

**Rockford East Rotary Club**  
Clock Tower Resort & Conference Center  
7801 E. State Street, Rockford, IL 61108  
Sept. 28, 2010  
[www.rockfordeastroty.org](http://www.rockfordeastroty.org)

### WE MISSED YOU

Joanne Blaser, Joe Clinton, Ingrid Dohm, Robert Eichman,  
Scott Englehart, Tina Kirschman, Pat O’Gorman, Dee  
Premo, Jon Whitlock

### GUESTS

Chris Goddard – potential new member



Patti Linden, our newest member, was Sgt. at Arms

### BIRTHDAYS AND ANNIVERSARYS

### COMING EVENTS

October 5 - John Sturm – Lindstrom Travel on current trends in travel

### SPEAKER’S NOTES



Our speaker, Carrie Breitback, before the meeting is talking with Dick Wang

Carrie Breitback, educational director of the Rockford Art Museum gave us an overview of the museum’s

collaborative efforts with other organizations in Rockford and educational opportunities for all ages in the community.

The Art Museum had its beginnings in 1888 and was known as the Rockford Sketch Club. It became the Rockford Art Museum in 1913 and has moved to several buildings in Rockford, finally arriving at its current location at Burpee in 1984. They have 1,600 pieces in their permanent collection, with approx 100 on rotating display in the lower level.

Carrie told us about the VARIED educational programming sponsored by RAM along with other groups and organizations. It is amazing at the wide variety of ages they serve.

In order to accomplish their educational mission, they rely on admission charges (although Tuesday is a free day), membership fees, donations and grants. They also have fundraisers throughout the year, such as Greenwich Village Art Fair, Art in the Garden, and the Evergreen Ball.

Consider joining this great asset to the Rockford area with a \$50 (indiv.) or \$75 (family) membership fee.



Carrie Breitback

### THE FOUR WAY TEST

- First, is it the truth?
- Second, is it fair to all concerned?
- Third, will it build goodwill & better friendships?
- Fourth, will it be beneficial to all concerned?

## *The Object of Rotary*

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- 1<sup>st</sup> - the development of acquaintance as an opportunity for service;
- 2<sup>nd</sup> - high ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society.
- 3<sup>rd</sup> - the application of the ideal of service in each Rotarian's personal, business, and community life
- 4<sup>th</sup> - the advancement of international understanding,

### ROTARY MAKE-UP LOCATIONS:

Monday:	12:00 pm 05:45 pm	Four Seasons Banquets, Freeport Ellwood House, DeKalb
Tuesday:	12:00 pm 12:00 pm 12:10 pm	Loves Park Civic Center Rochelle Country Club Jimmy's Patio Grill, Harvard
Wed:	07:00 am 11:45 am 12:00 pm 12:00 pm 12:00 pm	Steam Factory, Belvidere Maxon's Manor, Oregon Stonewall Cafe, Pecatonica Carl's Fargo, Sycamore YMCA, Belvidere
Thursday	07:00 am 12:00 pm	Four Season Banquets, Freeport Memorial Hall, Rockford
Friday	11:45 am	Desoto House Hotel, Galena

Online Make-up at: [www.rotaryclubone.org](http://www.rotaryclubone.org)

## *Rotary International Motto* "Service Above Self"

### The Four Avenues of Service

Based on the Object of Rotary, the four Avenues of Service are Rotary's philosophical cornerstone and the foundation on which Club activity is based:

**Club Service** focuses on strengthening fellowship and ensuring the effective functioning of the Club. The committee organizes social activities for the Club, maintains and order supplies, promotes Club involvement and friendships.

**Community Service** covers the projects and activities the Club undertakes to improve life in its community. The committee supports the effort of the Club to achieve community understanding by developing projects, assisting in community efforts and supporting the continued overall improvement of the community.

**International Service** encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace. The committee raises money for the Rotary Foundation which supplements Club and District projects to improve the quality of life, provide health care, clean water, food, education and other essential needs primarily in underdeveloped nations.

**Vocational Service** encourages Rotarians to serve others through their vocations and to practice high ethical standards. The committee provides opportunities for members to learn more about other vocations through weekly guest speakers, member vocational talks and community service tours.

### OFFICERS & DIRECTORS 2010-2011

President – Peg Wilkerson  
Vice President – Mark Hutchinson  
Secretary – Lynn Godina  
Treasurer – Chris Weber  
Past President – Scott Johnson  
Club Service – Dick Wang  
Community Service – Tracy Eastman  
Foundation Chair – Jonathan Whitlock  
Vocational Service – Mike Belk  
Club Advisor – Craig Klaas  
Club Historian – Don Johnson