

FIRST DISTRICT BREAKFAST MORELIA

THE INFLUENCE OF
NARRATIVE

COMMUNITY ECONOMIC
DEVELOPMENT MONTH

October 2024

NEWSLETTER





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COMMUNICATION FROM THE GOVERNOR

Dear friends in Rotary:

I begin this day with this reflection: "Teamwork is the capacity to collaborate towards a shared vision. It is the driving force that enables ordinary individuals to accomplish extraordinary outcomes." (Andrew Carnegie)

Despite the challenges, I say it "literally," we move forward, with the belief that this year "together" we will make an impact and create a path.

My district team and I remain dedicated to making D 4140 "the best in the area," as we are D 4140 warriors, and "The best way to predict the future is to create it."

After visiting 31 clubs and taking part in 30 board change events, I am grateful for your attention and warm welcome.

Let us take initiative, develop our skills, and appreciate our clubs.

Let us become the main characters in the service narratives of our clubs, architects of service tales within our communities, and let us share experiences that will resonate with new members and volunteers.

Let us broaden our outreach, collaborate on projects, and unite with various organizations; this will enhance the visibility of our efforts. COLLECTIVELY, WE CAN amplify our influence by attaining meaningful outcomes.

Because together we can achieve more, together we create changes that positively affect our society.

Dear friends, we invite you to participate in creating collaborative projects among clubs and partnerships with various organizations. Embrace this initiative. I am confident that we will attain enhanced integration and successful projects that can make a lasting impact.

We established a health committee and a healthy coexistence committee, initiatives designed to enhance management efficiency and specialize the various activities within the district.

Let us strive for Peace in our nation and across the globe; it is essential. We possess a significant advantage with the internationalization of our NGO. We are hosting a Peace Conference in Turkey to commemorate the establishment of another Peace center. Soon, we will unveil a project focused on Peace for our youth, as we must shape our future. We are the key players in this beautiful narrative known as Rotarianism.

I conclude with this insightful quote from Sister Teresa of Calcutta:

"I accomplish what you cannot, and you achieve what I cannot. Together, we can achieve remarkable things."

Thank you, friends. Together, we continue to share our empathy and foster connections within our communities.

Claudia Lara

GOVERNOR DISTRICT 4140



PRESIDENTIAL ADDRESS



Stephanie A. Urchick President 2024-2025 October 2024

On World Polio Day, 24 October, I take pride in supporting Rotary in its global efforts to eradicate Polio.

In July, I had the privilege of participating in the Strike Out Polio event at PNC Park, the home of the Pittsburgh Pirates Major League Baseball team. This event, organized by the Delmont-Salem Rotary Club, successfully raised \$1.3 million for PolioPlus.

Later, I joined fellow members of our Rotary family in supporting the Más Millas Menos Polio bike ride. Felipe Meza Chávez and his team cycled from Ciudad Juárez, Mexico, to Rotary World Headquarters in Evanston, Illinois, USA, to raise funds and awareness. The journey spanned 12 days, during which Felipe and his team raised over \$100,000 to aid the fight against polio. It was a pleasure to welcome them upon their arrival in Evanston.

I was equally excited to witness Team End Polio raise awareness globally in anticipation of the Paris 2024 Olympic Games. This group of elite athletes, international leaders, and advocates for polio eradication united to promote a world where no child has to fear paralysis from the disease. Among the athletes on Team End Polio are polio survivors, which enhances the impact of their advocacy.

These are merely a few instances of the numerous ways Rotary has recently collaborated to End Polio. It is essential that we persist in identifying and enlisting partners in the fight against polio, particularly in light of the challenges our initiatives have encountered this year.

In August, the Rotary community mourned the tragic loss of Aidan O'Leary, the director of the World Health Organization's polio eradication program.

I knew Aidan and collaborated with him closely. He was an unwavering supporter of polio initiatives and a compassionate, sincere individual. We will remember him not only for his advocacy but also for his heartfelt kindness.

