



THE ITHACA ROTARY NEWS

June 16, 2004

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

ANNOUNCEMENTS

- **Dues are DUE!**

Dues notices are out for the upcoming Rotary year. Please pick up your dues notice at the next meeting and help save the club some postage. Due to increases in District and International dues, our dues have gone up a little bit for the first time in several years. Dues are now \$90 per six months and the Fair Share program (\$40) will continue for next year. Please make your check out and hand it or mail it to secretary Scott Russell by June 30. Don't forget that you can also include a gift to the Ithaca Rotary Charitable Trust on your dues card. Thank you!

- **End-of-Year Contributions**

The Rotary year is coming to a close and anyone who would like to make a contribution to the Rotary Foundation for this year must do so by June 30. If you have a payment due on your Polio Eradication Paul Harris Fellowship or would just like to add to your giving and get credit for it this Rotary year, you can get your check to Jack Carpenter at any time. As always, any contribution is greatly appreciated and will help support the good works of the Rotary Foundation.

- **New Roster Photos**

It's time to prepare next year's Rotary Member Roster! if you want your beautiful mug shot updated this year, see John Ziegler very soon at an upcoming meeting.

- **Ithaca Rotary Club Award**

At the recent District Conference, the Ithaca Rotary Club was awarded the 2003-2004 Presidential Citation under this year's theme of "Lend a Hand". This is a great honor, and represents the wonderful work that this year's leadership and the entire club membership has accomplished! Congratulations!

- **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. Jim Showacre has joined the triumvirate, starting in July. Catherine Stulir is already on board, but more help would be appreciated.

- **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 Brellocks, 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@twcny.rr.com, or DGE Peter Brellocks at 607-272-3848 or peterbrellocks@aol.com.

FEATURED ROTARIANS

- **Rotarians In Action**

Barlow Ware was featured in the Cornell Summer 2004 Communiqué for his strong support of Cornell athletics

- **Rotarians in our Thoughts**

Dave Barr recently underwent a hip replacement, so please keep him in your thoughts and wish him a speedy recovery!

- **Rotarian Ambassadors**

6/2: Barbara Thuesen (Lagrange, GA)

- **Visiting Rotarians**

Kevin Gross (Cortland Noon)

Barry Downing (Endwell)

JoEllen Hedlund (Ithaca Sunrise)

Dewey Neild (Ithaca Sunrise)

- **Exchange Students**

Pepe Salcedo (Mexico)

PROGRAM NOTES “Marketing on a Shoestring Budget”

Jessica Ryan, Family & Children's Services

Jessica Ryan, the Marketing Director at Family & Children's Services, presented an informative talk of "Marketing on a Shoestring Budget". She over viewed many of the important basics from Marketing 101 and emphasizes how Family & Children's Services--and any organization with a small marketing budget--has been able to manage and accomplish these critical basics.

So how can an organization make a successfully marketing plan happen on a shoestring? The first step is to spend some time brainstorming and figuring out exactly who is your target market, and then forming a clear position statement. The next step is to plan out your specific branding and your strategy for getting your name out into the marketplace.

Once you have your overall strategy in mind, then you need to put together a very strong and comprehensive PR program, including a press kit with frequent media releases, feature articles, and editorials to be published in area media outlets. Be a guest on a local radio station, send out press releases for any important event in your organization from new hires, employee and company awards, to new developments and offerings. Do whatever it takes to keep your name and logo out in the public's eye.

Of course, it also helps to make friends. Make friends with printers, reporters, graphic designers, and anyone else who might be able to give you a boost at just the right moment. Network. It's all about networking.

Special thanks to Jessica for the informative marketing session. If you'd like to learn more about the services and activities at Family & Children's Services if Ithaca, check out their great website at <http://www.fcsith.org> or call (607) 273-7494.

- **Special Presentation: James L. Gibbs Scholarship**

Millie Clarke-Maynard presented this year's award to Cavala Ansat, a student at Ithaca High School. Cavala is planning on attending Cornell University for Hotel Administration next year, and expressed his thanks to his parents, teachers, and everyone who has helped him succeed. Millie also thanked the commit tee members, including Tom Sanford, David Flaccus, and John Butler, who reviewed the many wonderful applications and helped to make this scholarship happen.

CALENDAR

June 20: Ithaca Rotary Chicken & Ribs BBQ at Stewart Park

June 23: *Meeting*: Don Alhart, PDG 7120: "Tie a Double Knot"

June 27 - July 2: RYLA 2004

June 30: *Meeting*: Pass the Gavel Ceremony

July 10: District Pass the Gavel Celebration in Ithaca - details TBA.

July 14: *Meeting* Rene Sandsted and Diane Walter: "Haiti"

July 21: *Meeting* Steve Griffin: "Foodnet"

July 28: *Meeting* Dave Smith: "Bluebirds"

August 4: *Meeting* George Gull introducing the "Trip to Mars"

CREDITS & CONTACT INFO

Program Chair: Steve Garner :: *Kettle Watch*: Loretta Gass :: *Greeter*: Jon Minikes :: *Thought*: Bill Cowdrey ::

Introductions: Beverly Baker :: *Music*: Jack Burns and Bill Cowdrey :: *Photography*: John Ziegler :: *Setup*: John Hays ::

Editor: Dale Flinn :: *Website*: Matthew Dearing

Please address all correspondence to the club to:

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