

# T ROTARY CLUB OF THE BRONX, NY, INC. TUESDAYS

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Rotary Theme 2010-2011:  
"BUILDING  
COMMUNITIES, BRIDGING  
CONTINENTS"

Volume 94 • Number 50  
June 21, 2011

President  
Barry Fitzgerald  
530 Riverdale Avenue #6H  
Yonkers, NY 10705  
718-548-7732

## THE <sup>Incoming</sup> PRESIDENT'S CORNER

*The mission of Rotary International is to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.*

Good afternoon Rotarians! I hope everyone had a great time at the dinner last Tuesday night. I know I did, and I know Barry slept real well that night after passing the torch to me, the new President.

My personal mission statement for the Bronx Rotary Club this coming year is: "Forge a Better Bronx Rotary: Be a Stronger Rotarian" Rotary is an association of business, professional and community leaders and as such we all have busy lives. As Rotarians we are obligated to offer donate our time, money and physical presence to maintain our membership.

To further that goal, you are going to start noticing some changes, the first being that the the Club meetings will BEGIN at 12:15 pm. Not 12:30 not 12:45, but 12:15 pm as published. If 2 Rotarians are there at 12:15 that makes it a club meeting and we will begin. **So plan to arrive at the restaurant at no later than 12:00pm for check in.** It is equally as important that people know when they can be back in their offices. Therefore, the meetings will end at 1:15 pm guaranteeing a set end time. I will be working with the restaurant to see if we can't expedite the meals, but it will take the cooperation of all Rotarians to make this work. If we can guarantee a specific start/stop time, we may be able to pull back in some members with busy schedules who

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## REPORT ON THE JUNE 21, 2011 MEETING SPEAKER ~ ANN WARD



Photo courtesy of Jim Romeo

### Ann Ward

President Barry Fitzgerald introduced one of our newer members, Ann Ward to speak about her company, Brilliant Possibility Marketing.

Ann has a background in criminal justice and psychology and has run a couple of non-profits that dealt with substance abuse programs for outpatients. However, last year she began to feel burnt out, and she decided to resign and make a new plan for her life. She was already interested in business development and marketing, so when a friend invited her to a marketing conference weekend, she decided to go, but never expected she would find a path that she wanted to pursue. Her friend had already been running a successful marketing business for 16 years and had a lot of personal freedom at the same time. Seeing that and taking in a few courses over the weekend gave her direction and a brilliant new way to make money.

Ann said it is important to her that her work has a higher purpose and it hit her in January of this year that this marketing idea was a great way for non-profits to make money on an ongoing basis.

Cause marketing is a partnership between for profit companies and non-profit organizations for mutual benefit. Examples are the Marriott Corporation which partnered with March of Dimes, Newman's Own

product line which gives all its proceeds to various charities and American Express which partnered to refurbish the Statue of Liberty.

Ann said that a 17 year study showed that three quarters of Americans support corporate/non-profit partnering for a cause. Socially conscious shopping has more than doubled since 1993. It has been shown that 80% of people are more likely to switch brands if doing so supports a good cause.

Cause marketing has all the benefits for a non-profit that traditional fund raising has. The organization gets visibility by linking to a high profile company like Shaklee, there are no fees required to get started, a free dedicated website is provided if needed with direct links to secure shopping at Shaklee.

Shaklee is the number one natural nutrition company in the U.S., making people healthier for over 50 years. And they've made it part of their job to make the planet healthier along the way.

They were doing it back when green was just a color and biodegradable was barely a word. In fact, as early as 1960, they made one of the first biodegradable household cleaners ever. They were the first company in the world to obtain Climate Neutral™ certification and totally offset their CO2 emissions, resulting in a net zero impact on the environment.