However, where there is difficulty, there is also optimism. I feel a sense of hope each time I consider the numerous ways Rotary contributes to the battle against polio daily.

As individuals of action, we must not succumb to despair, even when confronted with tragedy. The most meaningful way to honor Aidan's memory is by coming together and accomplishing our objective of eradicating polio.

We have made a commitment to the children of the world and their families. It is our responsibility, along with our international partners, to eliminate this threat permanently.

There are numerous ways to unite in the effort to eradicate polio. You can contribute to the End Polio campaign, participate in or establish a PolioPlus Society within your club or district, or draw inspiration from the fundraising initiatives I previously mentioned.

I urge Rotary members globally to persist in finding new partners so that collectively we can eradicate this debilitating disease.

Community Economic Development Month

Rotary dedicates the month of October in its calendar to raise awareness and take action to promote the economic development of communities. This initiative focuses on the various ways a community can enhance its economic well-being and the quality of life for its residents, including economic income, employment opportunities, infrastructure improvements, and access to essential education and health services, among others.

A community lacking growth results in adverse outcomes: social isolation, inequality, economic stagnation, health issues, and inadequate infrastructure.

The most effective actions for achieving positive outcomes are those we undertake together, as they tend to have a more significant impact. Let us examine a few examples:

Volunteering involves participating in an organization that focuses on various sectors, including the environment and education. It also includes forming groups to assist individuals in challenging circumstances, such as elderly adults or at-risk families.

- Local commerce: encourage the use of local products by buying from markets and eateries within the community.
- Community events: coordinating activities within the community that foster a sense of belonging and coexistence, such as fairs, festivals, cultural activities, and more.
- Encourage education through workshops or by teaching practical skills.
- Creation of sustainable projects such as community gardens or recycling programs.
- Engage in decisions that impact the community by getting involved in political matters.
- Encourage the growth of youth potential by means of mentoring.
- Utilizing community members as a means to thrive.
- Striving to improve public spaces, transportation, and services that enhance daily living.
- Establish a secure and nurturing atmosphere where individuals feel safeguarded and valued.



A strong community is one that uplifts one another and collaborates towards a brighter future. Let us contribute to it with our leadership and dedication!



Jose Carlos Flores (Director)
Chief Editor



GOVERNOR'S ITINERARY FOR VISITS IN SEPTEMBER



CR La Piedad



CR Morelia Campestre and Rotaract Club Morelia Campestre



GOVERNOR'S ITINERARY FOR VISITS IN SEPTEMBER

Visit the CR Zacapu



Visit the CR Morelia Centro



FIRST DISTRICT BREAKFAST IN MORELIA

"The pictures location was the ideal setting to commence the fellowship and activities of this Rotary year."

On September 28, at the remarkable Tres Marías Golf Club in Morelia, over 130 Rotarians from the states of Jalisco, Michoacán, Guanajuato, Querétaro, Nayarit, and Colima gathered to commemorate the First District Breakfast of District 4140. The morning showcased a genuine spirit of camaraderie, education, and a reaffirmation of Rotary values, featuring the involvement of distinguished leaders and dedicated members committed to the mission.

Among the attendees were several esteemed Past Governors, who inspired those present with their experiences, along with new members of the Paul Harris Circle, who received their well-deserved recognitions. This moment was one of the most emotional highlights of the event, underscoring the dedication and commitment to the ideals of Rotary.



First District Breakfast Meeting

Governor Claudia Lara Castro delivered a message that profoundly resonated with the audience, reaffirming the District's dedication to Rotary clubs and emphasizing the significance of "sharing the magic of Rotary" with communities. Her address served as a reminder of the positive influence we can collectively exert in our cities and regions.

The breakfast was enhanced by the presence of Magistrate Dr. Gilberto Bribiesca Vázquez, who delivered an inspiring presentation. This was followed by Mr. Luis Tokio Calderón Hernández, assistant to the Coordination of Zone 25A, who shared valuable insights on the role of Rotary clubs in the global context.



