



SENECA LAKE WINE TRAIL

PRESENTED BY: PAUL THOMAS

HOSTED BY: MEREDITH WILLIAMS

Meeting Date: March 9, 2017 – The Seneca Lake Wine Trail was founded in 1986 and is a 501c6 non-profit, member-based organization with the mission to strengthen the financial well-being of member wineries through wine events, promotional activities, and cooperation among members with other organizations. Paul describes the mission as bringing in tourists with empty trunks and full wallets and relieving them of their money. The SLWT has 2 full time employees – Paul and office manager, Glenda. The trail also has committees for long range planning, brochure, marketing, and special events. The trail manages an annual budget with an annual income of almost \$700,000. Almost all of that income is reinvested in projects created by the committees, plus administrative expenses. The bulk of income is derived from event ticket sales. The Trail has very active partners with a variety of tourism, business, and wine-based organizations including chambers of commerce in Schuyler, Yates, Seneca, and Ontario counties, Finger Lakes Wine Country, Finger Lakes Tourism Alliance, Wine Alliance, FLX Community College, and the NY Wine & Grape Foundation, Farm Bureau, and many more. The trail is very apolitical, and remains on the fray on any and all politics and politics-related topics. The only time the Trail reaches out to elected officials is during the annual request for funding from Albany on behalf of the NY Wine & Grape Foundation. The extraordinary growth of the craft beverage industry has been led by Gov. Cuomo and his administration's policies and grant opportunities. The trail holds multiple wine trail events aimed at growing the pie of trail visitors.

NEXT MEETING: MARCH 23

PROGRAM: Behind the Cameras at Inaugurations

SPEAKER: Tom Seem

HOST: Glenda Gephart

GREETER: Bridgette Stewar



CONGRATULATIONS WG STUDENT OF THE MONTH: PATRICK HAZLITT

Watkins Glen High School Senior, Patrick Hazlitt was honored by the Watkins-Montour Rotary Club at its WGHS Student of the Month for March. Sam Brubaker introduced Patrick as a “hard working, respectful, dedicated student” and “a man of high character and one who gives back to his community” through work with Seneca Santa, the Catharine Valley Trail Half Marathon and the United Way dinner. Hazlitt led the WGHS cross country team to a state title this year and recently placed 7th in the state in the 16000 Meter Run. He is also a member of the National Honor Society and the Student Council, treasurer of his Ski Club, and is a Top Drawer 24 student. Patrick has been recruited to run cross country, indoor track and outdoor track at the University of Buffalo where he will study Business. Patrick thanked Sam Brubaker for nominating him, his parents, friends, and teachers.

MARCH 9TH CLUB NEWS

GUESTS: Our Speaker, Paul Thomas, guest of Meredith Williams; SOTM, Patrick Hazlitt and parents, Doug and Cheryl; presenter, Sam Brubaker; Michael Whiteman, guest of Judy Cherry; Ted Marks from Corning; Beth DeCaro, guest of Doug Hagin

WHO WON THE RAFFLE? Michael Whiteman

MONTHLY AUCTION: A bottle of wine donated by Ted Marks won by Glenda Gephart

EVENTS:

ANTIQUÉ SHOW will be March 19th. Please sign up for a shift to help out. More hands makes lighter work and we can never have too much help. Don is in need of someone to take over the show for next year.

FOUNDATION CONCERT: The Club is sponsoring a “Concert of the Decade” in honor of the Foundation Centennial on March 25th at 7 PM at WGHS Auditorium. Performing groups will provide live renditions of music of the past 100 years. Free admission. Donations welcome.

ANNOUNCEMENTS:

ELMIRA ANNIVERSARY DINNER: Bridgette Stewart, Tom Weidemann, and Judy Phillips attended the dinner. Proclamations were read by area dignitaries and the Mayor of Elmira named March 7 Elmira Rotary Day in Elmira. The Elmira Club founded clubs in Hornell, Waverly, Canandaigua, Geneva, Corning, Watkins-Montour, Dansville, Wayland, Elmira Heights, Horseheads, and Chemung Sunrise. Each club was recognized at the meeting and given a club flag. Attendees received a commemorative coin – totally worth the trip.

DISTRICT TRAINING ASSEMBLY: On April 8th. Registration deadline is March 17th. We would like to have 5 attendees and need one more.

INTERNATIONAL WEEK OF SERVICE: Week of March 25 – 31. Rotary clubs are encouraged to partner with another service organization for a service project. Ideas welcome. Our club is considering a can drive in partnership with another organization.

FOUNDATION BRUNCH: Bruch is on March 26th. We need one more person to attend to fill a square on our Bingo game. Please remember to make your donation of \$21.50 to Terri for the Foundation.

PROPOSED NEW MEMBER: Beth DeCaro, Executive Director of Jefferson Village and Licensed Real Estate Sales Person. Proposed by Doug Hagin. Her classification will be Real Estate.

THOSE WE MISSED: JC Argetsinger, Jim Bacalles, Carl Blowers, Rebekah Carroll, Tony Fraboni, Dominick Franzese, Jim Guild, Matt Hayden, Dean Hillyard, Brian Kenney, Mike Learn, Nancy Loughlin, Gary Mead, Kevin Murphy, Bill Phoenix, Nancy Ruda, Jeff Schultz, Jim Somerville, Kristine Somerville, Jim Chedzoy, Tom Clifford, Ginny Eaton, Dave Ryan, Dave Sidle

THANK YOU FOR THE MAKEUP: Elmira 100th Anniversary Dinner: Judy Phillips, Tom Weidemann, Bridgette Stewart

CELEBRATIONS & CONFESSIONS:

Chris Burns: Congratulations Student of the Month

Don Stocum: Congrats SOTM. We are on for the Wine & Food event at Clute Park in May.

Holly Baker: Thanks to Doug for covering as Greeter; The Arc Grand Prix Run is almost here

Glenda Gephart: Congratulations SOTM, Bill is in Colorado skiing

Judy Phillips: Missed meeting, Picture in the paper

Stan Beaver: Congratulations SOTM

Jim Howell: Missed Rotary Breakfast as the Moose

Dennis Morris: Congratulations SOTM, Watkins Glen Cross Country Team

Bridgette Stewart: SOTM, Thank you to Paul for speaking
Michael

Meredith Williams: SOTM, Thanks to Paul, WG Girls vs. her alum, South Seneca basketball

Rich Greenberger: Song confusion before meeting

Michel Ray: Daughter's last spring break from College

ROTARY INTERNATIONAL

WOMEN SHARE STORIES OF HUMANITARIAN SERVICE ON INTERNATIONAL WOMEN'S DAY

What motivates everyday women to do extraordinary things — to positively change the lives of people halfway around the world while inspiring so many folks at home?

Razia Jan, the founder and director of the Zabuli Education Center, was honored on International Women's Day. Three Rotary members answered that question at a celebration of International Women's Day hosted by the World Bank at its Washington, D.C., headquarters 8 March. Speaking to an audience of more than 300, with thousands listening to the live-stream, Razia Jan, Deborah Walters, and Ann Lee Hussey told their personal stories and explained what inspired them to build a girls school in Afghanistan, assist people living in a Guatemala City garbage dump, and lead more than 24 teams to immunize children in Africa and Asia.

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