

**Our Program
Next Week:**

**Essex County
District Attorney
Jonathan
Blodgett**

**Be sure to bring a
guest to Rotary!**

**July 22
Special Board
of Directors'
Meeting
11:15 A. M.**

**EVERY ROTARIAN
US \$100
EVERY YEAR**

Adam Wins The \$845 Pot !



Visitors Thursday

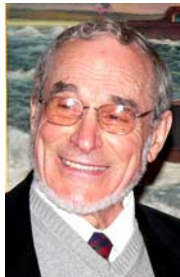
included Deborah Harpe who will welcomed as a new member on July 22nd!

Bill Simpson

has answered president Elaine's call for help and has agreed to be our PROGRAM CHAIR for the new Rotary year!

Wonderful, thank you Bill on behalf of all of us!

Anyone who has a good suggestion for an interesting program please tell Bill now and at any time during the year - he will appreciate your help!



to Bill's presentation and made it even more interesting!

One of our members wondered if that type of speaker might be nice occasionally throughout the year - thoughts and "adventures" of our many members.

Your editor commented that he reads several district clubs' newsletters each week and that many Rotary Clubs do just that - have a member talk about his/her life and what has meant most over the years. Our own club has done that in the past and one presentation I particularly remember was Doug Allen's - it was quite interesting!

Put your thinking caps on, fellow members, you may soon be asked!! Dig out some photos and even your slide or movie projector !!



The two lucky tickets drawn Thursday were Adam Sherman and Jack Ryder's and there were only 3 cards on the table! Adam not only won the \$845 but offered to split it with Jack !! What generosity !! Congratulations to you both !! A new pot begins next week !!

Bill Simpson

gave an off-the-cuff presentation (nothing to do with Rich Cuffe!) on many events of his life to date and included many thoughts on maintaining one's health as the years and activities take their toll. Several comments from our members added

How About Some Music?

Several of our members play an instrument or even more than one!

Think about a tiny concert you might present to our members!



It could be FUN and quite enjoyable, too!

**SAVE THE DATE -
SEPTEMBER 27th**

Lawrence Rotary Golf Tournament to benefit Lawrence educational programs
Monday, September 27, 2010

More details to follow.





A Final Message from Michael Colasurdo Sr.,

Our retiring Rotary Zone Director

What is the health of Rotary worldwide?

Rotary is doing well but, as in all matters we need to always seek "constant and never-ending improvement." Unlike other service organizations, Rotary has held its membership relatively even which is a positive sign since many other service organizations have shrunk significantly.

That said there is much room for improvement. Rotary is growing in many countries, especially those countries where Rotary is new and far from fully developed but it is having a harder time in countries like the US where it is a mature organization with widespread membership. Lifestyles in countries like the United States have limited time available for service organizations that demand regular attendance, and many families have both the husband and wife working to support their families.

Organizations like the CEO Roundtable, the Young Presidents Organization and Regional Chambers of Commerce attract many senior business leaders who are not Rotarians. These organizations have done a good job creating peer organizations focused on business that help its members in building relationships and networking with their peers. Although Rotary has lost some top business leaders in developed countries to these organizations, I believe that it has done a great job in penetrating the established middle class in developed countries and many other countries with a small middle class.

What are the major challenges Rotarians will have to face in the coming year?

There are four challenges facing Rotary that I am concerned about:

We must keep our promise to the world's children and finish the job of eradicating polio. To do this we need to partner with community leaders who live where polio is still a problem and build on our partnerships with outside organizations and governments who join us in funding this commitment.

Approximately, 40 percent of the clubs in the world have less than 25 members. Twenty five percent of the clubs of the world have less than 20 members. Through extension we grow between 500 and 600 clubs per year. We must be concerned with shrinking clubs and consequently shrinking districts. The cost of providing support to the growing number of Rotary clubs with less than 20 members and districts with less than 1,000 members is evident in the continually increasing budgets. This can only lead to increasing costs for all Rotarians.

Though we should establish a minimum annual dues

based on the minimum membership needed to start a club (20 members), we must balance that change with more creative ways to help those clubs who want their membership to grow. Under no circumstances should Rotary tell clubs with less than 20 members who are providing useful service to their community that they must have 20 members to be a Rotary club.

Too many Rotarians do not support our Rotary Foundation with annual contributions. Only 25.4 percent of Rotarians contribute to our Rotary Foundation. We must do a better job of demonstrating the true value of our Foundation to all Rotarians.

Although Rotary's senior leadership is dedicated to the success of our organization, there seems to be a perception among too many Rotarians that Rotary's leadership has become isolated from the very Districts and Clubs where they are members. These Rotarians believe their senior leadership makes too many decisions that defend the Rotary International brand, its trademarks and policies at the expense of making it harder for Rotary clubs to thrive. Right or wrong, perception is reality and we need to be concerned with such a perception in our strategic planning.

We should never suggest a project to a community in need unless we have first determined what it is the community truly needs. A project we invest our resources in should be the project the community truly needs and should not just be the projects we want to do.

Should Rotarians be more transparent in all the financial dealings with Rotary?

Rotary must be transparent at all levels and in all areas. We are not and never will be a secret society.

Can Rotary be accepted by the community if honesty is sacrificed?

Of course not! But my experience across the world is that most Rotarians are honest, caring human beings who do not sacrifice honesty.

How can we be more relevant to the community?

As Rotarians we must see that the vocational service projects, community service projects and international service projects we choose to do are truly needed by the communities we are trying to serve. We should never suggest a project to a community in need unless we have first determined what it is the community truly needs. A project we invest our resources in should be the project the community truly needs and should not just be the projects we want to do.

For the complete interview log onto the Zones 24-32 Website.

<http://rotaryzones24-32.org/>



GREETERS' SCHEDULE

July 15 - Art Horgan & Adam Sherman

July 22 - Obie Barker & Bob Kennedy

July 29 - Rich Cuffe & Barbara Maitland

Please remember, Greeters have to BREAK DOWN also !!