In addition to the discussions and awards, participants had the opportunity to savor a variety of delectable local dishes that enhanced the morning experience. Undoubtedly, this First District Breakfast signified the start of a period rich in collaborations, growth, and Rotary magic.

This event exemplifies the dedication that District 4140 has towards its clubs, ensuring that every action aligns with Rotary values and positively impacts the communities we serve. Let us keep sharing the magic of Rotary!



First District Breakfast Meeting



SECOND BREAKFAST DISTRICT

**SAN MIGUEL
DE ALLENDE**

Organized by
CR San Miguel de Allende Midday
CR San Miguel de Allende
CR San Miguel SMART
San Miguel de Allende Rotaract



Saturday,
November 16
9:00 AM - 1:00 PM



Hotel Real de Minas
San Miguel de
Allende, Guanajuato

Additional details available at:
www.rotary4140.com

Rotary
Distrito 4140



16
NOV



CORN FESTIVAL 2024:

A Gathering of Heritage, Taste, and Unity

The Corn Fair in Ameca, Jalisco, is organized by the Rotary Club of Ameca A.C. in partnership with the municipal government. It has become one of the most anticipated events in the region, with its fifth edition taking place from September 13 to 15, 2024. This event is celebrated alongside national festivities and features activities such as the Taco Fair. Its charitable aim is to raise funds for community projects. Through these initiatives and others, the Rotary Club of Ameca successfully delivered a fire truck in 2023 and is preparing to donate an ambulance scheduled to arrive in October 2024.

The fair takes place during the peak corn harvest season in September and features a diverse array of products made from this quintessential regional ingredient. Attendees can savor cooked and roasted corn, esquites, corn bread, corn water, corn snow, tejuino, tamales, pozole, pinole, and botanero corn, among other delicacies that showcase local creativity and flavor.

Alongside its culinary appeal, the Corn Fair features a stage brimming with entertainment, showcasing performances by bands, norteño, regional Mexican, and rock music groups. The "caballitos de palo," an enchanting charrería display executed by children, is also included in the lineup of shows.





This year, the Ameca Chamber of Commerce has participated in the event with "Expo Emprende," a platform that allows local entrepreneurs to showcase their products and services during the corn fair, creating an opportunity to enhance the local economy. One of the most eagerly awaited events is the competition for the tallest cornfield and the largest corn cob, where farmers from Ameca and the surrounding areas vie for recognition and awards, showcasing the results of their diligent efforts.

None of this would be achievable without the invaluable support of numerous local sponsors, who consistently step up to support the event year after year. Minsa has established itself as an official sponsor. Companies like Coca Cola have also come on board. All of them have been sincerely appreciated.

The Rotary Club of Ameca consists of approximately 12 members dedicated to the growth and welfare of the community. The club works diligently to ensure the success of the Corn Fair each year. Through their collective efforts and the backing of sponsors, collaborators, volunteers, and the government of Ameca, we have successfully implemented social impact projects that benefit all.

We encourage you to join us for this wonderful celebration next year and to keep supporting this cause that brings together tradition, flavor, and solidarity! We look forward to seeing you at the next edition of the Corn Fair!



El Zoo



**Assistance with
\$30 USD**

**Purchase a plush
toy from the Love
Zoo and safeguard
10 children from
polio.**

— DEL AMOR —

**TOGETHER, WE CAN
ELIMINATE POLIO FROM
THE WORLD!**



Rotary
Distrito 4140



**Dona Amor, Guardian of
Life**

ACTIVITIES FOR THE MONTH OF "LITERACY AND BASIC EDUCATION"

At our Rotary Club Guadalajara Chapultepec, A.C., we are dedicated to the advancement of our community. This semester, we had the privilege of granting scholarships to the youth of Arroyo Hondo, situated in the municipality of Zapopan, on the outskirts of Guadalajara. This assistance not only demonstrates our commitment to education but also to the future of these students, who are the catalysts for change in their community.

