155 dozen roses. As an incentive, any member selling at least 36 dozen roses will become a Knight of the Rose! Remember, the proceeds from this event support our Community Grants program and the ore money we raise, the more we can give away. This year's motto: "Sell more, Make more, Do more!" For ore information, contact the Rose Queen, Bettsie Park, at 272-4902 or 15steps@clarityconnect.com.

- **4-H Duck Race!**

Bob Gravani announced (and will pay for it later!) the 4th Annual Cascadilla Creek 4-H Duck Race. The race will take place on Sunday, April 18 from Noon until 4 p.m. and ducks can be purchased still for \$5.00 each. Proceeds from the race benefit Tompkins County 4-H. Ducks must be purchased by 1:00 p.m. the day of the race and, if you have any questions or would like more information, you can contact Cornell Cooperative Extension of Tompkins County.

- **Rotary in the News**

The District PR committee has made arrangements for FOX 40 TV to air a 30-minute Rotary video on SUNDAY, APRIL 11 (Easter Sunday), at 6:30 p.m. The title of the video is "Rotary In Your Community and The World." Jake Leet, local General Manager of FOX 40 and a Binghamton Rotarian, has made these arrangements for us.

- **News from the Endwell Rotary Club**

The annual Inter City meeting, co-hosted this year by Endicott & Endwell, will be held on Tuesday, April 20th at the Binghamton Regency. As in the past, clubs are asked to replace regularly scheduled weekly club meetings with this one. Our guest speaker will be Jay McNamara from EIT. The meeting will run from 12:00-1:30pm. Tickets are \$12.00 each. If you have any questions, please contact Debbie Quick, Endwell Rotary President at the YMCA at 770-9622X104 during the day or 760-7937 in the evening.

- **Exchange Student's for Hire**

Bettsie Park announced that Esteban and Michal, two of our exchange students, are looking for odd jobs to help them raise some money. Each year, exchange students are offered the opportunity to participate in a month-long trip around the United States. The trip is at their own expense and Esteban and Michal's parents have been able to provide some of the money they need, but have challenged them with coming up with the remainder on their own. If you have any odd jobs that need doing, call Esteban or Michal (numbers listed below) and sign them up. Bonus: You will get to know them better as well!

- **Ithaca High School Career Day 2004**

IHS Career Day 2004 at Ithaca High School is coming up soon. Students at IHS are given the opportunity to meet with and listen to people from around the community who share details of their careers. The program has a web site you can visit to find out more about the program, what type of speakers they are looking for, and fill out an information form if you would like to participate. IHS Career Day is Wednesday, April 21 from 8:00 - 9:35 am and if you are interested in finding out more, visit their web site at: www.icsd.k12.ny.us/highschool or call Ithaca High School Student Services at 274-2157.

ANNOUNCEMENTS (continued...)

- **Call for Meeting Setup Volunteers**

Dave Flinn, John Hays and Mike Billings have been sharing the meeting setup chores on a monthly rotation basis for the past three years and have done an admirable job. Dave and John have announced their need to participate in other ways and will be phasing out of service this year. So, this is a call for any interested Rotarian to serve the club in this necessary and important activity. It requires that the individual be available from approximately 11:45 to 12:15. (Earlier is acceptable) The tasks include preparing the podium and sound system, putting up flags and banners and assisting the President and program speaker as required. Service will continue to be rotated based upon the number of volunteers, i.e. three volunteers equals one month of service out of three. It is desirable but not required that the setup person be available for the entire meeting. Please see Scott Russell if interested. For further, first hand information, talk with Dave, John or Mike.

