

**Rockford East Rotary Club**  
Clock Tower Resort & Conference Center  
7801 E. State Street, Rockford, IL 61108  
April 6, 2010  
[www.rockfordeastroty.org](http://www.rockfordeastroty.org)

### **WE MISSED YOU**

Mike Belk, Joanne Blaser, Joe Clinton, Nancy delCastillo,  
Robert Eichman, Lynn Godina, Don Johnson, Scott  
Johnson, Craig Klaas, Nicolas Meade, Blas Serrano, Chris  
Van Sickle, Jack Ward, Jon Whitlock

### **PROPOSED NEW MEMBERS**

Steve Schmidt, Will Renken

### **GUESTS**

### **ANNIVERSARY / BIRTHDAYS**

Tina Kirschman – Today, April 6th

### **COMING EVENTS**

April 10, 2010 – Club Service – Packing food at the  
Rockford Food Pantry 9:00 – 11:30  
April 13 – Leon Rebodos – VP of Williams Manny Inc. on  
HSA's  
April 20 – Business Meeting and Induction of new members  
April 27 – Matthew Szejda – Corporate & Community Giving  
manager-Northern IL Food Bank, St. Charles Office  
May 4 - Ken Crowley, Winn County Assessor  
May 11 - Einar Forsman, Rkfd Area Chamber of Commerce  
May 18 -DianeJones, Center for Sight and Hearing  
May 25 - Business meeting

### **SPEAKER'S NOTES**

Jennifer Hall from the Miracle Mile spoke to us today concerning the area from Swedish American Hospital to Rockford College. This is known as the Miracle Mile. It also extends North to Highcrest and South to Charles St. They have grown from 10-39 current members, 3 of them being residents. They have several active committees.

The Safety Committee consists of business and property owners. Their goal is to make sure they have all the

attention they need from the Police Department. The Rockford Police have been very supportive and pro-active.

The Membership Committee encourages new property owners to join.

The Marketing Committee plans events and common design elements to encourage people to shop in this area.

The Economic Development Committee worked long and hard to keep CVS from leaving this neighborhood. CVS was in the center of the Miracle Mile and it remained in the area when they moved to Alpine and State. Alpine Inn was another success story. It has been a two and a half year project, but it was well worth the wait. Don Carter Lanes has renovated its location as did Valley View Senior Living. The mall across from the old Highland School has had a facelift with a new tenant, DiTullios, moving in on the western end.

Go onto their website [www.MiracleMileRockford.com](http://www.MiracleMileRockford.com) to learn more.



### **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, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

### 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	DeSota 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 2009-2010

.....

President – Scott Johnson  
 Vice President – Peg Wilkerson  
 Secretary – Lynn Godina  
 Treasurer – Chris Weber  
 Past President – Marsha Abramsom  
 Club Service – Dick Wang  
 Community Service – Tina Kirschman and Tracy Eastman  
 International Service – Jonathan Whitlock  
 Vocational Service – Mark Hutchinson  
 Advisor – Craig Klaas  
 Historian and Ex Officio Advisor – Don Johnson

### OFFICERS & DIRECTORS 2010-2011 (as of July 1, 2010)

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