



PROGRAM: The Odessa File

SPEAKER: Charlie Haeffner

HOST: Stewart McDivitt

GREETER: Judy Phillips

SOUTHERN TIER SOARING

PRESENTED BY: DONNA HOWELL

HOSTED BY: JUDY CHERRY

Meeting Date: April 26, 2018 –

Donna Howell is the Southern Tier Regional Director for Empire State Development. Donna presented on Southern Tier Soaring – the region's plan for strategic growth and economic development.

From the Empire State Development Website:

In 2015, Governor Andrew Cuomo created the Upstate Revitalization Initiative (URI) competition to strategically focus on the economic development of Upstate NY, as part of the Regional Economic Development Councils (REDCs) initiative, which created long-term, regionally-based strategic plans for economic growth in each of New York State's 10 geographic regions. The Southern Tier benefits from a strategic location, world-renowned colleges and universities and a robust pipeline of STEM grads. The region's also home to 6,000+ farms and top manufacturers in a mix of industries. Southern Tier Soaring, the URI-winning strategic plan developed by the Southern Tier Regional Economic Development Council, builds on a strong foundation of higher education institutions, the nonprofit sector and government agencies and key industries, including those mentioned below as well as healthcare and tourism.

- Build the Greater Binghamton Innovation Ecosystem
- Invest in the Advanced Manufacturing Industry
- Transform the Food and Agriculture Industry
- Promote the Southern Tier's Innovative Culture

Southern Tier Soaring will focus on increasing the region's workforce through new business growth based on high-tech discoveries and entrepreneurship, while ensuring healthy communities and protecting the region's natural beauty and resources.

NEXT MEETING: MAY 10

PROGRAM: Creating a 21st College

SPEAKER: Dr. Kate Douglas

HOST: Carl Blowers

GREETER: Bill Phoenix

MEETING THURSDAY, 12:10 PM AT WATKINS GLEN ELKS LODGE • WATKINS GLEN, NY
FOR MEMBERSHIP LIST AND MEETING MAKEUP LOCATIONS VISIT WATKINSMONTOURROTARY.COM

Southern Tier **SOARING**



The Southern Tier is home to dozens of colleges and universities, boasts diverse industries, is investing in manufacturing businesses, and is increasing availability for national and international flights through Binghamton, Elmira-Corning, and Ithaca-Tompkins airports. Overall, the region is a community of innovation and full of growth potential.

Donna specifically touched on the Downtown Revitalization Initiative funding for Watkins Glen that will allow for "development that will enhance the village and sustain a year-round innovative and prosperous economy that is supported by the community."

The Southern Tier URI plan and more information is available at www.esd.gov/southern-tier-soaring-uri. You can also view the 2017 Southern Tier SIAT Presentation to the Strategic Implementation Assessment Team on www.regionalcouncils.ny.gov/southerntier

NEWS FROM APRIL 26

GUESTS: Our speaker, Donna Howell

RAFFLE WINNER: Holly Baker

AUCTION: MAY: Don Franzese, Glenda Gephart, Rich Greenberger

FUNDRAISING:

ANTIQUÉ SHOW: Don Stocum reported that the Antique Show raised more than \$1,450 for the Club. Thanks to the 20 Rotarians who volunteered at the event and to those who brought an additional 10 non-Rotarians to help.

DREAM RAFFLE FUNDRAISER: The raffle basket is assembled and includes a great list of items valued at over \$750. The Club has already made nearly \$600 in sales. Tickets are \$10 each or 3 for \$25. Members are encouraged to sell tickets. They can also be purchased at the Watkins Glen and Montour Falls Chemung Canal branches and Watkins Sporting Goods. Winning ticket will be drawn at Ribs & Reisling event on May 24 at Seneca Lodge.

SENECA LAKE FOOD & WINE AT CLUTE PARK: Don Stocum is leading Rotary volunteers at this annual event. Volunteers are needed for the Wine Check – collecting purchases at winery booths and returning to the pavilion. Volunteers receive a ticket to the day's event for either the morning or afternoon. See Don to sign up. The Club will receive a donation for assisting.

RIBS & REISLING EVENT: The event is May 24 at Seneca Lodge. Members should have received invitations in the mail. Proceeds from the event will support literacy programs at Montour Falls library.