They think it's essential to do their small part as part

## ON-TO-BERMUDA

The 2011 trip is being held at the Fairmont Hamilton Hotel in Hamilton, Bermuda, October 23-30, 2011. (There's also a half-week trip Oct 26-30.) Download your reservation form at: [www.rotary7230.org/ourdistrict/otb/otb2011.htm](http://www.rotary7230.org/ourdistrict/otb/otb2011.htm)

8 days - \$1430 per person, double occupancy • 5 days - \$895 per person, double occupancy

The prices include everything except airfare. Local transfers, full daily breakfast, Governor's Banquet, welcome swizzle party, and a Rotary hospitality room with complimentary beverages are included.

## THE PRESIDENT'S CORNER

Continued from page 1

have to be back in their offices at a specific time.

Secondly, it's embarrassing to be a member of a club for months and realize you don't know the name of the person you are talking to. I firmly believe that our official name badges make for a friendlier and more professional Rotary Club. Starting July 5, we will start wearing our Rotary Badges proudly! For those who don't have badges, as soon as your dues are paid for 2011-2012 a badge will be ordered. This will help us learn who our fellow Rotarians are as well as introduce ourselves to visitors.

Third, there will be a program every week, unless otherwise announced. It will be the responsibility of each member to arrange for someone to come and talk to us on a topic of his/her choice. A list of all members of the Club will be published against a specific date. You are officially the "Rotarian of the Day" for that day.

Your job as Rotarian of the Day is to find a speaker, make sure they arrive/have proper set up and introduce them to the club. I in turn will introduce YOU to the club (so have a bio ready). You are free to change dates with any other Rotarian. If you can't find a speaker for your week, you ARE the speaker. The Rotarian of the Day will be randomly assigned starting the 12th of July. We have 42 members. Therefore no one should have to be Rotarian of the Day more than once, unless you want to.

Being a Rotarian means more than paying your yearly dues and showing up at a handful of meetings. It takes commitment and perseverance. But together, we can all become better Rotarians and help forge a stronger Bronx Rotary Club. I'm looking forward to seeing ALL our members on a regular basis this year. Keep reading this column for further changes and updates. See you at the next meeting! Here's to a great 2011-2012 year.

Debby Appel, President

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## ANN WARD

Continued from page 1

of the movement to make people and the planet healthier. In doing so, they believe each of our contributions put together will create the major change in the world.

Since the Club already has a website, links to secure online shopping at Shaklee would be placed on the website. Whenever members or supporters click on those links and buy Shaklee products, a percentage is given back to the Club. All transactions are available for the Club webmaster to see so there is complete transparency. The higher the sales bracket, the higher the percentage donated back to the Club. If the Club's website directs a minimum of \$2,000 a month in sales to Shaklee, the Club will earn 20% or \$400 a month. If members and supporters switch to buying their health & beauty products and cleaning supplies through the Bronx Rotary website, it will generate and ongoing, sustainable income for projects. If the Club moves forward with this, it important for members to not only switch to these products where they can, but also to spread the word to as many people as possible. It is important for people to know that they can buy "green" products that will help support our good works. Members should use their email lists and Facebook Walls to post about it once it is up and running.

Thanks to Ann for explaining this amazing opportunity to us.

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## OPENINGS...

President Barry Fitzgerald opened the meeting and Jim Romeo led the Pledge of Allegiance. Rev. Susan Chadwick gave the Invocation.

## MAKE UPS

None today.

## CHUCK-A-BUCK

Cheryl Simmons-Oliver won \$22 in the 50/50.

## DR. HAPPINESS

Ed Hicks collected \$59 from happy Rotarians.

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Volume 94 • Number 51  
June 28, 2011

## REPORT ON THE JUNE 28, 2011 MEETING PRESIDENT'S/PAUL HARRIS DINNER DANCE



Leslie Swanson from the Bronx Opera Company sang the National Anthem.



Keynote Speaker, Newly installed District Governor Helen Lynch.



