

**THIS SATURDAY
December 11**
Our Bellingring for the Salvation Army!
3 More Rotarians Needed! Call Gene

December 16
Bonnie Smith
Business & History

December 23
Our Annual Pre-Christmas Luncheon!
Save the date!
Bring a guest and enjoy the music.



Mark Kennard Climbing Mt. Shasta The Target: 14,200 Feet!



Our Speaker This Week

was our own Mark Kennard, who with his club of mountain climbing addicts called "6 Dopes on a Rope" have, over the years, tagged (climbed) 5



various mountain peaks and decided to focus their energies on this gorgeous snow-capped beauty in California in May, 2006!

Mark's brother is usually the leader of the group and was instrumental in this event also.

Technically, the peak is 6 vertical miles to the top - and they started the ascent at midnight loaded with all the climbing gear that would be necessary.

After 8 hours, each step was becoming a challenge as a blizzard came in on them and each step was a "one step and take a deep breath, one more step in the deepening snow, take one more breath" and finally the intelligent decision was made to stop and head back,

Thank you Mark, for a spell-binding presentation!

Our Pot Is Up To \$185 !

Two lucky tickets were drawn by Mark - Bob Kennedy & Adam Sherman. they tried hard but the money is safe for another week.

Our Dictionary Distribution

has been decided upon as Wednesday, January 12th for all 3rd graders in our Lynn schools! Please sign up with Jim Harris to volunteer that day - it is lots of fun and the boys & girls really welcome our annual arrival.

Another case of coffee

has arrived - contact Joyce - it is \$110 for 10 bags and helps our club, the Rotary coffee program and makes a terrific gift item ! !

RI Board Reinforces Strategic Priorities, Goals

At its November meeting, the RI Board approved a number of recommendations and actions to reinforce the priorities and goals of the RI Strategic Plan.

The changes, which include endorsing the concept of flexible attendance and meeting requirements and allocating \$4 million for Public Relations Grants, are designed to keep Rotary vibrant and attractive to current members and prospective members from younger generations.



RI President Ray Klinginsmith

"By focusing on strategic issues throughout the week, the Board was able to reach consensus on several strategic decisions, which constitute progressive moves by the RI Board," says RI President Ray Klinginsmith.

Among other actions, the Board:

* Agreed to the concept of amending RI policy on meeting attendance, meeting options, and member termination in order to support and strengthen clubs by allowing them more flexibility. The changes will require revisions to the RI Constitution and the Standard Rotary Club Constitution in the form of legislation submitted to the 2013 Council on Legislation.

* Agreed to fund \$4 million in PR grants annually, starting in 2011-12 for at least three years, to advance the strategic priority of enhancing public image and awareness.

* Supported the creation of an annual Rotary Citation beginning in 2012-13 that would replace future Presidential Citations. The new citation would be based on clubs achieving predetermined goals that are aligned with the clubs' and RI's strategic direction.

* Agreed to transform RI programs to a "resource and support" model to help clubs and districts in their service efforts and advance the strategic priority of focusing and increasing humanitarian service.

* Agreed to replace the vision statement in the RI Strategic Plan with a core essence statement, which uses more contemporary language and better expresses what Rotary is and does.

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Klinginsmith Continued from Page One

Agreed to conduct four new pilot programs -- associate member, corporate member, satellite clubs, and innovative and flexible Rotary clubs -- to promote membership diversity and improve recruitment, beginning 1 July. Two hundred clubs will be accepted for each three-year pilot

Encouraged districts with more than 100 clubs and over 4,000 members to split into two or three new districts as early as 1 July 2012.

The Strategic Planning Committee suggested many of the changes to help move the organization toward an emphasis on active and engaged membership.

"Rotary must change its culture from one of attendance to one of engagement," says RI Director Stuart B. Heal, chair of the Strategic Planning Committee. "It is our belief that in the next decade this must become our culture as we become more innovative and continue serving around the world."

Said Klinginsmith: "It was a historic week for Rotary."

Our Rotary Club Officers & Directors Nominated and Elected for Next Rotary Year Starting July 1, 2011

President: Stephen Upton

President-Elect: No Candidate

Vice President: No Candidate

Immediate Past President: Elaine Kurkul

Treasurer: Diana Moreno

Assistant Treasurer: Maria Bazzi

Secretary: Joyce Elliott

Assistant Secretary: Maroli Licardi

Board Members Continuing In Office:

Jerry Bovardi, Robert Dugas, Robert Kennedy,
Adam Sherman

Newly Elected Board Members:

Obie Barker, Rich Cuffe, Barbara Maitland,
Arthur Horgan and David Richardson.

Our Sorting Toys Program

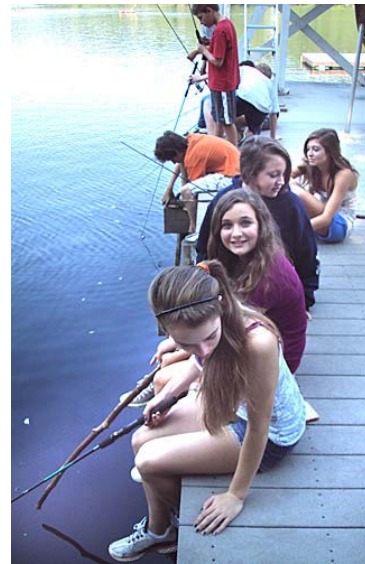
helping the work of Lynn Catholic Charities began last week - for more information please contact Virginia Doocy for the specifics! Help is needed! Where: St. Ann's Parish, 290 Jefferson Avenue, Salem. Free parking available on the right hand side of the street or at the end of the street in an old school parking lot.

The volunteers will be dropping off toys, infant supplies, books and clothes at St. Ann's throughout the day each day.

They need help unloading the materials, unpacking and wrapping items, sorting, etc.

Club volunteers to date include Steve Upton, Bob Dugas, Joyce Elliott, Bob Kennedy and Rich Cuffe.

Camp Rotary Snapshots - 2010



GREETERS' SCHEDULE

December 16 - Jerry Bovardi & Jim Harris

December 23 - Rich Cuffe & Obie Barker

December 30 - Art Horgan & Dave Richardson

Please remember, Greeters have to BREAK DOWN also !!