

Fairport Rotary Club  
**THE LIFTBRIDGE**  
March 29-30, 2021  
Edition 34



**BIRTHDAYS**

5<sup>th</sup> – Ron R  
10<sup>th</sup> – Maureen H  
16<sup>th</sup> – John H  
18<sup>th</sup> – Marybeth C  
30<sup>th</sup> – Ned H

**ANNIVERSARIES**

17<sup>th</sup> – Pete and Marian L



**APRIL ZOOM CALENDAR**

3/29 – Board Mtg 5 pm; Tri-Club Meeting 6:30 pm  
4/5 – Chris Hildebrandt, Ex. Director, Rochester Spinal Association  
4/12 – John T. Capps, Rotary Ambassador Extraordinaire  
4/19 – Peter A. Baynes, Executive Director of NYCOM, “*A Critical Point in NYS History*”  
4/26 – Linda Kohl, District Governor, Recap of Her Year as DG

**ALSO COMING UP:**

4/10 – District Training Assembly (see district website)  
4/22 – Earth Day at WM – see next page  
4/24 – Great Lakes Watershed Cleanup – see next page

AND COMING VERY SOON:

**RED RAIDER PICNIC PLATE FUNDRAISER!**



## SERVICE ABOVE SELF

There is an Earth Day event through Waste Management on 4/22/21 at High Acres. Every little thing can help our environment and beautify Fairport. We are looking for 8-10 volunteers. Contact Nicole Simonetti if you are able to help out.

The Great Lakes Watershed Cleanup (see map below) is scheduled for noon on 4/24/21 at the Fairport boat launch on Ayrault Road. All Rotary Districts that abut the Great Lakes will be participating in a massive lakeshore cleanup. We are looking for as many volunteers as possible, but if we keep it under 25, we don't have to get a permit. Contact Brandon Scribner if you are interested.

From Brandon and Nicole



# EARTH DAY

## THURSDAY, APRIL 22<sup>ND</sup>, 2021

### 11:00AM-2:00PM

### HIGH ACRES NATURE AREA

Come celebrate and "Restore our Earth"!

What better way to celebrate Earth Day, then spending time outdoors taking care of our own backyard! Join us on Earth day as we appreciate and nurture our beautiful HANA! HANA is part of WM's commitment to sustainability and environmental conservation.

"The Earth is what we all have in common." ~ Wendell Berry



RSVP TO NICOLE  
NSIMONET@WM.COM

MEET AT THE ADMIN  
BUILDING @11AM

DRESS  
APPROPRIATLY  
WEAR  
BOOTS/GLOVES

WORK ACTIVITIES  
INCLUDE TRAIL  
MAINTNANCE,  
PLANTING, AND OTHER  
RESTORATION &  
CLEAN-UP ACTIVITIES

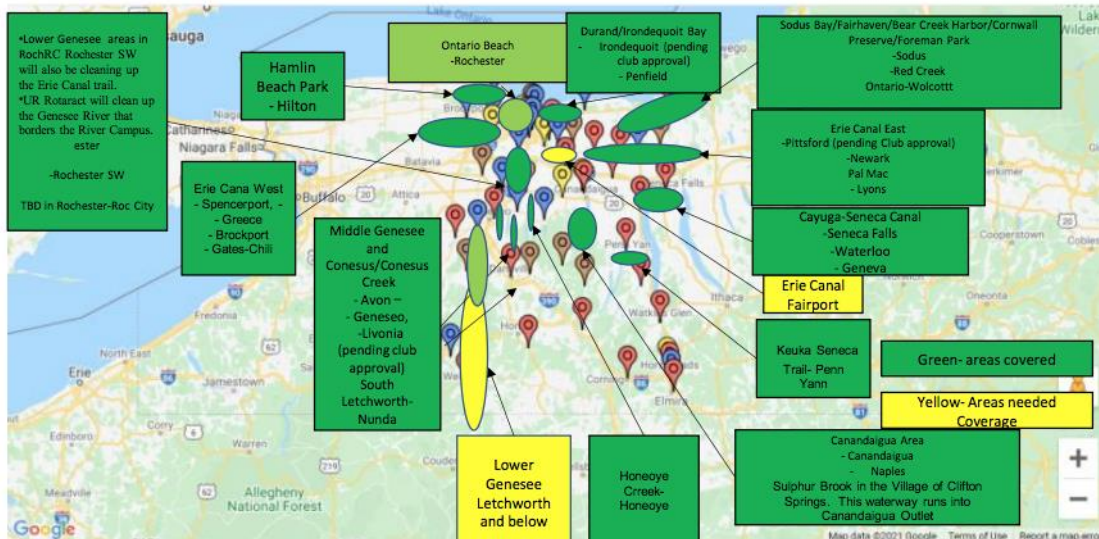
ALSO ENJOY PIZZA,  
PRIZES, HIKES &  
MORE!

