

**Rotary International President**  
Kalyan Banerjee  
Vapi, Gujarat, India



**District 6960 Governor**  
Denise Hearn  
The Rotary Club of Lakewood Ranch

**Area 3 Assistant Governor-District 6960**  
Barbara Bird  
The Rotary Club of Bonita Springs

**2010-2011 Club Officers**

President	James L. O'Leary, II
President-elect	P. Stephanie Kissinger
Secretary	Bobbi Bird
Treasurer	Thomas B. Briers
Sergeant-at-Arms	George M. Cohan III
Assoc. Sgt.-at-Arms	Roger Brunswick

**Board of Directors**

James D. Dati, Immediate Past President

**2009-2012**

Ron Anderson	Brian Zamorski
James L. O'Leary	Sandra Scoggins

**2010-2013**

Jay Berube	Gregory T. Holtz
Barbara Bird	P. Stephanie Kissinger

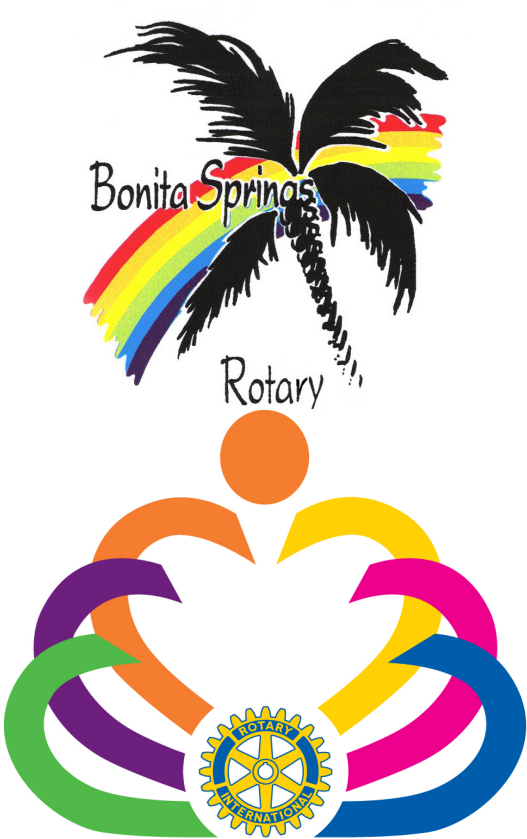
**2011-2014**

Tom Briers	Bob Lombardo
Mike Liggins	Don Manley

**Trustees of The Foundation of  
The Rotary Club of Bonita Springs**  
Ray Faubion, Chairman, Nancy Ross, Secretary,  
Richard Garner, Treasurer, Fred Partin,  
Guy Quinn, Steve McIntosh, and Tom Burgess

# The Spoke

**The Rotary Club of Bonita Springs**  
**Chartered November 3, 1978**



**Reach Within to Embrace Humanity**  
Meets Wednesday at 7:30 am at Bonita Bay Club  
**The Rotary Club of Bonita Springs**  
**P.O. Box 474**  
**Bonita Springs, FL 34133**  
[www.bonitaspringsrotary.org](http://www.bonitaspringsrotary.org)

# Rotary Club of Bonita Springs

October 19, 2011



## Last Meeting

**President Jim** presided. **Don Thomson** delivered the invocation. **Richard Garner** led the Pledge of Allegiance and **Mark Petrites** led the 4 Way Test. **Ron Anderson** led a rousing rendition of *Frere Jacques: Are You Sleeping?*

**President Jim** briefed us on the 2012 Group Study Exchange Program which will be in South Korea. Team members are not Rotarians so it is necessary to look outside of our Club for potential participants. Information on the program can be found on the District website.

**Congratulations...**it was good seeing **Camilla Campbell** receive her permanent blue badge last week.



**Rotaract Update...****Tom Burgess** reported that this past Friday the FGCU Rotaract Club was sponsoring a Public Speaking Workshop. **John Spear** and **Roger Brunswick** were scheduled as workshop presenters.

**Roger Brunswick** offered a **Poinsettia Sale** update. We've committed to selling 1200 plants by the end of October. At this point we've only sold about 300 plants. So if you haven't already done so, please consider who you might contact now as purchasers of our wonderful harbingers of the Christmas Season—thanks for your help



**Jay Berube** briefed us on this year's Christmas Tree Sale and Charity Event. Sign up sheets are currently available—please do so soon as we support one of our Club's revered Holiday traditions.

## This Week's Program Club Assembly "Profiles In Leadership"



Consistent with our District's best practice initiative, **President Jim** convened a Club Assembly this past week. The Assembly took time to focus on "leadership profiles," which were offered by **George Cohan, Jess Berube, Roger Brunswick, Ron Anderson, Bobbi Bird, Bob Lombardo, Tom Briers, Jay Berube, and Nancy Ross**. Each presentation focused on a fundraising or programmatic initiative undertaken by our Club in furtherance of our commitment to service—locally and internationally. It was inspiring—and time well spent.