CHICKEN BBQ: Our newest event, Chicken BBQ, will be held June 2 in front of Visions in Watkins Glen. Looking for help, baked goods for the bake sale, and please come for chicken dinners!

ANNOUNCEMENTS:

SERGEANT AT ARMS: Jim Howell will be taking on the role of Sergeant at Arms to help increase our Club's fines income. Beware of fineable offenses!

NOMINATING COMMITTEE: Jim Howell and Stewart McDivitt are seeking two new members for the Rotary Board. If you are interested in serving on the Board, please see either Jim or Stewart. Board Meetings are held at 7:45 AM at Classic Chef's on 3rd Tuesday of the Month.

CLUB INNOVATION: NEW MEMBER CATEGORIES ATTRACT NEW MEMBERS FROM ROTARY INTERNATIONAL

When membership dropped below 20, the Rotary Club of Central Ocean Toms River, New Jersey took a leap of faith by offering a radically different membership structure to retain and attract members. The risk has paid off with a membership increase of 61 percent in two years. When Mike Bucca took over as membership chair of the Rotary Club of Central Ocean in July 2015, he knew the club had a problem. Membership was down to 18 and dwindling. Bucca persuaded club leaders to look seriously at membership.

The Rotary Club of Central Ocean Toms River, New Jersey, is a diverse club with a nearly equal number of men and women ages 30 to 89. The club has a robust list of projects because members believe it is important to be directly involved in service. Members have tackled nine projects (and counting) during the 2017-18 Rotary year by breaking into smaller groups to work on multiple projects at the same time. Members in 2015: 18; Members in 2017: 29

The club board held three membership summits where they discussed why people join Rotary and why they stay. The result was a proposal to dramatically alter the club's membership structure to attract new members by lowering the financial commitment. The Rotary Club of Central Ocean still has standard and corporate memberships, in which a local corporation or business joins with a specified number of qualified employees serving as its designees. The second membership offering is a discount to family members of existing members paying the standard rate. The third type is called a friendship membership. This is designed for members who are interested in helping the club and taking part in projects, but cannot commit to meetings.

"In 2013, I was the only member under 40; now we have seven. Our club was No. 1 in the district for the number of women who joined." Most importantly, the new members have invigorated the club. "Our club was dying; we were in trouble," says Bucca. "We turned it around and are thriving."

DISTRICT CHANGEOVER DINNER: Will be held at Watkins Glen Harbor Hotel on July 2 at 6:30 PM. More info to come.

GET WELL FELLOW ROTARIAN: The Club sends well wishes to Kevin Murphy.

HIDDEN VALLEY 4-H CAMP CARNIVAL FUNDRAISER: Kid friendly activities are 10 AM – 2 PM and an adult only evening party with celebrity chefs (including President Rich), cocktails, and live/silent auction. Admission is \$35/ticket or \$40 at the door. The event is at the 4H Camp. Funds will be used for pool restoration.

THOSE WE MISSED:

Stan Beaver, Michelle Benjamin, Carl Blowers, Dena Carrigan, Rebekah Carroll, Linda Confer, Tony Fraboni, Glenda Gephart, Jim Guild, Doug Hagin, Matt Hayden, Brian Kenney, Mike Learn, Nancy Loughlin, Debbie MacDonald, Gary Mead, Dennis Morris, Kevin Murphy, Nancy Peters, Michel Ray, Nancy Ruda, Jeff Schultz, Kristine Somerville, Bridgette Stewart, Lindsay Wickham, Ken Bell, Jim Chedzoy, Tom Clifford, Ginny Eaton, Dave Ryan, Dave Sidle

CELEBRATIONS AND CONFESSIONS:

Don Stocum: Late to meeting;

Jim Howell: Forgot badge

Jim Preston: Thank you for the Get Well card

Stewart McDivitt: Celebrated birthday

Judy Cherry: Nephew got married!

Jim Bacalles: Son's lacrosse team is undefeated

Mark Rondinaro: To Jim Howell's new role

Emily Peckham: Missed meeting

Bill Phoenix: For Jim H.

Holly Baker: Mother in town to visit

Bill Phoenix: Missed meeting