

“Kudos to the Euchre Committee,” said President CHARLIE BELLOMO as he got the business portion of the meeting under way. He recognized PE CHRISTIAN PAPPAS and CHRIS KAUSCH as co-chairs of what appears to have been the most well-organized and smoothest euchre tournament at least in Penfield Rotary history! 100 card players registered to play, with 48 tickets sold in advance on the club PayPal account. They vied for \$1,000+ in prizes including a 32” flat screen TV donated by Baker Commodities. Nine Rotarians joined Christian and Chris in conducting the tournament at The Legacy at Willow Pond. Troop 9 Scouts and their fathers helped to set up and clean up. The Tournament will net approximately \$2,500 to fund Penfield Rotary local and international projects.

Prior to the formal business meeting, STEVE KETCH had led members in The Pledge while JOYCE MCCHESENEY gave the Invocation. MIKE WHITTEMORE collected the 2+2+2 cash contributions.

President’s Announcements:

1. The District Assembly takes place on Saturday morning, April 14, at Canandaigua Academy. Registration opens about 7:30 AM with coffee/Donuts available until 8:30 when the Assembly gets under way. It ends at 1:00 with lunch. Approximately 45 breakout sessions are scheduled that cover all aspects of Rotary club activity, from membership recruitment to newsletters, social media and retention to literacy projects to serving as club treasurer or secretary. Penfield Rotary will pay for every member to attend, including next year’s officers and any committee members. Plan ahead to determine who will drive among the 4-5 car pools of our members who accept the invitation to attend. Please inform Club Secretary BILL PETHICK by April 3 that you plan to attend.
2. The Service above Self Recognition Luncheon invitations have been mailed to 109 businesses and organizations that serve the Penfield community. They have been invited to nominate the person in their office/organization that provides the most outstanding customer service. Thanks to Paychex and Fairport Savings Bank for sponsoring that luncheon event on April 24.
3. The Tuesday-after-Memorial Day meeting, May 29, will recognize the men and women who have served our country in the military.
4. The Changeover Dinner will take place on Tuesday evening, June 26. That’s when PE Christian will begin to formally utilize the skills he acquired and the contacts he made while at last weekend’s Presidents-Elect Training Sessions in Syracuse. In attendance were his 67 PE colleagues from D-7120 plus the PEs from Districts 7150 (Syracuse), 7170 (Binghamton) and 7190 (Albany).

Member Announcements:

5. BILL PETHICK reports that the Polio Box received a special donation of \$150 to bring its total to \$200, the amount Bill hoped to collect by June 30. Since polio has not yet ended—we are “that close”—contributions will continue to be accepted.

HAPPY DOLLARS came from:

- NELS CARMAN, \$2, whose rock-and-roll band played on Sunday at Pittsford Rotary’s Taste of Pittsford.
- President Charlie, \$2, who plans to play golf tomorrow, on March 14!
- VOLKER HAUSIN, \$1, thankful that Jack Wetzel’s son, Don, would make his dump truck available for a landscaping project by the train at the Sunshine Campus.

- JACK WETZEL, \$5 for a multitude of celebrations surrounding his 80th birthday last weekend.
- PE Christian paid \$1 for having gained a lot of Rotary insight and knowledge at last weekend's PETS. Plus, the camaraderie flowed as fellow PEs gathered in one of the suites to watch Friday night's Syracuse game.
- WALLY ASHNAULT, \$2, to congratulate the euchre tournament, remind the club that its 15th Annual Golf Tournament takes place in just over two months, and beam proudly about his 8 year old grand-daughter who inherited her grandpa's ski legs and will compete in ski events this weekend in New Hampshire.

Program: The New WHAM.

Fellow Rotarian and Clear Channel Account Executive Mike Whittemore gave some insights into the programming changes at WHAM this past Fall. In a nutshell, lots of older folks were listening to WHAM, but not enough of the 35-54 demographic that attracts advertising dollars. So, no more Beth Adams, but one more hour of Bob Lonsberry, two hours of drive-time news from 4-6, less "bumper music" and introductions, Sean Hannity instead of Michael Savage, and bedtime banter from Glen Beck from 11PM-1AM. The Clear Channel footprint in Rochester provides Mike with six radio stations on which to sell airtime. In addition, he also sells "banner ads" on the stations' websites which collectively have about 75,000 "hits" weekly. Over the past 40 years, even more people (93%, up from 92%) listen to radio at least weekly, while newspaper readership has declined to 45%, from 90%. WHAM is one of 22 "clear channel" stations in the country. Its 50,000 watts beam George Norry over 38 states and Canada from 1:00 – 5:00 AM. Mike does the voice-over for a large number of WHAM accounts. Most notable is his very distinctive "YUMMY" at the end of the Leo's Bakery commercials.

JOE BEST won \$6 but left **the Joker** and its \$87 pot for another day.

Next week, March 20:

Program: Getting Ready for Spring, presented by Larry Grossman

Volunteers:

Greeter: Don Milton
 Reporter: Jack Wetzel
 Invocation: Marie Cinti
 Pledge: George Gray
 Pick Up Joe: Jack Wetzel
 Song Leader: Bill Pethick

Membership: So far, no new members this year. Our goal: to bring in ten more members who ideally will clone the superb Class of 2010 who in the 2012-2013 Rotary year will hold six of the Board's 12 positions. Still to be filled: the Director of Service Projects.

Membership Action Plan:

1. Invite someone you know or do business with to a Rotary meeting in the next two months.
2. May 17 (Thursday), 12:15 –1:30: Rotary Information Meeting, to bring prospective members up to date regarding Rotary basics, dues, mutual expectations, reasons to join.
3. June 12: Induction of new members