## Dictionary Day *Another View*



**Roger Brunswick** reported that Dictionary Day was a great success. Our Club distributed almost 500 dictionaries to third graders at Rayma C. Page, San Carlos Park, Bonita Springs Preparatory Fitness, and Bonita Springs Elementary Schools. Thanks also go out to **Ron Anderson** for forwarding these pictures offering us all another great memory of this special day supporting things Rotarian and public education.

*From RI*

## The First 100 Days A Rousing Start

The more I learn about Rotary, the more in awe I am of what this organization has been able to accomplish.” **That’s John Hewko summing up his first 100 days as Rotary’s general secretary.** In just over three months, Hewko has launched two key communications projects, initiated development of a club strategic planning tool, participated in the meetings of numerous committees and the RI Board and Rotary Foundation Trustees, met with Bill Gates to discuss polio eradication, attended his first Rotary institute, listened to dozens of presentations by Rotary staff as part of his “getting to know Rotary” listening tour, and rejoined the Rotary Club of Kyiv in Ukraine.

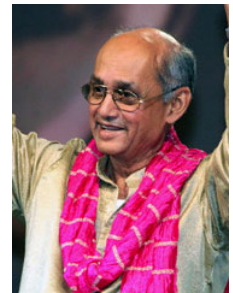
The RI Board and Foundation Trustees have established some clear priorities for Hewko, with the No. 1 goal being to end polio. Other projects that Hewko has initiated include a review of the Rotary website, a worldwide Rotary brand revitalization effort, and the development of Rotary Club Central, an online strategic planning tool for clubs that will also help Rotary calculate the monetary value of all the organization’s service activities and projects around the world.



## *From RI* Our President’s Message

**My dear brothers and sisters in Rotary,**

We have a color for the 2011-12 Rotary year, and that color is green. Why green? Because green is the color of spring, of new life, of bright leaves bursting forth from spreading branches. And there is no doubt that it is time to “green” Rotary – to lift our deepening pallor of gray and replace it with brighter shades of green.



Overall, in Rotary, only 11 percent of our members are under the age of 40, while 68 percent are over 50 and 39 percent are over 60. It’s not too hard to see where this will lead us in 10, 20, and 30 years down the line, if we don’t do something about it now. It is not enough to simply bring in new members. We need to bring in younger members, who will breathe new life and new vigor into our organization.

**How can we be more attractive to younger members, who are so different in so many ways from the young professionals of a generation or two ago? We have to come to them where they are – and for most young people, where they are is on the Internet, on Facebook, on Twitter and e-mail, and on their smartphones. A club that doesn’t have a presence on the Internet simply doesn’t exist as far as they are concerned. A club’s website is its public face – and it has to be a good one.**

More than anything, I believe we need to bring back the idea of the family of Rotary. We need to look at all of Rotary as one family: Rotarians, their families, and also Rotaractors, Interactors, Youth Exchange students and alumni, Foundation alumni, and so on. And we need to consider retention as an idea that applies not just to Rotarians, but to the entire family of Rotary.

Too often, we look outward to find new members, and we do not see our own young generation, waiting to be called upon. We must look to them to find the capable and enthusiastic new members who will be the club presidents, the district governors, and the RI senior leaders of tomorrow.

We owe it to our Rotary family – past, present, and future – to make sure that our generation of Rotarians is not the last. We must, in a very real sense, reach within – to embrace our Rotary family, so that we can better embrace all of humanity.

\$\$\$50/50\$\$\$  
This Weeks Big Prize-\$1353



Last week an ecstatic  
**Bobbi Bird** drew the  
Nine of Clubs to win  
\$5.00

As always...the real winner is our  
Foundation which gets one half of the  
prize purse.

Happy Birthday

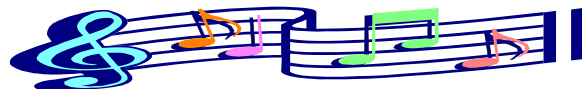
Yan Bohyn, October 19

### The Spoke

Editor - **Greg Holtz**  
Associate Editor-**Susan Schmitt**  
riverchip12-spoke@yahoo.com

The 4-Way Test  
of things we think, say or do.

Is it the TRUTH?  
Is it FAIR TO ALL CONCERNED?  
Will it build GOODWILL and  
BETTER FRIENDSHIPS?  
Will it be BENEFICIAL to all CONCERNED?



*Let's Sing, Rotarians!*

### *He's Got The Whole World in His Hands*

He's got the whole world in  
His hands  
He's got the whole world in  
His hands  
He's got the whole world in  
His hands  
He's got the whole world in  
His hands



He's got the itty bitty baby in His hands  
He's got the itty bitty baby in His hands  
He's got the itty bitty baby in His hands  
He's got the whole world in His hands

He's got a-you and me brother in His hands  
He's got a-you and me brother in His hands  
He's got a-you and me brother in His hands  
He's got the whole world in His hands

He's got a-you and me sister in His hands  
He's got a-you and me sister in His hands  
He's got a-you and me sister in His hands  
He's got the whole world in His hands

He's got the whole world in His hands  
He's got the whole world in His hands  
He's got the whole world in His hands  
He's got the whole world in His hands

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**Mark W. McCaw, CIMA®**  
**McCaw, Clegg & Lepola Wealth Management**

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