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The ROTARY CLUB of MORRIS, NY

Chartered February, 1938 Charter #4887
Gary Johnson, President Selean "Sam" Koury, Governor
District 7170



2009-2010 Rotary Theme

Volume 71

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Number 20

Meetings every Monday at 6:00 PM in the Town House, Morris, NY

Last Meeting – November 16, 2009

The regular weekly meeting at the Morris Town House was called to order by President **Gary Johnson**. But it was by no means a "regular" meeting. It was Juanita's annual Thanksgiving Feast. The meal for 28 Rotarians and guests was prepared by **Juanita Brown** and Vicky Pegg. There was so much food that they had to set up a card table to extend the buffet. Again, there was no winner in the Jack of Hearts drawing. **Royce Webster** drew a non-winner.

Guests — **Dick Breuninger** (Oneonta) and honorary member **Bill Stowell** were the only visiting Rotarians. Prospective members Matt Sheldon, Mike Chase, and Lyle Smith made their second visits. Frequent visitor Mackenzie accompanied her mother.

Make-Ups — None this week.

Announcements — President Gary paid special tribute to **Matt Meyers**, his employee, and his Rotary helpers for all their work on the Linn Tractor building. The president also listed several publications that have carried articles of the tractor's story and pictures of the renovation project. --- **Royce Webster** and **Jim Pasternak** will meet with their committee later this evening to review lists of possible candidates to receive holiday baskets. Early reports indicate that the number of needy families is larger than in past years. --- Thanks was extended to chefs Juanita and Vicky for their hours and hours of preparation on tonight's meal. --- A card was distributed to express our wishes for Felice's speedy recovery.

Follow-Up

Discussing Words On The National Airwaves



Last spring, Rotarian John suggested a program and we all enjoyed **Christine Lindberg's** presentation. The Edmeston Rotarian spoke on words selected for inclusion in the *Oxford American Dictionary*.

Ms. Lindberg was on the national airwaves this week (Tuesday, November 17, on National Public Radio's *All Things Considered*). She was again talking about words. This time, it was the Word of the Year for 2009. In the spotlight was an old word ("unfriend") with a new meaning.

The interview was conducted in NPR's New York City studio. However host Melissa Block was in California at NPR West, leaving Ms. Lindberg in NYC surrounded by sound technicians.

Reflecting back on the experience over the weekend, Lindberg said that Oxford University Press (OUP) has been issuing its Word of the Year since 2005. "I don't think the marketing and publicity people were prepared for this," she said. "We're thrilled that there was so much interest."

She spent all week in New York City giving interviews to stations large and small, ranging from BBC Scotland to the morning personality in Detroit. Several were conducted over the telephone. Not all of the interested stations could be accommodated last week, however. As a result, the dialogue will continue this week with one Minnesota station waiting until early December.

"They tell me our selection of "unfriend" was one of the top ten Twitter topics last week," Lindberg commented. "And some people criticized our use of "unfriend". They say they refer to the action of dropping a frequent contact as "de-friending".

Here's the link to Christine's NPR segment. www.npr.org/templates/player/mediaPlayer.html?action=1&t=1&islist=false&id=120510385&m=120510371 Playing time: 2:16

Active Members

Bosco, Sharon *
Bourgeois, Gerard *
Breuninger, Mary *
Brown, Juanita *
Burdick, William
Conroe, Jeffrey +
D'Amico, Michael +
DeLaurentiis, Teresa
Fusco, Nancy *
Graves, Harry *
Harris, Carl
Hay, Ronald *
Johnson, Fred *
Johnson, Gary *
Keene, Richard *
Kranbuhl, Maureen
Long, Joanne
Marlier, Felice *
Matteson, John *
Meyers, Matthew
Miller, Joan
Miller, Roger *
Miller-Ballard, Lois *
Pasternak, James *
Pegg, Patrick
Phillips, CarrieLynn +
Pickens, William *
Rehmann, Henry *
Schwarzahns, Fred
Schwarzahns, Marg
Tiffany, Norman *
Townsend, Neil *
Virgil, Michael *
Webster, Royce *

YEP Students

Dlouhy, Jaroslav "Jaro"
From Slovakia to G-MU
No Outbound Students
During 2009-2010

Honoraries

Danielson, Walter *
Halbert, Ronald *
Norton, Bruce *
Sorensen, Herbert
Stowell, William *
Walicka, Terry *

* Paul Harris Fellows
+ Sustaining Members

Send Newsletter Items To
Harry Graves, Editor
skierharry@yahoo.com

Next In Rotary Service: Render President Gary Speechless; Learn The Four-Way Test.