- **District 7170 to Offer a Rotary Foundation Cultural Ambassadorial Scholarship**

For the first time, in the Rotary year 2005-2006, Rotary International District 7170 will offer a 3-month Rotary Foundation Cultural Ambassadorial Scholarship, in addition to an academic year scholarship. The Cultural Scholarship is for 3 months of intensive language training and cultural immersion abroad while living with a home-stay family and has a maximum of \$12,000 including transportation. The language training can take place in fifteen languages in more than twenty countries. The three-month scholarship, as well as the academic year scholarship, will be awarded for the Rotary year 2005-06, but the applications are due to the District Rotary Foundation Scholarship Sub-committee Chair by June 30, 2004. Applications should be sent to Peter Brellochs, DGE, 1405 Ellis Hollow Road, Ithaca, 14850. Information and application forms are available on the web by using the following links:

<http://www.rotary.org> >> click on 'downloads' >> 'The Rotary Foundation' >> 'Educational programs' >> 'Ambassadorial Scholarships'

Use the Ambassadorial Scholarship Application Form (the information on the Cultural Scholarships begins on page 13; to apply it is easiest to print all twenty pages, although some of them refer only to the academic year scholarship) or you may contact either PDG Clayton Alcorn, at 607-753-8187 calcorn@twcnny.rr.com, or DGE Peter Brellochs at 607-272-3848 or peterbrellochs@aol.com.

- **Dave Cook needs your help!**

Under the heading of Help, the Social Security Office will be moving to a new location early in May and as such we have some excess modular furniture that we are looking to donate to charities and or not for profits. The furniture is only 2-3 years old and is in excellent shape. Contact Dave Cook 607-256-3859 (work).

- **Applications for Ambassadorial Scholarships**

Each year our district offers one Ambassadorial Scholarship and the opportunity to be sponsored for a Rotary World Peace Scholarship. Incoming District Governor Peter Brellochs reminds us that applications for these scholarships for 2005-2006 and 2005 - 2007 are due by June 30, 2004. Candidates must be sponsored by a Rotary club in the district. SUNY Oneonta, Hartwick College, SUNY Binghamton, SUNY Cortland, Ithaca College, and Cornell University Scholarship Centers or Guidance Offices will all be receiving applications and information. Interested applicants can also acquire the necessary forms and information about the programs by visiting the Rotary International web site at www.rotary.org.

The Rotary Ambassadorial Scholarship program is the largest program of its kind in the world and offers scholars anywhere from \$13,000 - \$25,000 to study abroad. The World Peace Scholarship is a two-year, \$50,000 scholarship that allows graduate-level or higher students to add to their Peace Studies and Conflict Resolution skills at one of seven select institutions around the world. If you know of anyone who might be interested in participating in one of these programs, please pass this information along. Completed applications along with all necessary attachments should be mailed to:

Peter Brellochs
1405 Ellis Hollow Road
Ithaca, New York 14850
ph. 607-272-3848 ; e-mail: peterbrellochs@aol.com

FEATURED ROTARIANS

- **Rotarian in our Thoughts**

Stan Shepardson is at home and not feeling well, but he would appreciate cards and notes from his Rotarian friends. Please keep him in your thoughts. The club has already sent him a card, but you are welcome to send cards on your own.

- **New Member**

Bob Baker nominated Dale Baker for membership in our club. After being duly seconded, the nomination was approved by vote of those members present. Congratulations and welcome to the club, Dale!

- **April Birthdays**

Harriet Peters presenting

4/1: John Butler, Om Gupta
 4/2: JB Brown
 4/3: Brenda Dalmida
 4/5: Dale Corson
 4/6: Elayne Nicholas
 4/9: Lenore Schwager
 4/11: Jack Murphy
 4/14: David Squires
 4/15: Frank Fetsko
 4/18: Phil Meyer, Jess Esposito
 4/21: Joe Metz
 4/22: Dave Cutting, Ralph Jones
 4/24: Tim Ainslie, John Zeigler
 4/26: Mike Brown, Nancy Potter
 4/28: Warren Allmon, Pat Vaughan
 4/29: Joanne Florino.

Happy birthday to all of our April babies!

