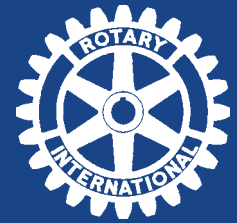


TEAM ROTARY



District 7510 Newsletter

The Capital District

March 2017

Governor's Message - We Clean Up Real Well!

Rotarians worldwide roll up their sleeves to provide clean water and sanitation for people in remote areas and even in large cities. Even in 2017, disease plagues the impoverished. **March is Water and Sanitation Month.**

Is your club doing anything in this area? How about starting a Global Grant to address this vital work. We have grant money available and would support your efforts. Contact our Grants Chair Byron Miller or Sharan Jain and they will help you start the process, I'll bet you'll clean up real well if you do and that would exemplify **"Rotary Serving Humanity"**.



Charles Minton
Governor



Great News! We added a **new Interact Club** to our District. The Pingry School is the latest to join us, courtesy of the Branchburg Club. I had the honor to induct the Officers at their first meeting. I explained that being a Charter Member of a club is a lifetime accomplishment and how, years from that day, future members will remember them for their accomplishment in starting this new club. I further explained that after July 1 there would be no more Charter Members. My club just celebrated our 75th anniversary and how we lost our last charter member over 10 years ago. Congratulations to Ali Chaudry and President Mike for making this happen!

Update on District Conference.

Over 85% of rooms sold...not exaggerating ...only 1 cottage available. Cottages are separate buildings with 2 bedrooms with private, en suite bathrooms. They are meant for two couples or individuals who would like to be in their own cottage where they can share a common kitchen, living room and dining room. We have ten cottages reserved and we are planning a "Hospitality Suite Crawl" where the cottages can open their doors Friday and Saturday night so we get Rotarians to mix, mingle and "crawl" to each cottage.....fun! Our AG Steve "Mr. Entertainment" Goldberg is in charge of the crawl so you know it will be great!

We have our RI President's Representative, PRID Thomas Branum from Fort Wayne, Indiana attending. And don't forget we are having a Sweet 16 party Friday night, featuring Uncle Floyd, and a special luncheon on Friday in tribute to "My Governor" PDG Ken Tillman, sponsored by the Trenton Club. Don't get locked out, Please go to www.sweettobe2016.com to see and register before we are sold out. You can contact us there with questions as well.

There are a few other events coming up - PETS, District Assembly, and of course the International Convention in Atlanta. Check out our District website www.rotarynj.org and register or just get more information.

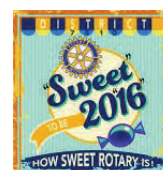
'Til the next column...

Yours in Rotary Service

Charles "Charlie" Minton
District Governor

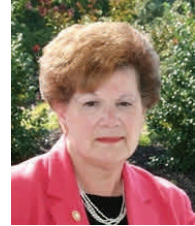
In This Issue

- Closing out Grants
- 501(c) *What?!?*
- Club News
- FREE Seminar
- We have a Nominee!
- A Phishing Scam Alert
- Who's Top Ten?
- Awards Season



Public Image and Promotion..... M. Ann Walko, Director

Judging from my Facebook account, clubs all over the district are holding wonderful events and enjoying welcoming new members, but does the wider community know of your successes? How are you doing on your club storyboards? We want to be able to showcase your efforts over the last year.



What did you do in terms of programming for *World Understanding Month*? Send me photos of your events and be sure that you send Michael Townley blurbs for *TEAM Rotary*. Thank you for your efforts to spread the word about our great Rotary clubs in District 7510!

Now it is time to prepare for March which is often referred to as **Literacy Month** since it contains Dr. Seuss' birthday and the Read Across America program. Why not have members go into the schools and read a favorite book to students? Your local education association also participates in this event. It might be a good idea to check with them as to their plans for this program. My students at Kean University will be partnering with my club and will be reading to children at Barnes and Noble and others will be reading to children in the local school districts. Go to the NEA website (www.nea.org) for information and ideas. You can also contact the Literacy Volunteer organizations in your county and invite them as speakers.

