

Monmouth-Ocean-Burlington News

DISTRICT 7500 NEWSLETTER

Rotary International

July 1, 2000

Governor's Message

by Karl Drzymala

Dear Rotarian

As we move forward into the 21st century a new time in Rotary history begins. This is our opportunity to help make a difference, "Create Awareness and Take Action".

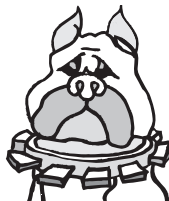
With the needs of the world constantly changing, we must move forward and meet this challenge along with a strong membership development program as well as constantly moving ahead in all the Avenues of Service. While the time commitment for many of us has become greater, so are the many challenges waiting ahead. As we start our year I ask all of you to remember to be creative, let's make sure all our Goals and Objectives are Achievable, Measurable and can be completed in a Timely manner. Remember everyone is watching us. Act with "Consistency, Creditability and Continuity".

President Elect Devlyn, has put into action a Special Task Force to assist all of us. We all know that effective communications between all of us is the key to a successful year. Deputy and Assistant Governors along with the District Staff are there for all of you. The Newsletter and Website are a vital link for all of us to utilize, and the least expensive way to communicate with each other. The year ahead brings an extraordinary opportunity for all of us. This is your chance to help make a difference and put new life into your club, community and the world. Make **a recommitment** to Rotary.

President Elect Devlyn has chosen "Create Awareness and Take Action" as the Official Rotary Theme for 2000-2001. With this theme and your visions, you can help make a difference in your community as well as internationally. As business and professional leaders in our communities we must help set the pace for the future generation. "You Are The key"!

"Sink Your Teeth Into Rotary"

Karl Drzymala
District Governor



Twice is Enough

Over the years Governor Bill and Mary have visited our clubs many times. Both always smiling and ready to help. It's now our turn to say Thank You for all they have done for us and for Rotary.

Taking the responsibility to be the First Governor of a new district on short notice required a tremendous amount of commitment. The second time, Bill insisted he just could not wait to do it again. Both will be missed, but keep an eye open, I guarantee you they will be visiting your clubs and renewing the friendships both have made over the years.

Again we say Thanks to both of you and wish you both the best of health and happiness in the years ahead.

Phillies & Rotary Strike Out Hunger Ball Game

Please reserve Wednesday, August 9, 2000 to attend the 16th annual event to benefit the Rotary Foundation and the South Jersey and Greater Philadelphia Food Banks.

Phillies vs. San Diego Padres - program starts at 7 P.M. Game time 7:35. Only \$19.00 @ 200-300-level, \$17.00 @500 level, \$13.00 @600 level, and \$7.00 @ 700 level. The Phillies organization is giving back 50% of the ticket price to The Rotary Foundation.

A great deal from a great ball club! Your Rotary Club gets Foundation credits for 50% of the ticket sales! Support Rotary! Support Your District! Support Strike Out Hunger! For more information or game tickets contact: Bill Lamon @ 1-609-886-8000, Ted Bamford @ 1-856-468-0550, Neil Garber @ 1-215-635-6576 or see your club ticket chairman! Checks should be made payable to the Philadelphia Phillies.

Be sure to bring non-perishable food items with you on August 9, 2000.

DISTRICT GOVERNOR

Karl Drzymala
819 Heid Ct • Point Pleasant NJ 08742
732-899-8511 Home • 732-458-3636 Work
732-458-2873 Fax • drzy@americom.net

DISTRICT GOVERNOR ELECT

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21 Club Place • Freehold, NJ 07728
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327 West Windsor Court • Cherry Hill, NJ
08002 856-667-5253 Home • 856-667-0855
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DEPUTY GOVERNORS

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Nicholas Michals
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DISTRICT OFFICERS**District Secretary**

Phill Lucas Esq
341 Georgia Dr • Brick NJ 08723
732-899-8497 Home • 732-295-7974 Fax
pllucaslaw@aol.com

District Treasurer

Wendy Weimer
1586 Larsen St • Brick NJ 08724
732-840-4082 Home • 732-836-9596 Bus
732-836-9598 • wwcwpa@worldnet.att.net