Photos courtesy of Walter Pofeldt & Jim Romeo

Rotarians and guests alike were thrilled to have their photo taken with Mayor Bloomberg (standing, third from right). District Governor Helen Lynch stands to the left of the Mayor and Outgoing President Barry Fitzgerald stands behind them.

The Honorable Michael Bloomberg, Mayor of the City of New York, made the President's/Paul Harris Dinner for the Rotary Club of the Bronx a memorable one for all attending. He swept into the room and graciously posed for photos with all comers.

Outgoing President Barry Fitzgerald introduced the Mayor whose warm acknowledgement of the good works of the Bronx Rotary Club is partially excerpted below:

"... for tonight, I just want to say that, like the Yankees, the members of the Rotary Club of the Bronx are real champs in my book.

I mean that in all sincerity.

I am so impressed by the fantastic impact that you continue to have, not just here in the Bronx, but all over the world, with projects like: reconstructing a school in Nigeria; providing safe drinking water for a village in India; helping women in Afghanistan rebuild their country; offering aid to students in South Africa; and bringing children from the Dominican Republic, Albania, and other countries here to New York for life-saving heart surgery.

In that spirit, I want to join in applauding someone you're honoring tonight. She's the extraordinary division chief of pediatric cardiology at Montefiore Medical Center, who has performed so many of those "gift of life" operations that you've made possible: Dr. Daphne Hsu.

Your "person-to-person" diplomacy – which has taken many of you to distant

lands to help oversee your projects there – makes you the best ambassadors for New York, and for America, that we could possibly have. You truly live up to Rotary International's theme for this year: 'Building Communities, Bridging Continents.'

Of course, a lot of the good work you do is much closer to home, right here in the Bronx. And I want to salute you for: awarding scholarships to deserving Bronx students; providing much-needed supplies to their schools; and helping care for the ill, the elderly, and our young people, too.

Those generous acts make a huge difference. And in line with that, let me also recognize tonight's other honoree: Serafin Mariel – who as the founder of New York National Bank invested in the future of the Bronx when others were walking away, and who today chairs the Yankee Stadium Community Benefits Fund that provides grants to much-needed youth and social services in this borough. That kind of service really preserves New Yorkers' quality of life".

Barry Fitzgerald welcomed everyone to the President's/Paul Harris Dinner, recognized all the Rotarian dignitaries in the room and then went on to speak briefly about the Bronx Rotary Club's newest project initiated by Bea Castiglia-Catullo, the Mobile Soup Kitchen. It is a joint project between R.A.I.N., The Rotary Club of the Bronx and the Bronx Chamber of Commerce. He announced

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*Robbie Donno introduced Dr. Daphne Hsu.*



*Pediatric cardiologist from Montefiore Medical Center, Dr. Daphne Hsu.*



*Rev. Susan Chadwick was surprised with a beautiful bouquet of flowers in recognition of her service as secretary in the past year with regret that she is being transferred to a church in LaGrangeville, NY.*



*PP Edward Hicks presented Outgoing President Barry Fitzgerald with a plaque recognizing his outstanding service for the 2010-11 Rotary year.*



*And the party went on...*

## PRESIDENT'S/PAUL HARRIS DINNER DANCE CONTINUED



*Amir Asadi has a special moment with the Mayor.*



*Lt. Col Lloyd Carter (middle), wife Arthurine and friend enjoy the festivities.*



*Bharati Kemraj (l.) holds the posthumously awarded Paul Harris Fellow for Daily News cartoonist Bill Gallo as personal friends Barry Fitzgerald and Rev. Bill Kalaidjian honor his memory.*



*Pictured awarding Srafin Mariel with his Paul Harris Fellow are (l. to r.) PP Cheryl Simmons-Oliver and District Governor Helen Lynch.*

the recent good news of donations from the Knights of Malta and from the District 7230 Foundation.