Is your club having difficulty getting media coverage? Do you have a committee or press person who can handle this important position in your club? Media coverage helps with membership. Why not sponsor a workshop meeting to discuss ways that you could highlight all the good work that your club does? Explore ways that your club could benefit from developing a Public Relations Strategy. Determine your target audience. Take an inventory of how much press you have received and if you are not getting the word out-have the members look at how the club could promote basic information about Rotary International and what you do for the community. Determine which activities might be of interest to the media. Does your club have a media kit? Why not develop one? Do you have a club fact sheet which highlights your Rotary programs? Area newspapers always have information about future programming in the community. Get your events listed and make sure that all the appropriate information is included. Use the Five Ws listed in previous columns.

Are you using your free local television spots? These stations are looking for you to advertise your events. I only see one or two Rotary clubs participating in my area. This is a tool that is worth looking into to get the word out.

Keep me posted on your activities and know that I am here to help you in your quest for more media coverage. Thank you for all you do to make life a little bit better for others.

Close Out Your District GrantsByron Miller

In order to close out a grant, authorized club representatives will go to the *Grants* tab in DaCdb and click on "Club Grants" in the left margin, then select the appropriate grant by clicking on the pencil icon next to your grant.

Once the grant opens, there are three steps to completing the grant - the "Final Report," the supporting "Documents," and updating the "Budget" with final amounts.

Sharan Jain prepared a one-page guide to closing out grants. You can find it in the *Secure files* section under the "Files" tab in DaCdb (www.directory-online.com).

Close out your current grants as soon as you can, and then submit your requests for next year's grants. DGE Bob Zeglarski has just over \$23,000 available for grants - apply!

District PETSDGE Bob Zeglarski

Presidents Elect Training Seminars



Reminder to all presidents-elect that our special training seminars (PETS) will be offered again this year as an evening event (PETS 1) and a one and one-half day event (PETS 2).

PETS 1 - March 2 at 5:30 PM for photos at the Somerset-Bridgewater Holiday Inn -[register by clicking here](#) or go to DaCdb.com, login, and select the event from the Calendar tab.

PETS 2 - March 24 (all day) and 25 (half-day) at the Hanover Marriott. Register by going to www.petsmidnortheast.org. Stay overnight at the Marriott for \$100 per night - go to www.tinyurl.com/PETS2017NJ for reservations.

Look forward to seeing you there!

FREE SeminarDGE Bob Zeglarski

Reminder - the friendly folks at PETS 2 are offering a FREE seminar on Thursday afternoon, March 23, from 2:00 to 5:00 P.M.

You DO NOT have to attend PETS 2 to go to this half-day seminar; it is available to ANYONE, as long as you register in advance. A casual dinner will be available after the seminar at a nominal charge.

Topics include *Rotary International, the Rotary Foundation, and Club Membership.*

Register at www.petsmidnortheast.org - click on the **GREEN** box. And it's FREE!!



The District extends its deepest sympathy to the family and friends of the late Frank H. Lehr, long time member of the Summit-New Providence Club, who died on Wednesday, February 8. Frank served his country in the U.S. Marine Corps, retiring from the Marine Reserves as a lieutenant colonel. He also served his community as a councilman, mayor, and later as a county freeholder. His obituary is available at www.bradleyfuneralhomes.com.

Happy Anniversary!

The Rotary Club of Bridgewater-Bound Brook celebrates 94 years of service with a charter date of March 13, 1923.

The Rotary Club of Cranford also celebrates 94 years of service with a charter date of March 13, 1923.

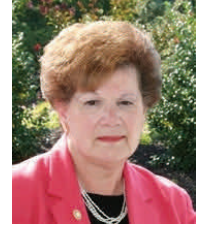
The Rotary Club of Metuchen celebrates 88 years of service with a charter date of March 18, 1929.

The Rotary Club of Hillsborough celebrates 62 years of service with a charter date of March 18, 1955.