District Events

Marianne Solano
1120 Federal Way • Toms River NJ 08753
732-270-0085 Home • 732-477-9460 Bus
732-477-9586 Fax • iamhereinnj@aol.com

District Newsletter

Timothy Fazio
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District Web Site

Ray Sarkari
121 Elmhurst Ave • Cherry Hill NJ
08034
856-428-8136 Home
732-477-9586 Fax
amsssoft@eticomm.net

Governor's Official Club Visit List 2000-2001

Date	Day	Time	Club
6/29/00	Thursday	12:15 PM	Brick Lunch
7/05/00	Wednesday	07:30 AM	Brick Morning
7/05/00	Wednesday	6:30 PM	Point Pleasant Boro
7/06/00	Thursday	12:15 PM	Matawan
7/06/00	Thursday	06:15 PM	Wrightstown
7/11/00	Tuesday	12:15 PM	Hazlet
7/11/00	Tuesday	06:30 PM	Beachwood / Berkley
7/12/00	Wednesday	06:15 PM	Lakewood
7/13/00	Thursday	07:30 AM	Spring Lake / Brielle
7/13/00	Thursday	12:00 PM	Long Beach Island
7/17/00	Monday	12:15 PM	Mt. Laurel
7/17/00	Monday	06:15 PM	Pemberton
7/18/00	Tuesday	07:30 AM	Great Bay (Tuckerton)
7/19/00	Wednesday	07:30 AM	Moorestown Breakfast
7/20/99	Thursday	07:30 AM	Toms River Sunrise
7/20/99	Thursday	06:15 PM	Palmyra /Riverton Cinnaminson
7/25/00	Tuesday	07:30 AM	Tinton Falls
7/25/00	Tuesday	12:15 PM	Maple Shade
7/25/00	Tuesday	06:15 PM	Beverly
7/26/00	Wednesday	12:15 PM	Southern Ocean
7/26/00	Wednesday	6:15 PM	Toms River
7/27/00	Thursday	07:30 AM	Lakehurst / Manchester
8/01/00	Tuesday	12:15 PM	Holmdel
8/01/00	Tuesday	6:30 PM	Medford / Vincentown
8/03/00	Thursday	12:15 PM	Willingboro
8/03/00	Thursday	6:30 PM	Wall
8/08/00	Tuesday	12:15 PM	Central Ocean
8/08/00	Tuesday	6:30 PM	Point Pleasant (Beach)
8/09/00	Wednesday	07:15 AM	Asbury Park
8/15/00	Tuesday	07:30 AM	Jackson
8/15/00	Tuesday	12:15 PM	Forked River
8/16/00	Wednesday	12:15 PM	Mt. Holly
8/17/00	Thursday	12:15 PM	Red Bank
8/22/00	Tuesday	12:15 PM	Freehold
8/24/00	Thursday	12:15 PM	Burlington
8/29/00	Tuesday	12:15 PM	Bordentown
8/29/00	Tuesday	6:30 PM	Marlton
9/05/00	Tuesday	12:15 PM	Riverside /Delran/ Delanco
9/07/99	Thursday	12:15 PM	Moorestown
9/14/00	Thursday	6:00 PM	Seaside
9/15/00	Friday	12:15 PM	Long Branch

Getting The Publicity Your Club Deserves

by Bud Umbaugh

As a newspaper person, I know there are three sure things in life, paying taxes, death and hearing Rotarians say, - our club never gets any publicity. I've been in this business for forty years and let me tell you something, it's your own — fault. Now that I've got your attention, let me begin by telling you a few things about newspapers.

The size of a newspaper is based on the amount of advertising scheduled to run that day. Most daily newspapers strive to average a 50 / 50 split - 50% paid advertising and 50% news product.

Many larger newspapers have a 60% paid and 40% news ratio. That makes paying the bills a little easier and keeps us from becoming a non-profit business. I point this out because I have met many people throughout my career that think newspapers are a public service and that they are not in business to make money. Wrong!

Keep in mind that much of the news hole contains information that is scheduled to run everyday, or every week. Things such as TV listings, puzzles, movie listings, comics, stock listings, weather maps and the list could go on and on. Add to that, world news, national news, state news, late breaking news, and it's easy to see that a publicity chairperson is vying for a limited amount of local space.

