

# ROTARY CLUB OF COCOA

SINCE

1924



P.O. Box 244  
Cocoa, Florida 32923-0244

Web Site: [www.cocoarotary.org](http://www.cocoarotary.org)

Club #  
4389

Rotary Organized 1905  
Cocoa Chartered 1924

## District 6930 Group 13

District Governor, Louis Venuti  
Assistant District Gov., Fred Bailey  
**Rotary International President**  
Ray Klingensmith

### Officers 2010-2011

President.....Bill Carey  
Pres. Elect.....Bill Pickens  
Secretary.....David Brubaker  
Treasurer.....Mary Ann Alderman  
Sgt.-At-Arms.....Wayne Ivey

### Directors 2010-2011

Club Service/Fundraising...Mary Ann Alderman  
Vocational Service.....Drew Wales  
Community Service.....Mark Amos  
Past President.....Pat Hare  
Youth Service.....Jack Masson

Membership Chair.....Wayne Ivey  
Foundation.....Steve Rusnak  
International .....Jerry Quesada  
Program Chair.....Nancy Brower

## “Celebrate 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:

**FIRST.** The development of acquaintance as an opportunity for service;

**SECOND.** 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;

**THIRD.** The application of the ideal of service in each Rotarian’s personal, business, and community life;

**FOURTH.** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.



## OUR OPENING SONG

*I want to wake up in the morning  
Where the orange  
blossoms grow,  
And the sun comes peeping  
Into where I’m sleeping  
And the song birds say hello.  
I want to wander in the  
orange grove  
As I used to long ago,  
And go drifting back to Florida  
Where the orange  
blossoms grow...*

Tuesday	7:30am	Melbourne Beach	Beach Street Eatery, Ocean Ave.
Tuesday	7:15 am	Cocoa Bch Daybreak	Roberto’s Little Havana, CCB
Tuesday	7:15 am	Titusville Sunrise	LaCita Country Club
Tuesday	12:15 pm	Cocoa	BCC Community Dinning Rm.
Tuesday	12:15 pm	Eau Gallie	Palm Café, Kiwi Tennis Club
Tuesday	6:00 pm	Viera	Viera East Country Club
Wednesday	7:15 am	Merritt Island	Victoria’s Restaurant
Wednesday	12:15 pm	Indialantic	Eau Gallie Yacht Club
Wednesday	12:15 pm	Cocoa Beach	Holiday Inn, Cocoa Beach
Thursday	7:15 am	Rockledge	Rockledge County Club
Thursday	12:00 pm	Titusville	LaCita Country Club
Thursday	12:15 pm	Merritt Island	Red Lobster
Thursday	12:15 pm	Palm Bay	Rancho Viejo
Thursday	6:30 pm	Melbourne	Melbourne Hilton Rialto Place
Friday	7:30 am	Suntree	Suntree United Methodist