Awards and Recognition..... M. Ann Walko, Director

How are you progressing on your nominations for upcoming awards? In each issue, we encourage your participation in recognizing those Rotarians and clubs having maintained the high standards for our organization.

Presidents should have received the criteria for the **Jean Harris Award**. Just a reminder that the paperwork for this honor is due by **March 30**. For more information, contact Pamela Singh at pamelarsingh@gmail.com.



The deadline for the **Governor's Cup** recognition is **April 1**. This award is selected by the District Governor. All club presidents have received a letter as to procedure. The award will be announced at the District Conference.

A number of **Care and Share Awards** are presented by our district each year at the District Conference to highlight projects within the district that contribute to the ideals of Rotary. If your club has not been recognized in the past, take a moment to complete the paperwork. Each project you submit must have a separate application. For more information, contact Michael Toscani at mt1057@aol.com or Gwen Williams at gwen1233@comcast.net. The application form is available on our District website - <http://www.rotarynj.org/ar-care-and-share-awards.php>. This award is unique to District 7510 and does not exist in any other district within Rotary International. You can submit more than one application. The deadline for this award is **March 31**.

Should you need any assistance, contact any of the award chairs. My thanks for all you do to recognize deserving clubs and members for a job well done to promote the ideals of Rotary. My thanks for all you do to recognize deserving Rotarians.

Your Rotary Club: A 501(c)(4) Organization

by Hal Daumé, PDG

"Are we tax exempt?" This question comes up in many conversations among Rotarians interested in the tax status of our own clubs. We might want to know for our own tax purposes, but often it is asked because our clubs are sponsoring an event. Can we offer our tickets as a "tax exempt" organization? Or can we solicit donations for our projects and call them "tax exempt donations"?

The origins of "501(c)" organizations date back to the 1913 U.S. Federal Revenue Act, which created this group of tax-exempt organizations. The current IRS Publication 557 now lists 29 different types of 501(c) organization types, among which the most commonly noted are:

- 501(c)(1) – Federal Credit Unions
- [501\(c\)\(3\)](#) – Religious, Educational, Charitable, Scientific, Literary, Public Safety Testing, Prevention of Child or Animal Cruelty, etc.
- [501\(c\)\(4\)](#) – Civic Leagues, Social Welfare Groups, Employee Associations
- [501\(c\)\(6\)](#) – Business Leagues, Chambers of Commerce, etc.
- [501\(c\)\(7\)](#) – Social and Recreational Clubs

A 501(c)(4) is fundamentally "a social welfare organization, civic organization, neighborhood association, or a club operated exclusively for the promotion of social welfare and primarily engaged in promoting the common good and general welfare of the people of the community." Per this definition, Rotary Clubs are classified by the IRS as a 501(c)(4) Exempt Organization.

Contributions to 501(c)(4) organizations are typically not tax-deductible as *charitable* contributions: these are usually reserved for 501(c)(3) charitable organizations or foundations (such as The Rotary Foundation). Contributions to a 501(c)(4) exempt organization are income tax-deductible business

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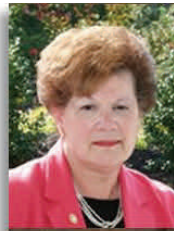
expenses (e.g., marketing, advertising, promotions, etc.) under U.S. Internal Revenue Code 162.

A 501(c)(4) organization is permitted to have revenues so long as net earnings are exclusively used for charitable, educational, or related purposes. A Rotary Club, as a 501(c)(4) organization, does not pay federal income tax. Your Rotary Club is, however, subject to state sales tax on all services and items for which this tax would apply.

The typical Rotary Club's fiscal year (matching the long-standing "Rotary" year) is July 1 to June 30 of the subsequent year. The IRS states that it is not necessary for a 501(c)(4) exempt organization such as your Rotary Club to "zero-out" at the end of the fiscal year. Therefore, if your Club's annual revenues should exceed expenses in any fiscal year, this is not subject to income tax; such revenues may be carried over to subsequent years, which should be a Club's practice when it files its annual Federal 990-EZ Form ("Return of Organization Exempt From Income Tax") and support documentation.