HIGH ACRES LANDFILL  
425 Perinton Parkway  
Fairport, NY 14450

[www.HighAcresLandfill.wm.com](http://www.HighAcresLandfill.wm.com)



## District 7120 Earth Day Great Lakes Watershed Cleanup Situation to Date



**Fairport Rotary News Letter – Meeting of March 22, 2021** - President Mark Fuerbacher greeted us and opened our Zoom meeting a few minutes before 7:00, and arriving members welcomed each other and joked. Hunter Fuerbacher led the pledge, with Bob Linder waving our flag. PM then offered our invocation.

President Mark made opening comments and called on Bob Linder for update of Red Raider Picnic plate project – Bob met with zoom volume difficulty, so we diverted to John Baynes for update on the meeting with the Fairport Class of 2022 and the ticket sale process. They are really excited and he has the tickets for the group.

Ron Roberts reminded us that they are still looking for sponsors - \$50 gets the name on our banners showing support of the project and Fairport Rotary.

PM diverted to John Hall for update on our District Grants. He and Ed Johnston had a meeting with Veterans Outreach. Our grant request has been submitted and accepted. We will be doing some form of cabinets or shelving for them plus some painting and landscaping. We should hear approval in May and announcement at the Rotary District Conference for funding and matching.

PM then update his delayed grant for the House of Mercy – project we had was on hold and now really off the table due to major changes in their needs. He is working with them and our grant was extended to allow us to re-configure. They are considering possible other items, such as tables, beds, desks, that we might be able to build offsite and deliver to them. Flexibility has become our major strength in the past year!

PM then recognized Bob Linder as he began waving his hands and found his volume! Wanted to thank all that have stepped up to take responsibility for a number of key operational project areas. Our prime task now is to sell the tickets! We need 300 sold meals and the HS students will also garner 300 sold meals = 600 is the magic number!

PM called on Brandon Scribner to update our earth day cleanup with Waste Management and the watershed cleanup. Earth day work is 4/22. For 2021, Rotary International has set Environment as a 7<sup>th</sup> area of focus. We will work at Waste Management with them and also do cleanup at the Ayrault Road boat launch area. Nicole Simonetti will work with Brandon and our team on this service project.

PM started his “getting to know you” session. Tonight, he selected Megan Rinaudo, Brandon Scribner and Nancy Ragus. PM posed some more interesting / strange questions - such as what month would you eliminate; favorite color if you had to select only one; invent a new dish; what trend bothers you most; do you have an alternate or nickname; what word do you mispronounce, misspronounce, mispronouns? The participants kept their cool - responses were fun and interesting!

PM then asked Maureen Hall to introduce our program – Pauly Guglielmo – the owner of Craft Cannery (former Permac plant) in Bergen, New York. He owns and has embarked on expansion of his business. Married to Ryann and they have a 2-year-old son, Julian.

Many of us have known and followed Pauly for many years on the Brother Wease morning radio show, and also saw him at virtually every local festival with a booth or tables, marketing and selling his spaghetti sauces!

Pauly told us he is from a US Italian family, so he had little knowledge of actual food and people IN Italy. He grew up in a large extended Italian/American family and had always done the Sunday tradition at Grandpa’s house to have his home-made sauce and family dinners. He loved these traditions. He then became a Rotary Exchange Student from Ohio, and was fortunate to go to Sardinia – the Island off the coast of Italy – where all the Italians go for their summer beach vacations! He lived there for a year, and credits this as the best

experience of his life. An active member of Rochester Rotary, and loves to talk to exchange students. The greatest thing is how incredibly similar people are all over the world – devoted to family, work, quality of life, and humanity!

College at John Carroll, major in economics and business – not good – failed accounting, but worked on the college radio station and then went into radio. He became very experienced in on air editing of rap music, to remove bad words – and became very skilled with a voice editing program used by radio. He sent out 100 applications and finally wound up in radio marketing, because he could operate the editing programs. Ultimately moved here with Clear channel and then with Brother Wease - at first on phones and then marketing/editing, and then live with Wease on the air and phones.

Started sauce business in 2014. The show also helped him with contacts and local recognition. Decided to go full time in business and left Wease last May. He bought the 6000 sq ft plant in Bergen. Currently handling about 200 products for 60 different clients. He both co-packs, and private labels. His products are in 400 stores – all the Wegmans, some Stop n shops, Whole Foods, etc. He plans growth and expanded offerings.

PM thanked Pauly to a round of Rotary applause – great program! PM then gave some last thoughts – he thanked those that had completed his questionnaire about our meeting location and possible resumption of in person at Eagle Vale – he also asked those that had not responded, to PLEASE complete the survey for him – it is anonymous. Based on responses to date, the club is 68% in favor of resuming. There will be a Zoom portion either way. He also noted that Rotary International has not yet endorsed in person meetings, and just suggests care and individual club decision based on their actual environment.

Next Week 3/29 –Tri Club Zoom meeting with Brighton and Spencerport - we are the hosts! So, let's prepare to wow them with our quality program and membership! SPECIAL EARLY START – will be at 6:30 pm - Please be on line before the start time to allow Mark to admit all attendees.