## COCOA ROTARY CLUB MEMBERSHIP DIRECTORY



Name & Spouse	Office	Home	Since	Classification	Name & Spouse	Office	Home	Since	Classification
P H h Alderman, Mary Ann (Ron)	537-8260	452-4154	95	Comm. Relations	H H E Lanni, Ed (Shirley)	446-5435	639-8915	91	Ship Capt./Ret
P H h Amos, Mark (Laura)	631-0511	749-8230	03	Realtor	P H H Landholtz, Lowell (Dee)	636-0366	636-5366	79	Ag. Extension
P H eh Anderson, Bob	636-0048	66	Ed. Admin. Ret.	h H h Masson, Jack (Joy)	633-1874	632-9447	83	Rec. Administration	
P H h Arnold, Mike (Terri)	777-7017	89	C.F.P.	P H h McCallister, Glenn (Bernice)	453-2618	632-6791	68	Insurance/Life	
H E H Barber, Bob (Lynne)	636-9253	75	Prep. Sch. Adm	P H h McCarthy, Bill (Jenn)	633-7050	284-4503	01	Ambulance/Trans	
H E H Barnhart, Lee (Sara)	452-2499	83	Consultant/Retired	H h McCoig, Ralph (Edita)	633-4964	633-5655	96	Publishing	
H h Berry, Roy (Mary)	636-3131	636-8462	02	Realtor	H h Miller, Bud (Judy)	638-1247	02	Aerospace/Ret.	
H e h Bird, Gerald (Jerilyn)	631-7000	639-1378	86	Dentist/ Oral Surg.	H h Miller, Jon (Melanie)	631-0270	638-0855	01	Goldsmith
H e h Bolanos, Nelson (Kathleen)	412-5096	637-8841	08	Home Inspector	H H Narvaez, Al (Rose)	637-9294	636-5133	97	Education Curr.
P H eh Bronson, Ken (Jean)	453-4100	453-6114	95	Community Bank	H H Nelson, Diana J. (Al)	631-5203	636-5921	82	Private Banker
H e h Brower, Nancy (John)	452-0420	454-9735	03	Sharing Center	H h Newbern, Tom (Margie)	631-4275	268-8091	07	Restaurant
H h Brubaker, David (Dawn)	631-4492	636-0817	59	Radiology	P h e Picketts, Bill (Cindy)	639-0505	636-4992	91	Honorary, Judge
H E h Bryan, Don (Laurette)	631-5550	284-0109	06	Hosp. Laundry	H h Quesada, Jerry (Anne)	639-3865	631-7953	09	Insurance Broker
H e h Carey, Bill (Linda)	636-1889	636-8477	72	Automotive/Tires	P H h Ripley, Steve (Jackie)	636-3034	82	Hosp. Laundry	
P H eh Carmichael, Bill (Carol)	453-9660	636-6825	00	Risk Management	P H h Roll, Lynne (Lee)	636-3642	03	Party Planning	
H e h Chavers, Frank (Bobbie)	636-9951	636-2791	04	Security/Alarms	P H h E Rood, Jack	631-8039	453-7904	90	Architect
H h Chinaris, Paul (Carrie)	636-3343	452-9792	10	Humanne Society	H h e Rusnak, Steve (Laura)	636-4361	751-9713	01	Ins. Personal
P H eh Clifton, Theresa (Mike)	636-4056	636-4642	50	Citrus Grower	P H h Sanderson, Sandy (Ruth)	726-4955	952-1748	96	Utilities/Electric
P H eh DeLeo, Joe (Karen)	631-1550	633-2370	90	Attny./Litigation	P H h e Schenck, Jay (Deborah)	693-2466	632-7005	01	Beverage Dist.
H H P Fayer, George (Dana)	636-2211	632-7931	00	Hosp./CFO	H H Simmons Ellen (Roy)	751-3523	631-1921	93	RN/Nursing Svcs.
H H P Flom, Elena (Mark)	433-8686	784-0045	93	Edu./Coll Admin.	P H eh Sullivan, Frank (Jeanette)	632-0550	631-1921	61	Citrus Packing
P H H E Gilley, Phil	383-7794	783-9045	60	Orthodontist	H h e Hawkins-Smith, Stacy	784-2427	783-9992	92	Honorary, Theater
P H H e Hare, Patricia	631-0383	690-1922	82	C.P.A./General	H H Violet, Suzanne	749-2956	868-5592	96	Import/Export
P H H Houser, Steve	634-6500	269-4669	09	Law Enforcement	h H Wales, Drew (Julie)	632-7660	799-2828	03	GC/Const
P Jackson, Ed	890-1384	633-4321	87	C.P.A./Tax	P H H E Wahn, Bob (Faye)	409-6604	288-0000	10	Honorary/Judge
P H H e Johns, Carl (Martha)	453-5130	453-5130	72	Honorary, Judge	Worley, Kisti				Waste Mgmt.
P H H Kellar, Ned (Dot)	636-0274	454-4818	01	Consul Engineer					
P H H Krueger, Gary (Pam)	632-5610	269-5805	94	Edu./Coll. Spec.					
P H h Krupp, Linda (Michael)	632-9300	639-1478	96	Auto Sales					
P H h Lacy, Daphne									
P H h LaMarr, Rob (Rene)									