Good news / bad news - It's good news that your club has adopted a local highway and will be meeting there on a Saturday morning to pick-up all the crap your fellowman has dumped on you, but the bad news is that your local media is not waiting in the wings to reproduce the photo of you and the twenty others bending over to rid the grass of old bottle caps and faded lot-

tery tickets. What they will be willing to do is to publish a short story to tell the local world that your fine Rotary club, led by so and so, has adopted the highway, its location and the date and time of your good deed. This is just a brief example but I'm sure you get the point.

When I talk to clubs and organizations about publicity I always suggest that it is better to get several small stories about the things that are happening in your club than just one big story.

A good place to begin getting publicity for an event is in the events calendar. Most local newspapers and even radio and cable TV stations have news item calendars. They list the events by date and if you submit the item in a timely manner you usually get listed for several days. This is a great way to give your events like a pancake breakfast, art auction or other functions like this a kick start. Be sure to give a name and telephone number to contact for tickets and additional information.

Another good way to get publicity is to submit a photograph for publication. It may be a picture of a special speaker coming to your club, a presentation by your club president to someone from another organization or maybe a photo of a club project. Keep the number of people in the photo to four or less, if you can. It makes it easier to write the caption (description of the photo content) and easier to identify the people in the photo. Be sure to submit the photo when it's still news. Usually newspapers will not return your photo unless you include a self addressed envelope, so make it easy on yourself and always order double prints so you have one for your archives.

In order to make this article a reasonable size, I won't go into more detail here. If you don't have a copy of my booklet, "Getting Your News Published" and you would like it, I will be happy to send it to you free of charge, complements of my wonderful company. It goes into much more detail and gives you many tips on how to get publicity for you club. Just send me your business card and I'll drop it in the mail.

I hope I didn't scare you away from taken the challenge of getting publicity for you club. You do wonderful things and you deserve credit for doing those wonderful things. Good luck and I hope to read about you in the newspaper.

Editors Note:

Bernard "Bud" Umbaugh is Corporate Director of Promotion for Calkins Newspapers. Calkins is a media company with newspapers, TV and printing businesses in New Jersey, Pennsylvania and Florida. Bud lives in Cherry Hill and Long Beach Island NJ and just celebrated his 35th anniversary with Calkins. He is a member of the Marlton Rotary Club and is District 7500 Public Relations Chairman. His e-mail address is: bumbaugh@calkinsnewspapers.com.

Air Force Concert Band to Perform

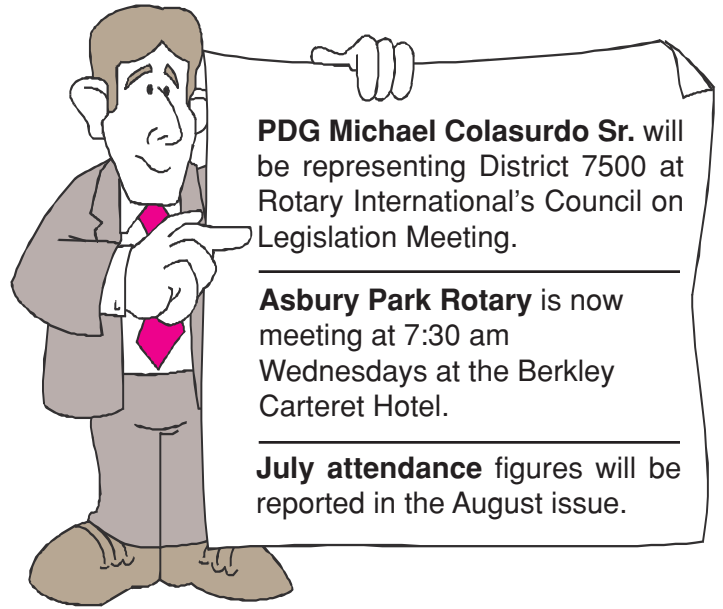
The United States Air Force Concert Band will perform at Southern Regional High School in Manahawkin, under the joint sponsorship of the Long Beach Island and Southern Ocean Rotary Clubs on Sunday, October 1, 2000, at 7:30 P.M. The concert will be free and open to the public. Tickets will become available in the latter part of August.

