



The Ambassador

The Monthly publication of the Rotary Club of Hamilton, April 4, 2013

VOLUME 8

Communication is the Key!

Want to know what's going on? Communicate!

The following is information about some of the club's communications activities for the possible involvement of club members.

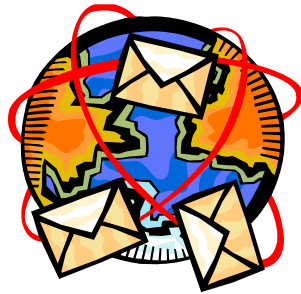
Most of the work in communications comes from content generation. When a story is generated, it can often be told through many communication vehicles. Please know that you are welcome to submit stories or ideas for stories at any time.

We have the following communications vehicles:

The **Ambassador** - is our monthly newsletter. It is sent by email (hopefully) the first Thursday of the month. Deadline for material is the Friday preceding (or the last Friday of the month). Thanks to Heather Scott for being our layout editor.

The **website** - www.rotaryclubhamilton.ca. On the website, you will find a list of upcoming speakers, info

about upcoming events, pictures of new members and so on. You will also see a roster of all club members - including their affiliation and photo. There is lots of good info on the website and you should try to check it frequently.



ClubRunner: ClubRunner is a web-based tool we use to manage contact information, send out club messages and produce our roster. Having your correct information is very important to us. ClubRunner is different than our website but you access it via the website. Go to the bottom of the section Rotary Hamilton on the home page and click on ClubRunner. You will then be asked to log in. If you need help with accessing your

ClubRunner account, contact John Clinton or Lisa Legacy.

Facebook: As much info is put on Facebook as often as possible such as upcoming speakers, new members etc. Please search Rotary Club of Hamilton and 'like' us.

Twitter: Similarly, please follow us on @rotaryhamilton and feel free to tweet from the meeting about the great speaker, great company etc.

Media: We do media outreach as often as possible to ensure awareness of Rotary in the community. Ideas would be welcome.

Photos: Dave Gruggen takes our weekly photos and pix at events but we do have a list of back up photographers to help out in his absence.

Please contact Pearl Wolfe if you are interested in helping in any of these areas or for more information.

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Board of Directors:

Officers:

- President Bob Munroe
- President Elect Christopher Cutler
- Vice President Peter Quaglia
- Treasurer Mike Yamamoto
- Secretary Rosemary Knechtel
- Sgt-at-arms Kevin Anstee
- Past President Jim Commerford

Directors:

- Director of International Service Trevor Pringle
- Director of Program/Fellowship Helen Pelton
- Director of Club Service Glen Norton
- Director of Community Service Irene Hubar
- Director of Communications Pearl Wolfe
- Director of Fundraising Robert Beres

Club Literacy Projects

Rotary's Gift of Reading project was inspired by a desire to promote a love of reading among young children. Research has shown that reading interventions at an early age are directly related to inspiring students to be lifelong learners, and breaking the cycle of poverty. The 100th Anniversary of the Rotary Club in 2013 is the ideal opportunity to make a sustainable commitment to the Gift of Reading!

The 2013 Project will be a comprehensive program geared to literacy. Rotary's Gift of Reading Project enables our Rotary Club the ability to make a significant and lasting gift to our local and international communities. Rotary's Gift of Reading Project is a multi-faceted project with the benefits lasting for another 100 or more years.

GOALS:

The Rotary Gift of Reading project enables our Rotary Club to celebrate the 100th



Anniversary by giving the gift of reading to children. The goals are:

- To raise \$100,000 of new funds by 2013 for the Rotary Gift of Reading Project
- Maintain current fundraising programs to continue our current level of community support, programming and initiatives of our Rotary committees
- Build profile for Rotary and to Celebrate our 100th Anniversary in 2013-14

Rotary's Gift of Reading:

The project will focus on four key areas for the distribution of program funds. The Rotary Forever Fund will receive a portion of funds raised for the Rotary Gift of Literacy Project. The Rotary Summer Literacy Program would be the main recipient of funds and Operation Bookworm would enable our Rotary Club to look at additional literacy opportunities internationally and locally.

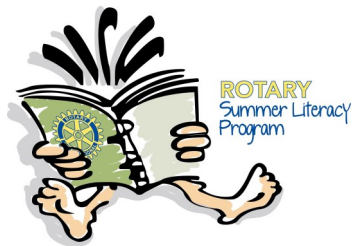
The Rotary Summer Literacy Program focuses on literacy development in at-risk youth in the City of Hamilton. The summer program is based out of the Wever Hub in the

inner city and Lincoln Alexander School on the mountain. The program acts as a bridge between June and September providing children at risk the opportunity to develop literacy skills for six weeks in the summer.