- **Rotarian Ambassadors**

4/5 & 4/6: Dave Cook (Rotaract)
 4/6: Barlow Ware (Ithaca-Cayuga)

- **Visiting Rotarians**

Kevin Gross (Cortland Noon)
 Paul Banfield (Ithaca Sunrise)

- **Contact Information for our Youth Exchange Students**

Our students will be moving to new homes for the spring, here are their new contact numbers:

Esteban: Holly & Michael Kazarinoff, 111 Randolph Rd., 257-4026
 Michal: Mary & Arnie Schwartz, 9 Laura Lane, ph. 257 – 4774
 Jose: Joyce & Mike Billing, 6 Pheasant Lane, 272-9208

PROGRAM NOTES “Community Participation in Problem Solving and Action”

Mary Kane Trochim, Concept Systems Incorporated

Our guest speaker today was our own Mary Kane Trochim who spoke to us about Community Participation in Problem Solving and Action: Stories from the Public Health Front. Mary and her husband Bill run Concept Systems Incorporated, a small company that provides project consulting and research services in health issues identification and assessment. Using their own proprietary software, they gather data and information from a wide variety of sources related to a problem or an issue and then create a concept map which can help guide the appropriate people or organizations towards the results or solutions that they are seeking.

(continued...)

PROGRAM NOTES *(continued...)*

Most of their work these days relates to health care issues and the example that Mary showed us related well to that aspect of their business. Starting with the question: "A specific thing that a State Health Department could do to improve the health of older Americans is . . .," Mary walked us through the entire process of creating a concept map. The next step in the process is to gather as many responses to this question as possible from a wide variety of people who have a stake in the issue. From health department workers to health care providers, and elderly people who would benefit from the delivery of this potential, everyone who might have some input into the issue is given a chance to participate. From the list of ideas that are generated by the group, Concept Systems distills their responses down into a core group, and then applies the concept mapping software to the condensed results. The concept map groups the condensed results into "territories" which can then be labeled according to the types of results in each territory.

Ultimately, every group that has a stake in the issue ends up with an easy, well-defined set of options that they can then apply or make use of in whatever way they determine is most appropriate. Additionally, a third dimension can be added to the map giving priorities to each of the potential solutions or actions. By working mostly in the public sector, with organizations such as the Centers for Disease Control, the American Cancer Society, and the National Cancer Institute, Concept Systems hopes to be able to help create new and better health care solutions for everyone. Our thanks to Mary for her time and for a wonderful presentation!

CALENDAR

April 21: 2004 Ithaca Rotary Rose Sale!
 April 21: *Meeting* "Marketing on a Shoestring Budget", Jessica Ryan, Family & Children's Service
 April 27: Ithaca Area Rotary Clubs Spring Gathering at Taughannock Farms Inn
 April 28: *Meeting* "Unconventional Long Term Care", Elizabeth Classen

May 5: *Meeting* "10,000 Villages Store", Pat Lawless
 May 12: *Meeting* Ithaca Rotary Community Grants Presentation
 May 19: *Meeting* "Hospicare", Nina Miller
 May 23-26: Rotary International Convention (Osaka, Japan)
 May 26: *Meeting* GSE Team Presentation

June 11-13: District Conference, Binghamton, NY Celebrating the Family of Rotary
 June 20: Ithaca Rotary Chicken & Ribs BBQ at Stewart Park
 June 25: District Pass the Gavel Celebration
 June 27 - July 2: RYLA 2004

CREDITS & CONTACT INFO

Program Chair: Steve Garner :: *Kettle Watch:* Bill Downing :: *Greeter:* John Barradas :: *Thought:* Ralph Jones ::
Introductions: Guy Tabacchi :: *Music:* Jack Burns, Bill Cowdery, and Mary Kane-Trochim :: *Photography:* John Ziegler ::
Setup: John Hays :: *Editor:* Dale Flinn :: *Website:* Matthew Dearing

Please address all correspondence to the club to:
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 Attn.: Scott Russell, Secretary

For Newsletter comments, questions or corrections, and subscription requests please contact the Editor at bigd@starflinn.com.