

Wednesday WRAP-UP

Rotary



Club of Geneva, New York

www.GenevaRotaryClub.org

Miss a meeting? Make it up
at
www.RotaryEClubOne.org

**Wednesday,
Jan. 10, 2024**

Next Week: Mark Rokow
Scholarship program

Bob McFadden led the Pledge of Allegiance and gave an invocation at this second dinner meeting.

Guests:

- Sally Kasulke, guest of Rich Kasulke
- Linda Beckley, guest of Phil Beckley
- Art Equinozzi, guest of Linda Equinozzi and prospective member
- Joanne Bleakley, guest of Paul Bleakley
- Toby and Chad Kaiser, guests of Linda Equinozzi
- Peter Einset

Announcements

- Charlie Bauder reported on the results of the Kettle Campaign. Grocery side of Walmart - \$562.39, other Walmart entrance- \$659.44, Pedulla's - \$685.69, and Seneca St - \$859.37. Total - \$2,766.89.
- Thursdays at the Community Lunch program are filled through March. If anyone is available to help on Thursdays in April from 9:30 am to 12:30 pm let Rich Kasulke know (rkasulke@rochester.rr.com). Once the dates are finalized a sign-up sheet will be circulated. President Elect Jason suggested using technology to help with sign-up and recommended Sign Up Genius (a link can be distributed via email).
- The Armenian program is Thursday, January 18 in the Albright Auditorium at 7 pm. Dinner will be at 5 pm before the performance at the Gearans. Please let Mary know if you plan on attending the dinner. Dave Cook has posters for the event and asked for help with getting the word out.
- January 15 is the annual Martin Luther King Jr. March and Memorial Service. The march begins at 9:30 am at Bicentennial Park and ends at City Hall. This is followed by a program at Mount Calvary Church at 11 am.

Happy Dollars

- Jim Dickson had \$50 happy dollars for Michigan's 7th Championship. Go Blue!
- Phil Beckley enjoys the evening meetings because he gets credit for taking his wife out to dinner.
- Mary Gearan's daughter texted her an image of a group of Rotarians outside of Boston with the message "Rotarians are so nice." This reminded Mary of our club.
- Chris Lavin encouraged everyone to attend the Martin Luther King program.
- Jerry Forcier was happy for Michigan's win.
- Peter Einset is glad to be back as a guest. He is having foot surgery next week and hopes to continue his Arabic lessons.
- Art and Linda Equinozzi welcomed their third grandchild – Finn Arthur. Art also won his fantasy football pool, and the winnings will go to Camp ONSEWAYA
- Kathy Fuchs recited "A Dust of Snow" by Robert Frost

The way a crow
Shook down on me
The dust of snow
From a hemlock tree

Has given my heart
A change of mood
And saved some part
Of a day I had rued.

- Dave Cook paid a dollar for not reciting a limerick and was fined by Incoming President Jason.

50/50:

Bill Floods shared \$75 with the Foundation.

Program

Ted Baker presented "Getting Attention in A Changing Media Landscape." He shared various tips on how to better promote our events and activities.

- Pre-event promotion
 - Be on "FLX Morning" with Ted. His email is tbaker@flxlocalmedia.com.
 - Post events on community calendars - [Finger Lakes Daily News](#) (or send info to Ted), Spectrum, Finger Lakes Times, and Daily Messenger
- Post event/activity promotion
 - After promotion is just as important as pre-promotion.

- During the event take photos, audio, and/or video with your phone then share them
 - [Community News page](#) at Finger Lakes Daily News is one place to share.
- There is plenty of good news out there, we just have to share it.

Respectfully submitted,

Kerry Lippincott

Future Programs

1/17/24 - Lunch meeting - Mark Rokow - Scholarship Program

1/24/24 - Lunch meeting – Interact Bake Sale

<p>Four way test: “Of the things we think, say or do:”</p> <p><i>1. Is it The Truth?</i> <i>2. Is it Fair to All Concerned?</i> <i>3. Will it Build Goodwill and Better Friendships?</i> <i>4. Will it be beneficial for All Concerned?</i></p>					
Diana Perry President	Jason Haag President-Elect	Kerry Lippincott Vice President	Ford Weiskittel Secretary	Bob McFadden Club Treasurer	Kelsey Journell Foundation Treasurer