Congratulations to Our New District Governor Nominee, M. Ann Walko, DGN 2019-2020

Ann is the current president-elect of the Rotary Club of Watchung-Warren, serves as our Public Image Director and Awards and Recognition Director, and is a Paul Harris Fellow.



She has an impressive portfolio in service and management, not only in Rotary but also in the fields of education, public service, and volunteer organizations, both locally and nationally.

Ann has served our District in a number of capacities during her Rotary membership.

10 - 14 June 2017
ATLANTA, GEORGIA, USA



JOIN US IN ATLANTA

Experience the hospitality of the American South

Register for the Rotary International Convention

[Www.RIConvention.org](http://www.RIConvention.org)

Rotary



DISTRICT 7510

Mark your CALENDARS

FOR THESE IMPORTANT ROTARY DISTRICT EVENTS!

Check the District website www.RotaryNJ.org

For details & updates click "the calendar"

PETS 1	3/2/17
PETS 2	3/23 to 3/25/17
District Conference Shawnee Inn	5/5 to 5/7/17
District Assembly	5/18/17
International Convention Atlanta Georgia, the 100th year anniversary of the Rotary Foundation Celebration	6/10 to 6/14/17
Changing of the Guard	6/29/17



Club News!

All the Club news that's fit to print! And we'd like to print it all, so please send your news articles to the Editor and we'll be sure to post them for all to read. Include photos, captions, web addresses, and any other information to make your story complete. Editor7510@verizon.net.

The Interact Club of J. P. Stevens High School is holding its biggest event of the year- the Interact Charity Dinner. This year the club's project will benefit the Reformed Church of Highland Park that has helped relocated refugees adjust to their new lives in America. Recently, two Syrian refugee families arrived and, unfortunately, due to the recent immigration ban, they are unable to see the rest of their family without risking being deported. The event will be held on March 17 from 6 to 8 p.m. in the school cafeteria; tickets are \$5 in advance and \$7 at the door. 100% of the money raised will be given to these families in need. Contact Sneha Yarasani for more information - snehayarasani@gmail.com.

The Rotary Club of Cranford wants to know - "Are you Smarter than a Fifth Grader?" Come and find out on Wednesday evening, March 29, at 6 P.M. at the Orange Avenue School in Cranford. This will be the eighth year that the Club is sponsoring the event and the audience attendance gets bigger and bigger each year. Students from the Cranford and Garwood public schools, along with St. Michael's school in Cranford, will help their parents answer questions on science, math, geography, and other topics in this annual event. For the fifth year, the Cranford Rotary is proud to have Bernie Wagenblast as its emcee. Each school is provided with team shirts for the participating students and parents, along with extra shirts for schoolmates and family members attending the event to cheer on their school.



The Rotary Club of New Brunswick will once again host their annual Golf Outing to raise money for their scholarship program. Held at the beautiful Fox Hollow Golf Club in Branchburg on May 9, this outing costs \$250 per golfer or \$1000 per foursome. Don't miss out on a day of golf, great food, a ton of prizes, 50/50 raffle and much more all supporting a great cause. Your registration includes lunch, dinner, and beer/wine/cocktails. Registration and lunch begin at 11:00 A.M., with shotgun start at 12:30 P.M. Open bar, reception, and dinner at 5:30 P.M. Questions & info call: Mike Blackwell (732) 259-4297 or email: mgbwell1@gmail.com.

The Rotary Club of Watchung-Warren has had a full agenda recently. The Club celebrated WORLD UNDERSTANDING MONTH by featuring new member, Michael DiCristino speaking about the Ashkenazi, Rajesh Singh, husband of Pamela Singh, Hinduism, and Ann Walko presenting facts about the Feast of St. Joseph celebrated in Italy. The members enjoyed a nice lunch prepared by the chefs of Brightview Senior Living in Warren. Members enjoyed learning about other cultures while engaging in fellowship- Rotary style.

