



THE PENWHEEL

Volume 63 Number 45

Shadow Lake Golf Club

Tuesday June 7, 2011



THE PENWHEEL

A Weekly Newsletter of
 The Rotary Club of Penfield, NY
 Chartered Nov. 23, 1948 District 7120
 Meetings at Shadow Lake Golf Club, Five Mile Road
 Tuesdays, 12:15 P.M.

THE 4-WAY TEST OF THINGS WE THINK, SAY OR DO

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIP?
4. Will it be BENEFICIAL to all concerned?

OFFICERS AND DIRECTORS

IF YOU DON'T MAKE UP ... WE ALL LOSE

President	Charlie Bellomo	381-8889
Past President	Don Milton	336-9666
Secretary	Bill Pethick	388-8546
Treasurer	Mary Ann Mady	388-6197
Ass't Treasurer	Steve Ketch	671-3371
Service Projects	Jack Best	261-0073
Public Relations	Linda Kohl	381-4510
Administration	Bob Smith	217-8906
Membership	Sean Patton	671-4791
Rotary Foundation	Bill Pethick	388-8546

Newsletter editor and publisher Bob Smith

Mon.	6:00 PM	Brighton	Bagel Bin, Monroe Ave.
Mon.	6:15 PM	Fairport	Green Lantern Inn
Mon.	6:15 PM	Spencerport	Pineview Family Rest.
Tues.	Noon	Rochester	Riverside Convention Center
Tues.	6:00 PM	Gananda	Carole's Country Kitchen
Wed.	7:15 AM	Pittsford	Pittsford Public Library
Wed.	Noon	Victor	The Legacy @ the Fairways
Wed.	12:15	Greece	Ridgemont Country Club
Wed.	6:15 PM	Irondequoit	Murph's Pub
Thurs.	7:15 AM	Pen-Web	Castle Pointe Dining Hall
Thurs.	6:15 PM	East Rochester	The Grapevine
Thurs.	6:30 PM	Webster	Streppa's Bistro
Fri.	7:00 AM	Rochester AM	Golden Fox Restaurant

PROGRAMS and EVENTS

MEETING PROGRAMS

June 14 – Review of June 6, Golf Tournament
 June 28 – Penfield Rotary Moving Up Night

Bruce VanDerwarker with Club participation
 Shadow Lake Golf Club

EVENTS

June 29 – District Change-over on Wednesday

Ventosa Vineyard, Geneva.

THE BEGINNING

It was a lovely day at Shadow Lake, with the warm glow from Monday’s successful golf tournament still lingering over the course. JACK BEST presided over the meeting in President CHARLIE BELLOMO’s absence. DON MILTON led the Pledge, and MARY ANN did the invocation. STEVE KETCH served as reporter.

JACK BEST began the meeting by auctioning off some leftover items from the golf tournament. JACK WETZEL successfully bid for a



Norma, Jack and Steve

case of beer for himself, and a polo shirt on behalf of CHARLIE BELLOMO. BOB SMITH outbid everyone else for some golf shirts and a golf towel. Guest Steve Pellow got in on the action, getting a gym bag, and DON MILTON was the high bidder for some “Noodle” golf balls.

VISITORS

Our sole guest was Steve Pellow, coach of the Penfield Little League team sponsored by our club.

SUNSHINE REPORT

Mary Ann had nothing to report.

HAPPY BIRTHDAY

We all joined in singing “Happy Birthday” to NORMA WEBBER, BOB SMITH, and LINDA

KOHL, who are celebrating their birthdays this month.

ANNOUNCEMENTS

BOB SMITH reported that we had a very successful golf tournament with 97 golfers participating. The “Hitting the ball in the boat” contest was a new idea that proved to be very successful. Everyone seemed to enjoy it even though it was practically impossible to hit the ball in the boat.

JACK BEST presented Penfield Rotary’s check to Steve Pellow, providing our annual support to



Steve Pellow and Jack

the team. Penfield Rotary has been supporting a team since the inception of Penfield Little League in 1952. The team is currently in 2nd place. Steve and his wife are affiliated with the “Kids Making a Difference” organization, which raises funds for children’s charities.