John Hall arranged for speaker Mary Beth Growney, past District Governor from District 6250 in Wisconsin. She was an RI Director and a Trustee of the Rotary Foundation.

There is ALSO a BOD meeting 3/29 via zoom at 5:30 per Pres. Mark so we can wrap it up BEFORE the main Tri Club program – invite will be sent by PM.

April 5 – Savor Picnic Plate meeting at 6 pm – zoom invite will go out in advance.

Meeting adjourned -  
Respectfully submitted,  
TomWeldgen – Stay Well! .....and SELL the tickets!!  
Call me 851-1925 or email [Tweldgen@gmail.com](mailto:Tweldgen@gmail.com) for any questions and to arrange for needed tickets.





Fairport Rotarian's gathered via Zoom on **Monday, March 15, 2021** with members displaying their green tops, hats and background getting ready for St Patrick's Day. President Mark called the meeting to order at 7:05 PM, with Karen leading the Pledge of Allegiance and George delivering an Invocation.

**ANNOUNCEMENTS:**

Nicole informed us that Waste Management will have an event on April 22. Please see attached flyer.

Bob Linder and Heinrich updated us on May 22 Red Raider Picnic Plate Fundraiser. Bob will be contacting members to head up committees for the event.

Heinrich has the final proof of the tickets at the printer. There will be 2 colors of tickets, some for the FHS Jr class and another color numbered 301 and over for our club members. The launch for the students is March 18 under the direction of John Baynes with Mark, Hunter and Bob L. attending.

Mark will send out a survey about returning to EV for meetings.

Ron shared a story, in full Irish dialect, about Fr Murphy.

**GETTING TO KNOW YOU:**

Cast was John Hall, Ed and Ron answered questions on what they would wish for on a four-leaf clover, what they would do with a pot of gold and then Mark read an Irish Limerick about the Man from Nantucket.

**PROGRAM:**

Maureen introduced our own Dom Cecconi. Dom was working at a convenience store, got stung by an undercover operation, began looking for a new job, connected with a former babysitter which led to a job.

Sometimes when one of the worst things happens it can turn to be for the better in the long run.

Dom told the story of "How the TV Advertising World Has Changed". How it all started with Bulova in 1941, aired on WNBT before the Dodgers Vs Phillies baseball game at a cost of \$9. Super Bowl 2021, aired on every broadcast across the world cost \$5.5 million dollars. Explaining how advertising progressed over the years, with 70% of all TV's sold worldwide are "connected" TV's. Showing scenario's How the commercial gets on TV to the effect of free streaming TV, and how much it cost. Then Dom entertained us with early commercials from Apple and Coco Cola. Do commercials work? Advertising has had to adapt with over the years, 1989 Cable infiltrated and video rentals began the charge, 1994 Internet advertising, Net Flix, Tivo and You Tube became popular entertainment. Dom enlightened us all with his interesting and lively presentation.

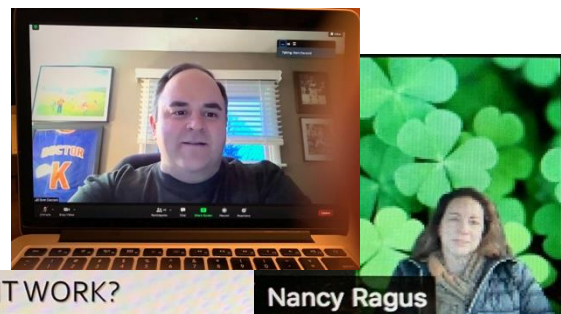
**SCHEDULE:**

March 22 Paul Guglielmo Let's Talk Sauce

March 29 Tri Club meeting with Spencerport and Brighton  
Maureen Hall

**HOW MUCH DOES IT COST?**

- **PRIMETIME NETWORK COMMERCIAL** (airing nationally) ON ONE OF THE 4 BIG NETWORKS  
:30 ad is roughly \$100k - \$120k per airing (not including production costs)
- **A COMMERCIAL ON A LOCAL TV STATION**  
:30 ad will cost anywhere from \$5 - \$4,000. It all depends on the viewership of the program, the available inventory to the station and the demand for that inventory.  
  
For example, a commercial that airs at 4am will cost a fraction of what an 8pm spot will cost. A spot in a Buffalo Bills game will cost around \$4,000. A spot in any other NFL game aired in the Rochester market will cost anywhere from \$1,000-\$2,000.
- **A COMMERCIAL ON DIGITAL PLATFORM** (Pluto, IMDB, Hulu, etc.)  
There is not a "per-ad" cost on these platforms. Rather it is sold by CPM (cost per thousand). For every 1,000 impressions (video plays), the advertiser could spend anywhere from \$3 for every 1,000 impressions all the way up to \$80 for every 1,000 impressions. Dependent on available inventory, the bid amount and total viewership



**DOES IT WORK?**

Where's the Beef

Classic Tootsie Roll Com...

Coca-Cola Classic ad: 'Me...

Wendy's

Tootsie Roll

Coca-Cola

Budweiser

Apple