Rotary's New Jersey State Vocational Assembly

This year I am pleased to announce that out of the five Rotary Districts in New Jersey, our district has been chosen to be the host.

Rotary International President Frank J. Devlyn will be attending this assembly and will be our guest speaker at lunch. The date is October 4, 2000 at The Pines Manor on Rt. 27 in Edison. Registration is 9:00-10:00 AM. Tickets are \$37.50 and your club will have these available.

Each year one Rotarian from our district receives The Vocational Service Award. Please make sure you participate in selecting a candidate from your club. The Final date to submit a candidate is August 25th, 2000.



PDG Michael Colasurdo Sr. will be representing District 7500 at Rotary International's Council on Legislation Meeting.

Asbury Park Rotary is now meeting at 7:30 am Wednesdays at the Berkley Carteret Hotel.

July attendance figures will be reported in the August issue.

Gift of Life Foundation & St. Christopher's Hospital Help Save Two More Children

Thanks to the tremendous support the Gift of Life Foundation has received from Clubs in District 7500 and the commitment provided by St. Christopher's Hospital for Children, in Philadelphia, two more children will begin to live normal healthy lives. On Saturday May 27th, 8 year old Erick Ramirez and his mother returned home to El Salvador, his life irrevocably changed for the better after undergoing open heart surgery at St. Christopher's on May 16th. During his stay in the U. S., Erick was hosted by Leo & Ruth Feeley. Leo is a member of the Palmyra-Riverton-Cinnaminson Club. The Foundation is very grateful for the love and hospitality unselfishly extended by the Feeley's and all the support they received from the PRC Club.

On Thursday June 15th, 4 year old Aiub Malaev from Russia successfully underwent an exceptionally serious operation, also at St. Christopher's. Aiub and his mother will remain at St. Christopher's until the end of June. We are still looking for additional support for Aiub and his mother after they are released from the hospital. Unless we can come up with something, preferably in the Burlington County area, our two guests will be hosted by our old standby, the Ronald McDonald House in Long Branch. If you feel you may be able to help us, please call Mike Beyers at (732) 929-8261

Gift of Life Foundation Acknowledges Pemberton and Beverly

The Gift of Life Foundation is pleased to acknowledge the assistance provided by the members of the Pemberton Club for all the support they gave to Jerry and Peggy Jerome, who hosted 4 month old Sidoni Goddard and his mother Margaret, while they were in this country from Grenada.

Unfortunately, Sidoni died on May 12th and only because of the exceptional assistance furnished by the Jerome's our young traveler was returned home with his mother to be buried in Grenada.

Meanwhile, our other young charge from Grenada, 8 month old Daniella Charles was returned home on Saturday, June 17th, a healthy and happy baby. The Beverly Club is to be congratulated for all the assistance they gave to Joe and Susan Miller who generously took responsibility for baby and mother from airport arrival in April to airport departure in June.

Art Auction

Spring Lake-Brielle Rotary Club will hold an Art Auction for the benefit of "The Friends of Special Children" that will be held on Friday, July 29, 2000. The auction will be held at Doolan's located at 700 state highway 71, Spring Lake Heights. The preview will start at 7:30. There will be Hors d'Oeuvres, cash bar and a Chinese Auction with great items being put up for bid during the preview.

For information contact Frank W. Drake
800-232-1201 • 609-296-9043

GREAT ADVENTURE

District 7500

Rotary Family Fun Day & Interact Leadership Meeting

DATE: September 30, 2000
TIME: **9:00 AM** Interact Training Seminar begins
12:00 Noon Family BBQ luncheon to 2 pm
After lunch, everyone is invited to visit the park and enjoy the many rides games and entertainment
PARK CLOSSES AT 11:00PM

BRING A ROTARY FRIEND

BRING THE FAMILY

\$35.00

per person

INCLUDES PARK ENTRY
(Season Pass Holders \$12.00)
For Registration & Lunch

FUN

RIDES & SHOWS

TICKETS MUST BE PURCHASED IN ADVANCED

SEND CHECK TO:
Assistant Governors or
District Treasurer; Wendy Weimer
1852 Route 88
Brick, NJ 08723