This year we hope to provide more than 3,200 primary/junior students in high needs' communities and around the city with a dynamic full day, six-week (3-2 week session) summer program operated at two locations. Our program is designed to engage, enrich, educate and excite creating a truly special summer learning experience for one and all.

The participants will be provided with read alouds, reflect, relate, and response activities, differentiated instruction, shared and guided reading and writing sessions that are designed to review, reinforce, and stimulate literacy skills. Although this program is heavily researched and curriculum based, the focus is still on fun. From off-beat plays about the books we read, to crazy crafts, every participant is learning and grows as a learner.

Registration for these programs is completely



free. Children who are at risk are identified and encouraged to register through local schools, libraries and community centers. For the past 10 years we have tried our best to put the children in the program that would benefit from it the most. We try not to cap registration and allow every child who is interested to attend the program. In 2010 we had students attend from 100 per cent of HWDSB schools and 26 per cent attend from the HWCDSB in the City of Hamilton.

The Rotary Club of Hamilton is instrumental in the operating and planning of this program. Rotarians are involved on the planning team, and we engage the entire Rotary Club by having "Rotarians of the Day". Rotarians visit the program daily, greeting parents and children and then participate in the morning reading activities. Rotary also hosts three family BBQ on Fridays to engage parent involvement.

Pioneers of Rotary

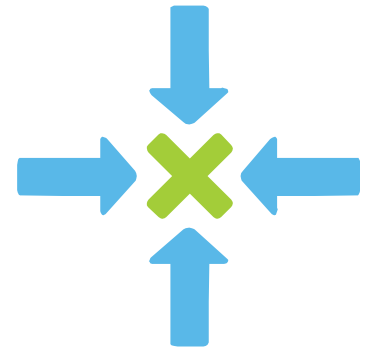
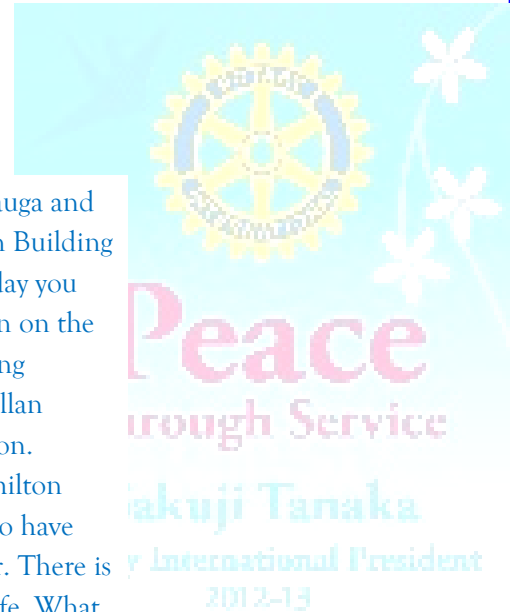
These vignettes showcase some of the contributions the men and women of the Rotary Club of Hamilton have made in the past century.

William H. Cooper

By Julie Shea
You can see his work everywhere. From the Westinghouse building, to McMaster to the "Late" Civic Stadium, William H. Cooper literally built much of this city. He wasn't always in construction. He started out focusing on brick-making and masonry, but had the sense to take his

business further and diversify into construction, establishing Cooper Construction. Generations later, his sons following his example of innovation and adaptation, developing Cooper Construction into a design/build operation which has kept them competitive through economic storms and resulted in the creation of many major projects including Balsillie Centre for Innovation, University of Waterloo, General

Mills in Mississauga and the SNC-Lavalin Building in Oakville. Today you can see their sign on the site of the exciting Hillfield-Strathallan campus expansion. Rotary and Hamilton were fortunate to have William Cooper. There is a lesson in his life. What if he had not had the sense and courage to go beyond his comfort zone and just stuck to masonry? Take some time today to examine where you might go beyond your comfort zone to innovate or adapt your business.



The Club Roster is Only a Click Away.

