

Rotary International President
Sakuji Tanaka
Yashio, Saitama, Japan



District 6960 Governor
Stephen F. Schlueter
The Rotary Club of Anna Maria Island

Area 3 Assistant Governor-District 6960
Nancy Ross
The Rotary Club of Bonita Springs

2012-2013 Club Officers

President	P. Stephanie Kissinger
President-elect	Barbara Bird
Secretary	Sandra Scoggins
Treasurer	Thomas B. Briers
Sergeant-at-Arms	George M. Cohan III
Assoc. Sgt.-at-Arms	William Banfield

Board of Directors

James L. O'Leary, II, Immediate Past President

2010-2013

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

2011-2014

Tom Briers	Bob Lombardo
Mike Liggins	Sandy Scoggins

2012-2015

Brian Olitsky	Scott Anderson
Peter Zahner	Jason Dolle

**Trustees of The Foundation of
The Rotary Club of Bonita Springs**

Nancy Ross, President, Steve McIntosh, Secretary,
Treasurer, Tom Burgess,
Guy Quinn, Ray Faubion, Fred Partin, John Mathes,
Trustees

The Spoke

The Rotary Club of Bonita Springs
Chartered November 3, 1978



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

Rotary Club of Bonita Springs

September 5, 2012



Last Meeting

President Stephanie presided. **Susan Schmitt** delivered the invocation. **Rex Sims** led the Pledge of Allegiance and **Richard Garner** led the 4 Way Test. We all collaborated on a rousing rendition of *I've Been Working on the Railroad*.



"Our Plants are Larger, Fresher and Prettier." With those words, **Susan Schmitt** offered an update on our Poinsettia Sale. Don't forget...every poinsettia order delivered

allows you to draw from the poinsettia table's grab bag and win a fabulous prize. Keep those poinsettia orders coming and thanks for your help and support of this important fundraiser.

President Stephanie briefed us on a variety of upcoming events and reminded us to thoughtfully consider participation in the Rotary Leadership Institute. The RLI website describes the Institutes as "comprehensive training programs, followed by graduate seminars. Faculty are carefully selected from among Rotarians with outstanding leadership abilities, prepared to conduct innovative participatory course sessions." There are multiple RLI training sites in our District—if you would like more information on these important programs please let **President Stephanie** know.

Sandy Scoggins reported on a variety of international projects in which our Club is participating. Examples included an adult literacy program in Bolivia which will help about 900 adults become literate in Spanish and a Costa Rica intra-Club partnership project.

Last Week's Program Bobbi Bird/ Mike Liggins "A Multimedia Rotarian Experience"



"Outstanding." "International." "Real Time." "Breathtaking." "Touching." "Memorable." Such were the words uttered by Club members leaving our Assembly Hall last Wednesday as **Bobbi Bird** and **Mike Liggins** collaborated on a remarkable interdisciplinary and multimedia presentation. Bobbi led off with an interesting travelogue documenting her visit to Thailand during the Rotary International Convention. We gained insight to the breadth and scope that is Rotary. Mike followed with an informative discussion of the current technology (such as "Dropbox") available to help us keep in touch with our Club. Bobbi returned to the podium and concluded the presentation with a fun and historical perspective of our members as we took a pictorial trip down memory lane. Thanks Bobbi and Mike for your efforts.

From RI
Are You “Rotary?”

Do your friends and co-workers know that you're a Rotarian? It's up to every Rotarian to tell the world what Rotary is and does.

According to a public image survey commissioned by Rotary International in 2010, people are much more likely to know about Rotary and perceive it positively as a charitable organization if they personally know a Rotarian. RI commissioned the survey of 1,000 individuals in each of six countries -- Argentina, Australia, Germany, Japan, South Africa, and the United States -- to gauge the general public's awareness and perception of the organization. The results are consistent with those of a similar survey conducted in 2006: While respondents had heard of Rotary, they did not know much about what it does.

Building familiarity is not easy, says Pauline Leung, Rotary public image general coordinator. (pictured right) "Sometimes Rotarians are doing too many things and can get people confused about Rotary. We must have consistency when promoting the image of Rotary. Rotarians should receive training so they can clearly express our position, our vision, our values, and our areas of focus."



The survey showed that awareness of Rotary varies from country to country, and culture to culture. But awareness of Rotary doesn't necessarily translate into familiarity with what it does.

The survey report concluded that public image efforts will need to be tailored to each country. It also noted that boosting awareness alone will not be enough to get the public to readily associate Rotary with good works, or to generate greater community involvement.

The public's interest in joining a Rotary club is low. Among the countries surveyed, an average of only 16 percent of respondents said they would be likely to join a local Rotary club.

Polio Plus Drive

Editor's Note: President Stephanie recently received this important "call to action" from our District (John Hargreaves specifically.) His remarks are summarized below.

In 1985, Rotary International created PolioPlus, a program designed to immunize all children against polio. To date, Rotary has contributed \$ 1.2 billion and countless volunteer hours to offer protection to more than 2 billion children in 122 countries. Rotary is also working to raise additional funds (\$228 million applied toward a \$355 million challenge from the Bill & Melinda Gates Foundation). These funds help provide much needed operational support, medical personnel, laboratory equipment and educational materials for health workers and parents.

John reports that today endemic wild Poliovirus has been eliminated from all but three countries (Pakistan, Afghanistan, & Nigeria) with fewer than 700 cases reported in 2011. As of August 14, 2012 the number of cases are as follows: 121 Polio cases reported this year compared to 325 at the same time in 2011 representing a 37% decrease. 2012 to date results comparing those in 2011 are as follows:- Nigeria 70 vs. 23; Pakistan 29 vs. 69; Afghanistan 17 vs 12; and Chad 5 vs. 100.

We still have a tough road ahead of us, that's why it's important to keep fighting this fight. John asks that every member of every club in District 6960 participate in the Polio Plus donation, noting that "if everyone can give a little it'll...build to a powerful contribution for all of us in the world."



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



An electrified
Rick Barber
drew the Seven
of Clubs to win
\$5.00.

As always...we're all winners as the
"fifty-fifty" helps keep our Club
strong and ready to serve.

Happy Birthday

None to Report

The Spoke

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

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?



Rotary "Sings"



Battle Hymn Of The Republic

Mine eyes have seen the glory
of the coming of the Lord;
He is trampling out the vintage
where the grapes of wrath are stor'd;
He hath loos'd the fateful lightning
of His terrible swift sword;
His truth is marching on.
Chorus:
Glory, glory, hallelujah!
Glory, glory, hallelujah!
Glory, glory, hallelujah!
His truth is marching on.

Printing provided by . . .

Your finances. Your future. *Our focus.*

McCaw & Clegg Wealth Management
Mark W. McCaw, Senior Vice President-Investments
Senior Portfolio Manager
8000 Health Center Blvd., Bonita Springs, FL 34135
239-495-4192 888-300-9001
mark.mccaw@ubs.com
ubs.com/team/mcwealth



© UBS 2012. All rights reserved. UBS Financial Services Inc. is a subsidiary of UBS AG.
Member SIPC. 31.13_A4_3.5x2_J00607_McC