If you have any question, contact:
Joe Piech - (856) 786-8968
Or
Marianne Solano - (732) 477-9460

REGISTRATION FORM
ROTARY DISTRICT 7500 CONFERENCE
 MAY 4TH – 6TH 2001
HERSHEY LODGE & CONVENTION CENTER
 West Chocolate Avenue & University Drive
 Hershey, Pennsylvania
“SINK YOUR TEETH INTO ROTARY”

Please Print or Type

Rotary Club _____

Rotarian's Name _____

Address _____

City: _____ State _____ Zip _____

Telephone # Bus.) _____ Home _____

No. Persons in Room _____

E-Mail Address _____

OTHERS ATTENDING (Indicate if a Rotarian)

Spouse _____

Children (Age & M/F) _____

Guest _____

CHECK ALL THAT APPLY

You	Spouse/Guest	
<input type="checkbox"/>	<input type="checkbox"/>	Club President
<input type="checkbox"/>	<input type="checkbox"/>	Club President-elect
<input type="checkbox"/>	<input type="checkbox"/>	Club Secretary
<input type="checkbox"/>	<input type="checkbox"/>	Club Treasurer
<input type="checkbox"/>	<input type="checkbox"/>	Past Club President
<input type="checkbox"/>	<input type="checkbox"/>	Past District Governor
<input type="checkbox"/>	<input type="checkbox"/>	Paul Harris Fellow
<input type="checkbox"/>	<input type="checkbox"/>	Paul Harris Sustaining
<input type="checkbox"/>	<input type="checkbox"/>	Interact Student (M/F)
<input type="checkbox"/>	<input type="checkbox"/>	Exchange Student (M/F)
<input type="checkbox"/>	<input type="checkbox"/>	GSE Team Member (M/F)
<input type="checkbox"/>	<input type="checkbox"/>	Ambassadorial Scholar (M/F)

REGISTRATION PROCEDURE

Keep pink copy for your records. Give yellow copy to your Club Conference Chairperson. White copy returned with deposit

Make Checks Payable to:
“ROTARY DISTRICT 7500 CONFERENCE”
 Robert Lepore, Registration Chairman
 184 20th Avenue
 Brick, NJ 08724
 Phone: (732) 785-0006

PACKAGE RATE INCLUDES:

Conference registration, (2) nights (Fri, 5/4 & Sat 5/5) Includes Fri. Dinner, Breakfast Lunch & Dinner Sat. and Sunday Breakfast. Check in time is after 3 PM on Fri, 5/4. Check Out time is 12 Noon on Sun 5/6

Double Room (2 Occupants)	\$650.00	\$ _____
Single Room (1 Occupant)	\$475.00	\$ _____
Addition Night (Thurs. 5/3)	\$135.00	\$ _____
Children 3 thru 8	\$125.00	\$ _____
Children 9 & over	\$175.00	\$ _____
Hospitality Suites	\$500.00	\$ _____

TOTAL CONFERENCE COST \$ _____

\$200 **DEPOSIT** (Due by December 10, 2000) \$ _____

BALANCE (due by March 1, 2001) \$ _____

PLEASE INDICATE
(Request not guaranteed)
 Smoking Non-Smoking Physically Challenged
Requested - King-size Bed 2 Double Beds

METHOD OF PAYMENT

Enclosed is my check for \$ _____

Signature _____

PLEASE NOTE

To register and reserve a room, please send registration form and \$200 deposit or payment in full to the Registration Chairman. Make all checks payable to “Rotary District 7500 Conference”. Reservation is on a first come basis. There are limited rooms **available**. Cancellation refund policy: \$200 deposit is non-refundable after February 1, 2001. Alternates may be substituted. No refunds for unused portion of registration package. Dates referred to above are postmark dates.

Area 1, 2, 3 Intercity Meeting

Date: July 31, 2000
 Location: Liberty Lake
 Time: 4:30 pm Swimming, paddle boating, hiking, etc.
 Dinner-Meeting: 6:00 pm