Watchung-Warren welcomed Michael Ryder of Cub Scout Warren Pack 182, accompanied by Hal Daume, who answered questions and talked about how the pack could become more involved with Rotary. An invitation was extended to the Pack to work with the Club in a community gardening project which grows food to give to the local food pantry.

The Club welcomed two members into the fold: Ron Field was reinstated since his new position brings him closer to the meeting site. Ron previously served as president of the club. The members were pleased that he could join with them again. The club also swore in a new member Michael Walko, son

(Continued on page 7)

of member Ann Walko. He represents the category of Health and Public Safety. Michael works for the county of Union.

The club also embarked upon a new initiative - Blankets for Homeless Veterans. Working with Care4Vets, the club donated more than 30 blankets to help veterans get through the winter months. All in all, working together garnered hundreds of blankets for the veterans. Watchung Warren also participated in Operation Gratitude which sent care packages to those serving overseas. They also sent 30 letters and 30 holiday cards to put in the packages so that those protecting our freedom would know that we are thinking of them.



The Rotary Club of Kenilworth recently inducted a new member, Toncia "Toni" Sosnosky (center) President of the Kenilworth Senior Citizens Club. She was recently installed as a new member of the Club by District Governor Charles Minton and Club President Ceu Manata.

The Rotary Club of Robbinsville-Hamilton's PASTA FEST, an annual family dinner and fundraising event, will be held Friday, March 24 at the Nottingham Ballroom, 200 Mercer Street, Hamilton Square from 5:30 to 8:00 pm. Menu Items include linguine, pencil points, several sauces (including a meatless variety), salad, dinner rolls, desserts and refreshments. Live entertainment will be provided by Bob Orlowski of Top Shelf Entertainment. Super 50/50 Raffle tickets will be available. Proceeds from the event fund the Club's annual High School Scholarship program as well as local charitable causes. Tickets are available at the door. For more information, visit www.rhrotary.org or call (609)-915-3224.



The Rotary Club of Trenton members have been very busy the past few months. In the week leading up to Christmas, twenty-seven members of the Club (over 50% of membership) along with three friends and a few children/grandchildren donated over a combined 90 hours of service by "Ringing the Bell" for the Salvation Army Kettle at the Pennington Quality Market, which is owned by a member. This year the club effort raised \$8,236.31 and was a significant increase over prior years. The donations support the Trenton Salvation Army Corps social programs.

In January, members and friends participated in a program at Notre Dame High School in Lawrenceville. The program is based on a TV show where business owners go before a panel of millionaire businessmen seeking investments in their businesses. During the semester, the students had to develop a product/business, write a business plan, financials and a marketing plan. Seventeen members of the club and friends served as Business Consultants during the development and as the 'millionaire investors.' A member who owns a "Dale Carnegie" franchise also did a class on "How to do a presentation" to the students.

On January 21, two members of the Club helped assemble shelving units for HomeFront, an organization that aids the homeless in Central Jersey. The shelving units will be used in their "Diaper Pantry" supplying diapers to homeless mothers.

The Mercer Street Friends Center of Trenton Food Bank, along with the Mercer Regional Chamber of Commerce and the Hamilton YMCA "Togetherhood Community," had a drive to collect and fill backpacks with food to "Send Hunger Packing" for children in poverty. Members donated over \$900 to the effort and, on February 3 and 4, four members of the Club volunteered with the "Y" volunteers to help fill the backpacks. Over 250 backpacks were filled with over 1,300 lbs. of food.

On Feb. 12, members of the club along with the Interact Clubs at Trenton Central High School and

(Continued on page 8)

Club News cont'd

Ewing High School volunteered at the Mercer County Special Olympics Bowling Tournament. At the Tournament, the Club presented a check for \$1,000 to Special Olympics Mercer County. After the tournament, thirty-seven members of the Club and the Interact Clubs got together for a pizza party and fellowship.