These scholarships signify more than just a financial incentive; they embody a dedication to the talent and effort of the recipients. We will persist in our efforts to ensure that more young individuals can realize their aspirations.

Together, we are generating opportunities and changing lives!



The Rotary Club of Celaya made a notable donation to Section 67 of the SEP, supplying a valuable assortment of reading, science, and entertainment books for primary and secondary school students. This contribution will assist in establishing a small school library, promoting the habit of reading and learning among young people, and reinforcing the Rotary Club's dedication to education and community development.

Rotary Club Celaya, cultivating knowledge for the future.



DISTRIBUTION OF EDUCATIONAL MATERIALS AT THE FRIDA KAHLO SCHOOL

To commence the 2024-2025 academic year, partners, collaborators, and friends visited the Frida Kahlo school in the Vizcaya neighborhood of Uruapan to present a substantial collection of gifts for the children and mothers. Included among these gifts were school supplies, backpacks, pens, and educational materials for the teachers.

It is crucial that children who face economic challenges that hinder their ability to start the school year with all the necessary supplies can overcome these barriers to prevent school dropout. This is where we, as Rotarians, must take action and provide them with the opportunity to continue their education. Let the absence of school supplies not be a reason for leaving school.



Uruapan Rotary Club

DISCUSSION AT THE CLUB ON FUNDAMENTAL EDUCATION AND LITERACY



Uruapan Rotary Club

JURICA ROTARY CLUB: ADVANCING LITERACY AND DIGITAL INCLUSION.

At our club, we diligently strive to enhance education and community development through impactful projects. Currently, we are engaged in two significant initiatives: "Yo Puedo" and "Vive Mejor."

"Yo Puedo" focuses on teaching reading to older adults, providing them with the chance to learn and enhance their quality of life. This initiative aims to empower senior citizens, demonstrating that it is never too late to gain new skills.

Conversely, with "Vive Mejor," we concentrate our efforts on enhancing digital literacy in rural and indigenous schools, where primary school students learn to utilize technological tools. Through this initiative, our club plays a role in bridging the digital divide, enabling new generations to access a more connected future rich with opportunities.



Rotary Club Jurica Querétaro

May 15-18, 2025

DISTRICT ASSEMBLY

IXTAPA

BOOK YOUR SPOT

\$15,070
MXN

PRICE INCLUDES
LODGING AND
CONFERENCE

Rotary
Distrito 4140



COST PER
INDIVIDUAL
PER NIGHT

\$3,190
MXN

COST FOR 3
NIGHTS PER
INDIVIDUAL

\$9,570
MXN

CONFERENCE FEE
\$5,500
MXN

INFORMATION REQUIRED:
FULL NAMES OF THE OWNER AND COMPANIONS
(WITH AGES FOR MINORS)
- ROTARY CLUB OF YOUR MEMBERSHIP
- PHONE NUMBER.
- EMAIL

BANK INFORMATION FOR TRANSFERS OR DEPOSITS:
BENEFICIARY: CRUZ AZUL HOTEL OPERATIONS S.A. DE C.V.
BANK: BBVA BRANCH: 0095 ACCOUNT NUMBER: 0118725004

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CONVENTION
CENTER

SOCIAL MEDIA ENGAGEMENT: AN ESSENTIAL RESOURCE FOR ROTARY CLUB INFLUENCE IN THE COMMUNITY

In the digital era, social media has emerged as a vital instrument for Rotary clubs to enhance their influence within the community. Platforms like Facebook, Instagram, and LinkedIn enable us to showcase our projects, engage directly with the community, and gather feedback. This direct interaction fortifies our initiatives and creates new avenues for service.

By sharing inspiring project narratives, we not only encourage more individuals to participate in our causes, but we also foster trust through transparency in our accomplishments and procedures. Clear and consistent communication on social media enhances engagement with volunteers, partners, and donors, thereby reinforcing our mission.

