

Imagine a luxuriously-appointed board room, with sixteen beautiful leather chairs, filled by 16 Rotarians who attended today's meeting at Jay Advertising, on Park Commons in Linden Oaks Office Park. Then, open your eyes and actually see what you had imagined, but now with MARIE CINTI leading The Pledge, and President CHRISTIAN PAPPAS giving the Invocation.

Two visiting Rotarians enjoyed the same setting: Ruth Cronkwright, Fairport and PDG Glenn Balch, Scottsville.

Club participants at the Rotary Leadership Institute last Saturday in Canandaigua labeled it as "Great!" Our members were scheduled across each of Parts I, II, III and Graduate. They were unanimous in their praise of the value they received from hearing new ideas and fresh perspectives on Rotary not only from the Instructors but from their peers throughout the District.

Penfield Rotary had ten members/spouses attend the 87th Annual Eastern Cities Dinner last Sunday evening. President Sakuji Tanaka attended this dinner, as did most of his predecessors, including Paul Harris, over those years. If you are on Facebook, you already saw the photo of LINDA and Ken KOHL with President Sakuji.

District Governor Gaven Hurley told club presidents that he is awaiting information about any fund-raising efforts that could directly help our Rotarian colleagues in the New York City area. Gaven is from Morristown, New Jersey, so he knows well the areas that were devastated by Hurricane Sandy.

Next week's meeting, on November 13, is a special 2+2+2. Members are asked to bring an item related specifically to Thanksgiving. Examples include canned cranberry sauce and gravies. One of the Penfield Ecumenical Food Cupboard's founders, Joe Gersitz, will be the guest speaker. He will talk about the history of the Cupboard, its recent move to a new location on Jackson Road, and its relevance to the Penfield Community.

Mister Tools continues his distribution of dictionaries to the town's approximately 400 third-graders. He (NELS CARMAN) continues to invite members to attend the schools when he makes his presentations.

Fairport Rotarian Ruth Cronkwright is on the District Group Study Exchange Committee. She said that only two candidates have been proposed as team members. The team will not be approved to travel to Sweden/Latvia from April 12-May 2 unless at least three non-Rotarians between the ages of 25-40 have been accepted. The application deadline is November 14, with interviews scheduled for November 17.

BILL PETHICK announced that a carrying case has been purchased for the storage and travel of our club banners to meetings.

PROGRAM: The Jay Advertising Agency, led by Executive Creative Director Ferdinand J. Smith

The next time you hear a Wegmans ad, hear “Rochester, get ready for a Chevy,” or watch a Raymour & Flanigan ad, you will be able to apply the face of Ferdinand J. He started as a disc jockey in Rochester in the 1960s at age 15 on WSAY, WACK in Newark and then WBBF. Among his schedules was the morning show from 4 AM – 10 AM, classes at St. John Fisher, then fill in for other disc jockeys in the evening. But the work was fun and challenged his creativity. He founded Jay Advertising and let his brother do the management part as President and Chief Operating Officer. His musical and artistic advertising talents were employed in the 1980 Moscow Olympics (yes, they were cancelled), and on HBO, ABC and CBS. NIKON uses his creativity in all their advertising kiosks at Best Buy and Walmarts. He is a family man: his mother worked for him through her age 90, his son is often the musical or voice-over talent on commercials, and occasionally, you will see his grandchildren. He and his wife will celebrate their 45th wedding anniversary next June.

Ferdinand led the 90 minute tour of his studios, including a world-class recording studio (“can hold 65 musicians”) and sound stage. He introduced us to his sound and video engineers who were eager to play the most recent themes (First Niagara Bank just re-employed his agency), animated or video commercials. We saw everything!

November 13 (2+2+2: Thanksgiving related items)

Greeter:	Reynolds
Reporter	Pethick
Pledge	Cinti
Invocation	Sturtz
PU Joe	Wetzel

Upcoming Programs:

November 13: Update on the new Penfield Ecumenical Food Cupboard, at Shadow Lake

November 20: Rotary Foundation: presentation of four Paul Harris Fellows

November 28: WEDNESDAY: Off-site to R Community Bikes, 226 Hudson Avenue

December: 4: John Odenbach: the Quarries of Penfield

December 11: new Rochester Career Mentoring Charter School

December 18: Annual Holiday Party, at Dolomite Lodge

December 25, January 1: No meetings