### Key:

P=Past President

H=Paul Harris Fellow: Given a total of \$1,000 or more to RI (lifetime)

h=Paul Harris Sustaining Member: Given \$100 or more during current year

E=Club Endowment Fellow

e=Club Endowment Sustaining Member



This week's program  
**2010 District 6930 GSE Team**  
 Group Study Exchange



Last weeks program was presented by Karen Wagner with Behavior Services of Brevard.

Behavior Services of Brevard, Inc has been providing Applied Behavior Analysis (ABA) services since 1997. Although they specialize in some of the most challenging individuals, and they are widely recognized for our work with individuals with autism and cognitive challenges, They also provide services to families with typically-developing children and those with mental health diagnoses.

Applied Behavior Analysis, also known as ABA, is the science of changing the behavior of living things by determining the function of their behavior, and developing a behavior change strategy or intervention that teaches a better way to get what they want or need, based on that function.



Program Chair Nancy Brower, Karen Wagner with Behavior Services of Brevard, and Cocoa Rotary Club President Bill Carey.

If the function of an child's screaming behavior is to get people to leave him alone, one might teach the child a method to communicate "I do not feel like being with others right now". The behavior changer would then reinforce that communication by moving away when it is used. If people continue to stand nearby and speak to the child when he is screaming, but they go away when he communicates he would like to be alone, it becomes more efficient to use the appropriate communication.

ABA can be used to change the behavior of your children, your parents, your pets, and even your spouse. All people with challenging behavior can benefit from ABA. The basic concepts are not that difficult to learn, however, the ability to use them correctly, in the correct context, takes effort.

Children with a diagnosis of Down Syndrome, Cerebral Palsy, and other developmental disabilities can greatly increase their physical, emotional and academic success with ABA. In infancy and childhood, arranging the environment to challenge the child to move towards toys and other desired items, increasing the use of fine motor skills, and shaping effective communication, both verbal and gestural, reaps huge rewards in the form of increased independence and functioning for their lifetime.

Children with mental health diagnoses; such as Oppositional Defiant, Conduct, and Disruptive Disorders, in most cases, do not have an illness or disease. Their inappropriate behavior is learned, and can be changed, with ABA.

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**Bud Miller**  
 Won the  
**50/50**

**4WAY TEST**

Mary Ann Alderman

VOCATIONAL PLAQUE

Jack Rood

**Four Way Test**

1. Is it the Truth?
2. Is it Fair to all concerned?
3. Will it build Goodwill and Better Friendships?
4. Will it be Beneficial to all concerned?

**Rotary = Ethics R Us**

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Children with Learning Disabilities, Attention Deficit Disorder, and Anxiety Disorders can be effectively treated by teaching them strategies such as relaxation techniques, behavior contracting, and how to break large jobs and projects into smaller, more manageable tasks.

Much is said about the effectiveness of ABA with children with autism, that it can "cure" autism. The truth is, ABA is the only intervention that has been empirically shown to significantly affect the devastating effects of autism. Sometimes, if the child does not also have a cognitive deficiency, and with skilled intervention during early childhood, the diagnosis is withdrawn due successful treatment. For more information visit: [www.BehaviorServicesofBrevard.com](http://www.BehaviorServicesofBrevard.com)

**Things to Remember**

If you make up online you still have to pay \$10.00 for the lunch you missed.

If you miss a meeting and do not make up you have to pay \$10.00.

You do not have to pay \$10.00 if you make up at another Club and bring in your Make-Up Slip.



Paul Chinaris 8/31.

**Visiting Rotarians**

No Visiting Rotarians

Erin Baird

Pat Hare



**TURBO LATE WINNER**  
 Gary Krueger

We proudly support our troops and their families.



Queen of Hearts  
 \$300.00