



PROGRAM: Preparing to Be an Outbound Exchange Student

SPEAKER: Noelle Chamberlain

HOST: Michelle Benjamin

GREETER: Doug Hagin and Beth DeCaro

WG SOTM: Brandon Neida

Every Door Direct Mail, US Post Service

Meeting Date: May 4, 2017 –

Don Stocum welcomed Christine Kogutowski, Business Development Specialist with the United States Postal Service up. Christine asked, "why is mail still relevant?" She said, "It's tangible!"

The Every Door Direct Mail service is ideal for reaching the customers that matter most. Christine reported that you can choose the neighborhoods you want to target, and every home on the carrier route(s) you select will get your promotions, coupons, or fliers with their regular daily mail. You do not need to provide a mailing list or permit anymore.

To start access their online tool, usps.com/everydoordirectmail. With their online tool, your target audience is just a few mouse clicks away. The Every Door Direct Mail service can reach every active address in the United States - a benefit offered by no other marketing channel. Also with the online tool, it helps you choose your targeted mailing routes by address, city, state, ZIP CODE, or up to a 5-mile radius. The tool identifies the number of active addresses in your target area to estimate postage costs based upon quantities. Once you identified where your mailing is going, you can contact a local printer or create your own mail pieces. Approved specifications - including sizes, address format, and the Every Door Direct Mail - Retail Indicia (required on each mail piece) is listed in the packet that is handed out. Lastly, you take your bundles of mail pieces with facing slips attached and the mailing statement you created using our online tool to your local Post Office. If you did not make your payment online, you will need to pay at the Post Office.

Christine reported that there is a minimum of 500 mailing pieces, along with a weight requirement, and orientation doesn't matter.

NEXT MEETING: MAY 18

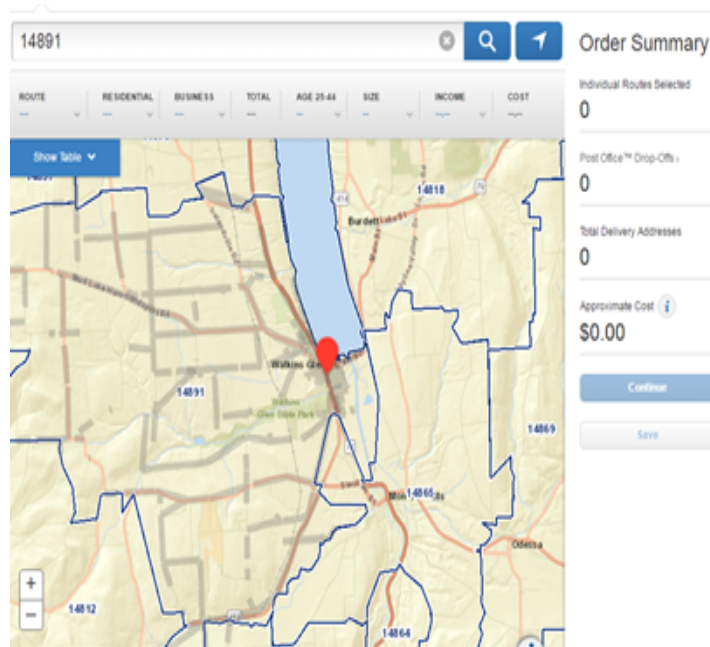
PROGRAM: Finger Lakes Cheese Festival

HOST: Chris Burns

GREETERS: Charlie Cole

Some other features of the Every Door Direct Mail service includes 100% neighborhood coverage, geographic targeting by carrier route, with the U.S. census demographic information on the route(s) selected. There is fast, easy setup and a flexible format; include coupons, menus, calendars, magnets, etc. Also its upfront pricing; see costs as your set up real time.

Christine or Don are more than happy to help you look further into this marketing tool. Please reach out to Don at the Post Office or Christine, (716) 846-2523.



May 4TH CLUB NEWS

GUESTS: Christine Kogutowski, guest of Don Stocum, and Duke Argetsinger, guest of Glenda Gephart

WHO WON THE RAFFLE? Michelle Benjamin

MONTHLY AUCTION:

ANNOUNCEMENTS:

DISTRICT CONFERENCE: Still time to register!