To enhance our communication, it is essential to uphold a consistent publication schedule, utilize visual content like images and videos, and share personal narratives that resonate emotionally with the audience. Furthermore, partnering with local personalities or influencers can extend the reach of our messages.

Rotary's future relies on our capacity to adjust to the digital landscape, and social media presents a chance to keep inspiring, mobilizing, and transforming lives. Each post serves as an opportunity to highlight Rotary service and extend the reach of our mission.



BY VICTOR ALFONSO GUTIÉRREZ
CHAIRPERSON OF PUBLIC IMAGE AND
PRESIDENT OF THE ARANDA ROTARY CLUB



Let us discuss mental health.

Rotary
Distrito 4140



@HablemosdeSalud4140



Mental well-being is crucial.
Express yourself, seek assistance

In accordance with the directives of our Governor Claudia Lara Castro from District 4140 of Rotary International, the Mental Health Committee has been established with the clear objective of educating and raising awareness among Rotarians and the broader community regarding the comorbidities that may develop from overlooked mental health issues.

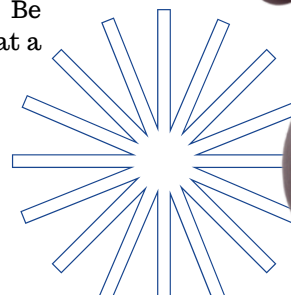
Under the leadership of Araceli Hernández Mejía, with the assistance of Dr. Natalia Arroyo, Director of UNIVA La Piedad, the Committee has launched an innovative initiative: a monthly podcast that delves into different facets of mental health. Each episode includes guest contributions from specialists in the field. The inaugural podcast, titled "The Body Manifesting Our Emotions," features an intervention by Dr. Itzel Arizmendi, a distinguished internist, who examines how our emotions can be mirrored in our physical well-being.

A new episode will be launched every month, focusing on equally significant topics. The upcoming episode, titled "The Heart and Mental Health," is set to explore in greater detail the connection between emotional well-being and heart health.

We encourage the entire community to remain engaged and follow this enriching podcast via the following link: www.rotary4140.com. Be sure to tune in! This initiative aims to enhance our quality of life, one episode at a time.

Stay connected and prioritize your mental well-being with Rotary!

<https://www.youtube.com/watch?v=7yHVX5Fp-IM>



Happy Birthday!

ROTARY CLUBS
CELEBRATING THEIR
ANNIVERSARY IN
OCTOBER

ROTARACT GUADALAJARA INTERNATIONAL (215220) 02-OCT
ROTARY CLUB GUADALAJARA INTERNATIONAL (87104) 02-OCT
ROTARY CLUB TLAQUEPAQUE INDUSTRIAL (80491) 13-OCT
ROTARY CLUB TOTOTLÁN (83500) 13-OCT
ROTARY CLUB ZACOALCO DE TORRES (66754) 21-OCT
ROTARACT SAN PEDRO TLAQUEPAQUE (82713)* 27-OCT

Rotary
Distrito 4140



**END
POLIO
NOW**

**DÍA MUNDIAL
CONTRA LA POLIO**
24 DE OCTUBRE

Rotary 

Rotary 
Distrito 4140

Convocation



World Polio Day serves as an occasion for Rotary members, public health advocates, and everyone committed to achieving a polio-free world to unite in recognizing the advancements made in the battle against polio and to mobilize efforts to eradicate this affliction permanently.

**Document your activity
concerning World Polio Day.**

Record

www.endpolio.org

COMMEMORATING WORLD POLIO DAY: AN URGENT APPEAL FOR ACTION

Dear Rotarians of District 4140,

October holds significance for everyone, particularly on the 24th when we observe World Polio Day. This day not only signifies a key moment in our battle against this disease, but it also serves as a chance to contemplate our accomplishments and the work that remains ahead.

On this journey toward the eradication of polio, each individual has an essential role to fulfill. I encourage you to participate in a united effort to commemorate our accomplishments by hosting an event in our community that will not only enhance awareness but also motivate others to engage in this important cause.