By John Clinton
The method for getting a copy of the Club's Roster recently changed and so the revised instructions follow:

1. Log into our Rotary Club of Hamilton's ClubRunner account
2. The easiest way to do this is to go to our website www.rotaryclubhamilton.ca and click on the link marked "ClubRunner" in the bottom left corner. (You should "bookmark" these two sites for future reference.)
3. Once you've logged into ClubRunner take a

- minute and update your profile.
When you change your e-mail address and don't update your profile, you will not be informed of important club activities and announcements. When you move and don't update your address you will miss getting tax receipts and other important mailings.
4. Across the top of the page you will see a bunch of tabs. Click on the "Reports (New!)" tab. Click on the "eDirectory Reports 2.0" option
 5. You now have a number of reports. The

one you probably want is under Standing Reports, All Members (with photos).
If you can't remember your ClubRunner login name or password let John Clinton (jtclinton@slsh.ca) know and he will re-set it for you.

Four Way Test

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and FRIENDSHIP?
- Will it be

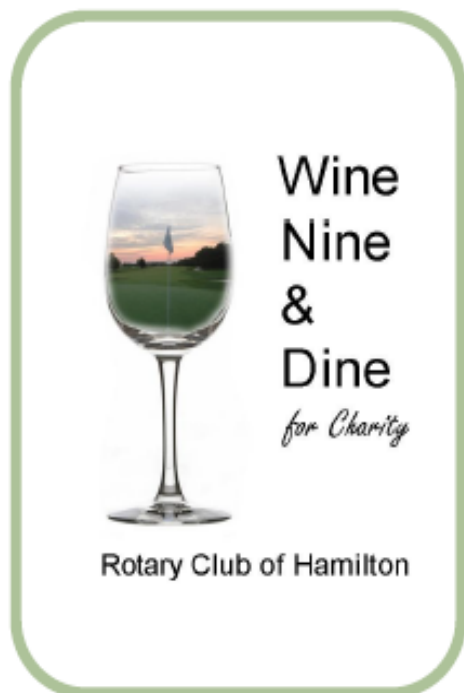
Here We Grow Again!



President-Elect Chris Cutler and sponsor Glen Norton welcome Sherry Lucia, Sr. Sales Manager at the Sheraton Hamilton, to the club.



President Bob and Anne Bermingham welcome Kim Shippey, Director of Individual Giving at the United Way of Burlington and Greater Hamilton, to the club.



Thursday, May 30, 2013

Copetown Woods

2:45 p.m. Registration

3:30 p.m. Tee-Off

6:00 p.m. Reception 6:30 p.m. Dinner

Two 9's set aside one for men and the other for the ladies

All meet back up for dinner and prizes

Golf Package Includes:

9 Holes of Best Ball Golf

Buffet Dinner

Silent Auction

Prize for Best Dressed, Best Wine Heard

Other Fun Prizes

Winning Team Trophies

A Gift for Everyone

\$160.00 + hst



THE MONTHLY PUBLICATION
OF THE ROTARY CLUB OF
HAMILTON, APRIL 4, 2013

Rotary Club of Hamilton
at the Art Gallery of Hamilton

123 King St. W.
Hamilton, ON

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Fax: 905-577-6940
E-mail: admin@rotaryclubhamilton.ca

**Rotary Board Meetings
2012/2013**
5:00 pm to 7:00 pm

Monday, Apr. 8, 2013
Monday, May 13, 2013
Monday, June 10, 2013

Location of meetings:

Dodsworth & Brown
Robinson Chapel
15 West Ave. N.,
Hamilton, ON L8L 5B9

Upcoming Events

Tuesday, April 23, 2013

Spring Uncorked
Royal Botanical Gardens
Got to: www.springuncorked.com

Thursday, May 30, 2013

Wine, Nine & Dine
Copetown Woods Golf Club
Early bird registration April 15

Tuesday, June 11, 2013

Annual Garden Party

Sunday, September 15

Telling Tales Festival
Westfield Heritage Village

Saturday, November 2, 2013

A Century of Service Gala
Liuna Station



Spring Uncorked, Again

Put Tuesday, April 23 in
your calendar!

Join us, and bring your
friends, to Spring

Uncorked, our popular
food and wine tasting
event at the Royal
Botanical Gardens.

This is one of our club's
major fundraisers,
supporting literacy and
leadership projects for
children in Hamilton's
inner-city. The kids
depend on us, so buy your
tickets and encourage
others to do so.

For one year only, we are
dropping the ticket price
to \$100, in celebration of
our 100th anniversary!
For tickets go to:
www.springuncorked.com



Dana and Catherine Robbins enjoy Spring Uncorked with Andrew Dreschel
and Cynthia Janzen.