The Rotary Club of Lambertville-New Hope welcomed new member Brad Sanford. Pictured with Brad (left) is Club Secretary Bill Buchanan. We are happy to have Brad join our club.



The Rotary Club of Hillsborough once again plans their annual Golf Outing. This event benefits the Hillsborough Rotary Foundation and the Hugs for Brady Foundation. The outing will be held at the Royce Brook Golf Club on June 19 with registrations at 11:00 a.m. and shot gun start at 1:00 p.m. Your registration fee of \$175 includes lunch, beverages, dinner, driving range, cart, greens fee, etc. Contact Tricia Marciano for more information - 908-578-7125.

Phishing Scam Targeting W-2 Tax Form Data

"As a valued customer, we want to make you aware of a common phishing scam targeting employee W-2 tax form data. In these cases, the scammer sends a spoofed email from a company executive requesting a file containing employee W-2 records. The email is sent to Human Resources, Payroll, Accounting or other departments which house employee records. The department employee, unaware that the email was compromised, responds with the file resulting in a data breach.

"To protect yourself from falling victim to this type of fraud, we STRONGLY RECOMMEND that you verbally confirm all email requests for confidential information."

Thanks to Valley National Bank for this fraud prevention tip!

WEEK OF SERVICE.ORG

ENGLISH

#WeekofService2017

SUBMIT YOUR STORY



Join Rotary International President John Germ and Rotarians around the world in a "Week of Service."

Learn more at www.weekofservice.org.

Rotary Foundation D. Michael Hart, Foundation Chair

We are just past halfway through the Rotary year, and Rotarians are more than halfway toward our \$300 million goal for the Foundation's centennial year. This is giving at its best!

Here are three easy actions you can take in March to promote the Foundation in our district.

Promote World Water Day

World Water Day on 22 March is an opportunity to educate your members about Rotary's commitment to provide clean water and sanitation. The Rotary Foundation is mailing a World Water Day appeal to Rotarians who have yet to give this year. You can expand the reach of this message by sharing [this video](#)* or updates on your district's water projects with your members.



Engage past donors

Encourage Club Presidents to use the Club Recognition Summary to identify donors showed support for Rotary year, but who have yet to give this year. They can thank these donors for their past generosity, discuss with them what motivates them to give, and ask if they will continue their support this year.

Thank new donors

Expressing gratitude is the best way to build relationships with donors. Saying thank you has a ripple effect; donor recognition encourages future contributions and motivates others to give.

* - <http://echo4.bluehornet.com/cimages/1a9b779738ea45ae53a1645e9689911f/Worldwaterdayvideo1.JPG>



Display Rotary Proudly

www.state.nj.us/mvc/Vehicle/commorg.htm

Don't Forget the Governor's Cup!

DG Charlie Minton will present this prestigious award at the District Conference!

Satisfy the requirements by earning the RI Presidential Citation and submitting your letter/email to DG Charlie explaining all of the great things done by your club this year.



csminton2016@gmail.com

Top Ten Clubs in Attendance January 2017

Congratulations to the #1 club for January - Roselle-Roselle Park - with 92.00% attendance for the month! We count attendance at meetings and participation in club events, District events, committee meetings and the like in our definition of "attendance."

The rest of the top ten? South Amboy-Sayreville (88.00%); Summit-New Providence (83.40%); Flemington (81.73%); Cranford (77.76%); Plainfield-North Plainfield (76.31%); Robbinsville-Hamilton (70.92%); Princeton Corridor (64.02%); Old Bridge-Sayreville (63.00%); Carteret (60.00%).

Secretaries, contact the District Secretary (Michael Townley) if you need help entering your club's attendance in the District and Club database (DaCdb). Email Secretary7510@RotaryNJ.org.

And thank you to the nineteen club secretaries who took the time to report attendance/participation for January.

Contact Us

Give us a call for more information.

(908) 822-1441

editor7510@verizon.net

TEAM Rotary

c/o 165 Palmer Avenue
South Plainfield, NJ 07080

Visit us on the web at
www.RotaryNJ.org

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