To advance, we suggest a contribution of \$30 per member, or persuading at least three members from each club to join the Polio Society. This is a straightforward action, yet it carries a significant impact: we will protect thousands of children who are at risk of missing vaccinations, a risk that could affect any of us. Let us take a moment to envision that these children might be our own children or grandchildren.

This is a challenge that invites all of us who belong to this esteemed organization. The ability to set a precedent for the world lies within our grasp. Making this modest sacrifice is not merely an act of kindness, but a statement of love and unity.

The essence of Rotary is found in our dedication to not only contributing financially but also investing our passion in this cause. What we offer will always expand, and every effort, regardless of its size, can lead to significant change.

Remember that My Rotary is a significant resource that unites us as individuals dedicated to the welfare of humanity. I urge you to seize this chance to engage, to acquire knowledge, and, most importantly, to take action.

Let us come together in this mission, acknowledge our achievements, and collaborate for what lies ahead.

Respectfully, Luis Manuel Martin del Campo "Manolo Tapa," President of the Polio Plus Subcommittee for District 4140.

Long live Rotary!



OCTOBER 24 "World Polio Day" and What Does It Mean to Be a Rotarian?

Among the eager crowd, a young 7-year-old boy inquired of his father, who held his hand as they observed with interest a group of individuals, both men and women, who were bustling about in the town's garden. They were diligently preparing the musical ensemble that would enhance the event, setting up banners and posters, and energetically completing the final touches on the wall labeled "A hand against Polio," along with numerous other tasks to ensure the success of the meticulously planned global event.

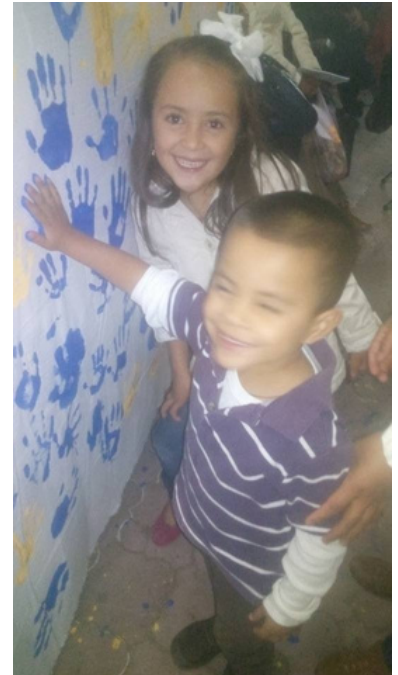
As a final detail, they positioned a cogwheel on the stage, elevated, where it was most prominent, in gold and blue, featuring the emblem of Rotary International, which appeared similar to a wagon wheel, as the child admired and envisioned.

"What are those gentlemen planning to do?" he inquired of the priest once more. Through the local radio, one of them, with his authoritative and courteous voice, honed over many years of radio broadcasting, attired like the others in their crimson shirts, proclaimed and clarified the purpose of the upcoming event, "The International Day Against Poliomyelitis" on October 24.

A group of mothers convened after discovering the efforts of individuals identifying as Rotarians and the advantages of the vaccine for their children. They began to applaud hesitantly and subsequently shared the information. Many mothers brought their children to imprint their tiny hands in paint, demonstrating their support and solidarity in the battle against polio. This act left a poignant and powerful message on the canvas: Children saving other children through their contributions to the anti-polio vaccine.

The afternoon was celebratory, and as night descended, the silhouette of Dr. Canseco emerged from the shadows, casting his image onto adjacent buildings. Visuals of the Rotarians' battle against polio were showcased on the screen, while hundreds of orthopedic devices and shoes stood as quiet witnesses to a reality that, due to the vaccine, will soon be a thing of the past.

You know, Dad, said the little boy who came running in joy after playing with his brothers and relishing that Sunday afternoon, I know you are a Rotarian.



MARCOS GONZALEZ
"VAQUERO"