Bharati S. Kemraj from Vishnu Mandir, Hindu Temple acted as Mistress of Ceremonies and she got the program started with the Pledge of Allegiance led by Rev. Susan Chadwick, an inspiring rendition of our National Anthem by Bronx Opera's Leslie Swanson and an invocation by Rev. Bill Kalaidjian.

PP Cheryl Simmons-Oliver prefaced her introduction of the keynote speaker by saying that Rotary did not admit female members until 1987. That is significant because the keynote speaker was newly installed District Governor Helen M. Lynch. She noted that not only have women joined Rotary, but they have quickly risen to the top as has DG Helen Lynch.

DG Helen Lynch spoke a little bit about what Rotary is all about for the benefit of all the non-Rotarians in the room. She said that it is very special because you have to be invited to join and that the Bronx Club is particularly special because it was the very first Club in the District to invite a woman to join.

Rotary International is the world's largest service organization with over 33,000 Clubs in 200+ different countries. Rotarians are business professionals who do their best to use their specific talents to help their local and global communities.

DG Helen Lynch said that the new RI President Kalyan Banerjee's theme for his term is "Reach Within to Embrace Humanity". It is meant to encourage each Rotarian's introspection to learn what it is one wants to do before taking Rotary's message to other countries. She also believes his message is one of revealing the "child-like" innocent and unselfish quality that has

*Continued on page 6*

# DINNER DANCE

Continued from page 5

always remained within us.

In closing DG Helen Lynch lauded the Bronx Club as one of the “most dynamic Clubs in District 7230”.

President Barry Fitzgerald and Rev. Bill Kalaidjian spoke about Bill Gallo, *Daily News* cartoonist, the first of the Paul Harris Fellow recipients. Mr. Gallo was a personal friend of both of them and they remembered him as a warm and engaging man. He was awarded the Paul Harris posthumously, but his passing was so recent and so sorely felt by his family that they could not attend the dinner.

PP Cheryl Simmons-Oliver introduced Paul Harris Fellow recipient Serafin Mariel, New Yankee Stadium Community Benefits Fund and CEO/Chairman, Marace Associates, Inc., Financial Advisory Firm. Cheryl spoke about his history with revitalizing the Bronx when the “Bronx was burning”. He was director of the Bronx Overall Development Corporation and he worked hard to replace the burnt out tenements with quality housing, economic development and job creation. DG Helen Lynch presented Mr. Mariel with his Paul Harris.

Ms. Kemraj brought Robert Donno forward to introduce the next Paul Harris recipient because he was instrumental in beginning the Gift of Life program. He introduced Dr. Daphne Hsu, the Division Chief of Pediatric Cardiology at Montefiore Medical Center. This was her second Paul Harris medal.

President Barry Fitzgerald, Incoming President Debby Appel and PP Edward Hicks also received a Paul Harris medal.

Barry Fitzgerald also presented Secretary Rev. Susan Chadwick with a bouquet of flowers in recognition of her service in the past year and because the Club is sad



Incoming President Debby Appel is given her President's pin by Outgoing President Barry Fitzgerald.

to be losing her as a member because she has been transferred to a new church in LaGrangeville, NY.

DG Helen Lynch presided over the change of leadership from Barry Fitzgerald to Debby Appel and the installation of the new Officers and Board of Directors.

The very full agenda was interspersed with a delicious antipasto cocktail hour, fine dinner and dancing to music provided by Entertainment & Sounds Unlimited Inc.

Many thanks go out to all who attended

and all who worked so hard to make the evening a resounding success.

## CHUCK-A-BUCK

Sal Mastrocola won \$512 in the 50/50.