Program — Most branches of the media have involved the internet in some way in their business plans. Facing smaller audiences and falling revenues from advertising, newspapers, magazines, television and radio stations are all trying to figure out how to most-effectively use the internet. They all realize it's a great system for delivering information. The public demands it but the station's challenge is how to profit from the investment.

WDOS radio personality Big Chuck D'Imperio has been on the air at the Oneonta AM station for over 20 years. He has seen his industry move from records ...to tapesto today's digital music delivery system. But when the station incorporated a website several months ago, he admits he had no idea of how he was going to use it. In its first month, the website attracted only 30 visitors. Now being six months old, the site was visited more than 2,000 times in the most recent 30 day period.

To keep the listeners flocking to the WDOS website, D'Imperio recommends

- putting out "teasers" (both over the air and via e-mail) to let everyone know that new items have been posted,
- updating the site frequently,
- posting items that are of interest to his audience, and
- taking advantage of the internet's speed of delivery.

The WDOS website is updated daily with news and sports scores. A scrolling list of birthdays and anniversaries



has proven to be very popular but honoring seniors who have reached their hundredth birthday made the number of visits surge. D'Imperio has also found that bits of local history (including Morris' Linn Tractor) have excited his listeners. He has also created a popular "mystery location" series of contests featuring historic landmarks around the coverage area.

Big Chuck is on radio station WDOS (730 AM) each weekday morning until noon. The website can be found at www.wdosam.com. The most recent posting features memories of the old Bresee's Department Store in downtown Oneonta. And if you scroll down toward the bottom of the page you'll find an account and picture of the Morris Rotary's Club's Linn Tractor project.

Happiness — **Sharon Bosco** says everyone is "thinking Linn" recently. Chuck's brother has a Linn Tractor plaque that's in excellent condition. --- **Gerry Bourgeois** has a fully-employed family. Youngest son Oliver has accepted a job at Bassett Hospital. --- **Roger Miller** lauded his fellow workers on the Linn Tractor building. --- **Lois Miller-Ballard** had a good time on her quick weekend trip into Pennsylvania. --- **Jim Pasternak** just happy. --- **Patrick Pegg** tossed in a dollar for the good publicity the club has received recently. --- **Carrie Lynn Phillips** caught her runaway Rochester grandson before he dashed into the street last week. It was costly, however. She fell on the blacktop and broke her nose. Now she's sporting a cool black-eye. --- **Mike Virgil** thanked talented Carpenter Meyers. --- **Royce Webster** and Marguerite took a short vacation trip to California and Colorado to visit their kids.

Family Of Rotary — Our club is making its annual attendance adjustment as members migrate to warmer climes for the winter. Messages are starting to trickle back to northward. This week, we heard from **Joanne Long**.

The Florida sun is great, and we enjoy it.

We are keeping very busy. We just bought a second car, so now we don't have to plan activities around using the car when the other person wants it. My flowers are doing great, but it is dry so I have to keep them watered. I am mentoring again this year, every Monday afternoon (this is the 5th year with this same girl), and I love it. Our church Christmas cantata requires 2 nights of practice each week, and that is coming up very quickly. I am never bored!

Happy Thanksgiving to you and all the Rotarians.

Joanne

Polio Plus — Violin virtuoso and polio survivor Itzhak Perlman received two standing ovations during a sold-out performance earlier this month at the University of Northern Iowa in Cedar Falls. The audience of 1,800 included 260 Rotarians. The concert was sponsored by the clubs of Cedar Falls, Waterloo, and Waverly as a Polio Plus fundraiser. The event raised \$10,000.

Perlman will also perform with the New York Philharmonic in the Concert to End Polio on December 2. The concert will be held at 7:30 PM in Avery Fisher Hall at the Lincoln Center for the Performing Arts in New York City.

Worldwide, the number of polio cases has dropped from more than 350,000 in 1988 to only 1,651 in 2008.

This Week – November 23, 2009

Town of Guilford Historian Tom Gray will share some fascinating facts about the historic Old Mill in Rockwell's Mills. The structure had a long life before it became one of our favorite dining spots overlooking the Unadilla River. Mr. Gray's hoping to have it listed on the national registry.

Next Week – November 30, 2009

A Club Assembly will be followed by a Board of Directors' meeting if one is needed.