CONCERT WITH THE CLUB: Rich and Jim thanked the club for their support, attendance, and help with the concert. The concert brought in a net \$1, 471.13. Thank you to Jim Somerville, Rich Greenberger, Fred Hall, Bruce Boughton, Michelle Benjamin, Chris Burns, Ken Wilson, Glenda Gephart, Tony Fraboni, Jim Bacalles, Bill Phoenix and Nancy Loughlin.

TEMPORARY RELOCATION: Club meetings will be temporarily relocated to the Glen Motor Inn while the Elks undergoes renovations. Meetings will be held there on May 25 and June 1.

SURVEYS: Rich Greenberger sent out a survey via email. Please fill out and hit send!

READERS NEEDED: Stewart McDivitt reported that there are still openings in May and June for reading to B C Cate Elementary school.



ROTARY INTERNATIONAL

Rotary Foundation named World's Outstanding Foundation for 2016

The Association of Fundraising Professionals recognized The Rotary Foundation with its annual Award for Outstanding Foundation at its 2017 conference in San Francisco.

The award honors organizations that show philanthropic commitment and leadership through financial support, innovation, encouragement of others, and involvement in public affairs. Some of the boldest names in American giving — Kellogg, Komen, and MacArthur, among others — are past honorees.

Rotary Foundation Trustee Chair-elect Paul Netzel accepts the Award for Outstanding Foundation, on Rotary's behalf, at the Association of Fundraising Professionals 2017 conference.

The announcement came on 15 November, known to industry professionals since the 1980s as National Philanthropy Day. The award was presented 2 May at the AFP's annual conference.

Rotary Foundation Trustee Chair-elect Paul Netzel accepted the award on Rotary's behalf, and Eric Schmelling, Rotary's chief philanthropy officer, also attended the conference. The event drew more than 3,400 senior-level fundraising professionals from 33 countries.

"In our Centennial year, we are deeply honored to receive this recognition from the Association of Fundraising Professionals," said Netzel.

TO READ MORE PLEASE VISIT: <https://www.rotary.org/en/rotary-foundation-named-worlds-outstanding-foundation-2016>

THOSE WE MISSED: J.C. Argetsinger, Holly Baker, Carl Blowers, Judy McKinney Cherry, Charlie Cole, Dominick Franzese, Tom Gifford, Jim Guild, Matt Hayden, Dean Hillyard, Brian Kenney, John King, Mike Learn, Gary Mead, Dennis Morris, Kevin Murphy, Nancy Peters, Judy Phillips, James Preston, Nancy Ruda, Jeff Schultz, Kristine Somerville, Ken Bell, Jim Chedzoy, Tom Clifford, Ginny Eaton, Dave Ryan, and Dave Sidle.

MAKE UPS:

Mike Learn, Jim Guild, Concert: Jim Somerville, Rich Greenberger, Fred Hall, Bruce Boughton, Michelle Benjamin, Chris Burns, Ken Wilson, Glenda Gephart, Tony Fraboni, Jim Bacalles, Bill Phoenix and Nancy Loughlin.

CELEBRATIONS AND CONFESSIONS:

Tony Fraboni: Ken Wilson, Tom being the MC for the concert

Glenda Gephart: Ken, Tony Fraboni being on the WG Library BOD, guest, Esther Stocum's birthday

Don Stocum: Mothers birthday and program

Stan Beaver: Missed meeting

Nancy Loughlin: Ken, Esther's birthday, concert, presentation at the Elmira Club

Ken Wilson: Thank you for the award, Tony getting on the WG Library BOD

Jim Bacalles: Ken, Esther, Yankees are in 1st place, son's lacrosse team lost only one game this season!

Michelle Benjamin: Ken, late to meeting, and husband Tim was promoted to boss!

Bill Phoenix: New car and for guests - welcome!

Terri Orbin: Missed a meeting, and for Ken

Jim Howell: Thank you to Rich and Jim for your organization of the concert and Esther