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### MEETING TIMES & PLACES of ROTARY CLUBS in DISTRICT 7230

|  |        |                                    |
|--|--------|------------------------------------|
| <b>MONDAY</b>                              |        |                                    |
| Bedford-Armonk                             | 6:15p  | Bedford Presbyterian Church        |
| Bronxville                                 | 12:15p | Fogarty's Town Tavern              |
| Central Bronx                              | 7:00p  | Jol Kabar Restaurant               |
| Chappaqua                                  | 12:15p | Crabtree's Kittle House            |
| New York                                   | 12:00p | Harvard Club                       |
| Northeast Westchester                      | 6:15p  | John-Michael's Restaurant          |
| St. George's                               | 6:30p  | Grotto Bay Beach Resort            |
| <b>TUESDAY</b>                             |        |                                    |
| Bronx                                      | 12:15p | The Harbor Restaurant              |
| Chinatown                                  | 1:00p  | Hop Lee Restaurant                 |
| Croton-on-Hudson                           | 12:15p | Bella Paula                        |
| East Yonkers                               | 12:15p | Luciano's Restaurant               |
| Hamilton                                   | 12:15p | Royal Hamilton Amateur Dinghy Club |
| Hastings, Dobbs Ferry, Ardsley & Irvington | 6:15p  | Doubleday's                        |
| Mount Pleasant                             | 12:00p | Casa Rina Restaurant               |
| PortChester-Rye Brook                      | 12:10p | T&J Trattoria                      |
| Scarsdale                                  | 12:00p | Moscato's                          |
| Somers                                     | 6:15p  | Pinnacle Restaurant                |
| Staten Island                              | 12:30p | Ligreci's Staaten Restaurant       |
| Upper Manhattan                            | 6:00p  | Gran Piatto d'Oro Restaurant       |
| White Plains                               | 12:15p | Crowne Plaza                       |
| <b>WEDNESDAY</b>                           |        |                                    |
| Eastchester                                | 12:15p | CIAO Restaurant                    |
| Gateway                                    | 7:15p  | Lake Club                          |
| Harrison                                   | 12:15p | Emilio's Restaurant                |
| Hartsdale                                  | 12:15p | Alaroma Restaurant                 |
| Inwood Manhattan                           | 7:00p  | Garden Cafe                        |
| Metro NYC                                  | 7:30p  | Trattoria Dopo Teatro              |
| Mount Kisco                                | 12:15p | Mt. Kisco Holiday Inn              |
| Mount Vernon                               | 12:15p | Bona Sera Restaurant               |
| New Rochelle                               | 6:15p  | Davenport Club                     |
| Ossining                                   | 12:30p | The Tuscan Grille                  |
| Pelhams                                    | 12:15p | Rockwells                          |
| Sandys                                     | 6:30p  | Henry VIII Restaurant              |
| Tarrytowns                                 | 12:15p | Westchester Marriott Hotel         |
| Wall Street                                | 5:30p  | Downtown Association               |
| Yorktown                                   | 12:15p | Murphy's Restaurant                |
| <b>THURSDAY</b>                            |        |                                    |
| Cortlandt Manor                            | 7:00p  | Cortlandt Colonial                 |
| Elmsford                                   | 12:15p | Rinis Restaurant                   |
| Mamaroneck                                 | 12:15p | Emilio's Restaurant                |
| Mid-Island                                 | 7:30a  | Dakota Diner                       |
| North Shore                                | 7:00p  | LiGreci's Staaten Restaurant       |
| Peekskill                                  | 12:15p | Cortlandt Colonial Restaurant      |
| Pembroke                                   | 7:15a  | Royal Bermuda Yacht Club           |
| Pleasantville                              | 12:15p | Riviera Restaurant                 |
| Riverdale                                  | 6:45p  | The Riverdale Greentree            |
| South Shore                                | 12:15p | Marina Grand                       |
| Yonkers                                    | 12:15p | Luciano's Italian Restaurant       |
| <b>FRIDAY</b>                              |        |                                    |
| Briarcliff Manor                           | 12:15p | Briarcliff Recreation Center       |
| Larchmont                                  | 12:15p | Larchmont Yacht Club               |
| Rye  | 12:15p | Coveleigh Club                     |

## THE BRONX ROTARY OFFICERS

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