VOLKER HAUSEN and JOYCE McCHESNEY are organizing the float for the Independence Day parade. The parade will be on July 2nd this year. Everyone is encouraged to help with the float and participate in the parade.

HAPPY DOLLARS

JOHN TURNER gave cash for the 59th anniversaries of both his wedding and his commissioning into the Navy. Quite an eventful day!



Steve, John, Joe and Jack

NORMA WEBER chipped in for having her daughter's family move back to Nunda from Minneapolis. GEORGE GRAY contributed on behalf of CHRISTIAN PAPPAS and himself for the great golf tournament. NELSON CARMAN anteed for discovering that the diving board at Shadow Lake is still there. JACK WETZEL tossed bucks in for celebrating his granddaughter Haley being named an Academic All-American. MARY ANN MADY paid for golf tournament success. LINDA KOHL donated for her birthday.

PROGRAM

JACK BEST, LINDA KOHL, and STEVE KETCH presented a program on social media as



Steve, Linda and Jack

it relates to our club. Penfield Rotary has a website, a Facebook page, and a YouTube page.

Facebook is a very interactive site, and JACK explained how its features such as notes, photos,

and events could be used to provide greater efficiency and provide more interactivity in getting information out to Club members and organize events. Unlike the Penwheel, an unlimited number of photos can be placed on Facebook. It's also a good way to publicize the Club, because Club-related things that members do will show up in their "news feed" and be seen by other people. LINDA KOHL is very active on Facebook with over 700 "friends", and she uses it for things such as promoting the Penfield Bicentennial.

The Club website (www.penfieldrotary.org) is the "public face" of the Club on the internet.



John, Joe, Steve, Linda and Jack

STEVE KETCH, who is the webmaster, explained that its main purpose is to provide general information about the Club and occasional updates on Club activities. There are also links to other websites. We also have the ability to place a PayPal link on the website, allowing people to register and pay for events such as the euchre tournament or Club dinners. STEVE encouraged Club members to visit the website, and let him know if anything should be updated, changed, or added.

The Club also has a YouTube page, which allows us to post videos for all to see. JACK BEST has posted numerous videos to the page, and we can see that they have been viewed in some cases over 100 times. This is another valuable tool in promoting the Club.

Some members are concerned that they will be

left behind or that Facebook is yet another thing to occupy their valuable time. JACK BEST assured them that the Club will always make sure to keep members informed whether they are on Facebook or not, and ultimately it is their choice whether to join or not. Rotary International is getting very involved in social media, and ultimately it is very important for the health of the Club to be involved and active in this arena.

50/50 RAFFLE

MARY W. (of the frequent winners club) once again took home the small pot. Lucky for us she didn't pluck the joker.

MORE GOLF TOURNAMENT

You'll want to attend the meeting on June 14. At that time the program will be to review the

golf tournament, share comments and questions, and offer ideas for next year.

YOUR CLUB NEEDS ... YOU!!

You can be editor of the prestigious weekly newsletter of Penfield Rotary Club. Part time, full time and shared arrangements are available. Prior experience is not required. Training and unlimited support are available. Work with happy, friendly, good looking reporters. Make your own hours. Choose your own work site. Name your own salary. All payments are in "thank-yous" and "atta-boys" with an unlimited budget. Start immediately or sooner.

Applicants should contact:
Bob Smith
Penfield Rotary Club
srsmith@frontiernet.net

NEXT WEEK, JUNE 14, 2011

Program: Review of June 6, Golf Tournament - Member input is invited.

Volunteers:

Greeter – SEAN PATTON

Reporter – JACK WETZEL

Invocation – BOB SMITH

Pledge – BOB HODGES

Pick up Joe – LAURIE MASSONG

(Please get a substitute if you are not able to accomplish your assignment)

UPCOMING MEETINGS AND EVENTS

MEETING PROGRAMS

June 14 – Review of June 6, Golf Tournament

June 21 – Member personal "Mini-Talks"

June 28 – Penfield Rotary Moving Up Night

Bruce VanDerwarker with Club participation

Member brief biographies or interesting tales

Shadow Lake Golf Club

SCHEDULED ROTARY EVENTS

June 29 – District Change-over on Wednesday

Ventosa Vineyard, Geneva