

Cortland Breakfast Rotary
October 9, 2024

Rotary



Club of
Cortland Breakfast
New York

October, 1990

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do

Kristina
Thelen

Executive Director
United Way of Cortland

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United Today for a Better Tomorrow

IS MORE THAN A SLOGAN, BUT THE PURPOSE OF THE UNITED WAY OF CORTLAND. KRISTINA THELEN, THE EXECUTIVE DIRECTOR, EXPLAINED HOW THEY TAKE THE TIME TO FIGURE WHICH PROGRAMS ARE MOST SIGNIFICANT FOR THE COMMUNITY.

THE AIMS OF THEIR PROGRAMS ARE TO PROVIDE:

- EDUCATION ACCESS
- FAMILY SUPPORT
- HEALTH QUALITY
- FINANCIAL STABILITY

KRISTINA STRESSED THE "ALICE" PROGRAM, WHICH IMPROVES FINANCIAL STABILITY. IN WORKING WITH PEOPLE WHO LIVE PAYCHECK TO PAYCHECK, THEY HELP THEM GO FROM STRUGGLING TO THRIVING, WITH AN EXPLICIT GOAL OF BREAKING BREAK THE CYCLE OF POVERTY.

THE UNITED WAY HAS BEEN IN EXISTENCE FOR ALMOST 150 YEARS, AND THE UNITED WAY FOR CORTLAND HAS HELPED THE COMMUNITY SINCE 1938. THE UNITED WAY FOR CORTLAND IS HYPER LOCAL AND INDEPENDENT SO EVERY DOLLAR CONTRIBUTED TO IT STAYS IN CORTLAND. WE THANK KRISTINA NOT ONLY FOR HER PRESENTATION TO OUR CLUB, BUT FOR THE WORK SHE IS DOING FOR OUR COMMUNITY.

Kristina Thelen is the new Executive Director of the United Way for Cortland County. Originally from the west coast, she was born in San Diego CA, grew up in the largest agricultural area in the nation: the San Joaquin Valley, lived in San Fransico CA and Seattle WA before moving to Ithaca NY with her husband and 2 children in 2009. Kristina's early life was focused on the art's contributions to communities and earned her bachelor's degree in music from CSU Stanislaus in Turlock CA and attended the American Conservatory Theater in San Fransisco CA. After moving to Ithaca and her husband's completion of his master's degree at Cornell, they decided to stay and "set up shop". Kristina owned and operated 2 businesses in Ithaca, Funky Junk- a vintage and upcycled furniture store and Amuse: Modern Cottage Industry- an "Etsy in a store" model. These businesses were collaborative community spaces dedicated to nurturing artistic expression and addressing practical needs. By prioritizing American-made products, she aimed to uplift local commerce and foster a sense of community.

After nearly a decade of experience as a community-minded business owner, Kristina began to develop a keen interest in the interconnectedness of local economic development, community well-being, and overall generational wealth. Kristina's career shifted towards policy and programmatic work. She played a pivotal role in establishing a new department at Ithaca's Business Improvement District (BID), where she served as the Business Development Director for four years. In this position, Kristina successfully created numerous support services and regrating programs, as well as secured state grants for projects involving a diverse range of stakeholders and community partners. Her work has significantly contributed to the economic development and overall well-being of the Downtown Ithaca community.

Most recently Kristina worked for Choice Words LLC as a grant writing **consultant** and secured funding for capital, general operating, and programming for non-profit clients from across the state.

Kristina will complete her Master of Public Administration (MPA) at Syracuse University's Maxwell School of Citizenship and Public Affairs in public policy in December 2024. She has also completed all necessary work to earn the distinction of Certified Economic Developer (CEcD) from the International Economic Development Council and will be taking the certification exam in the near future.

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| President. | <i>Jackie Burke</i> |
| Front Desk. | <i>Chuck Feiszli, Mike Shafer</i> |
| Thought of the Day. | <i>Terry Cahill</i> |
| Guests. | <i>Kirsten Thelen, Nishi Kadvani, Deputy Police Chief David Guerrera, Officer Cheyenne cute</i> |
| Happy Birthday. | <i>Richalle Cicioni</i> |
| Rotary Anniversary. | <i>Richalle Cicioni</i> |
| Raffle. | <i>Conrad Janke</i> |
| Attendance. | <i>27</i> |



Announcements

Don Richards informed us that we are awarding Deputy Chief **David Guerrera** of the Cortland Police Department a check for \$6000 (p. 6).

Jackie Burke sent all of our Members a schedule of the Noon Club's Rotary Radio Day on October 19. At 9am

Mike Shafer is on the air, noon is **Nishi Kadvani**, 1pm is **Valerie Kaiser**, 2pm is **Jackie Burke**, and 4pm is **Cindy Stoker**. Stay tuned—make us proud!

Major Corinne Hayes reminded us that the Salvation Army is having the first annual Kickoff Breakfast at 730am on Thursday, November 7 at the Elks Club. (P. 7).

Mike Shafer spent the last two Wednesdays fishing in the North Country.

Todd Curtis watched the SU game last week; both he and the football team were in Las Vegas; he emailed Steve Cinquanti, who was also in Las Vegas!

Conrad Janke thanked our Speaker and noted that with the County Sheriff, Deputy Police Chief, another Police Officer, and the retired Police Chief—the Center for the Arts was the safest place in the County!

Kathie O'Mara is keeping an eye on Hurricane Milton and her sister in Tampa.

Lee Schaff finished cleaning 15 fallen trees in Solon, and has his furniture back.

Don Richards is hoping the best for his house in Siesta Key, Florida.

Jackie Burke is grateful to have Kristina as our Speaker.

On October 5 and 6 both Cortland Rotary Clubs sponsored the Children's Tent at the annual Cortland Pumpkinfest. Inside the tent, Alexis Jackson of the Interact Club showed her face painting expertise to a happy participant.



Also at Pumpkinfest was our Member Sophie Clough, who expands her work at the Cortland Historical Society with colonial period dress. Sophie—one classy lady in any era!





In May we held the Ride for Rotary at The Living History Center, to raise funds for the Cortland Police Department. Past-President Don Richards and President Jackie Burke present a check to Deputy Chief David Guerrera and Officer Cheyenne Cute.



DOING THE MOST GOOD

The Salvation Army of Cortland

138 Main St.
Cortland, NY 13045
607.753.9363

September 26, 2024



Support Your Community

Business Name
Address
Address

Dear (Contact Name),

Plans are underway for The Salvation Army of Cortland's 1st Annual Kettle Kick-Off Breakfast! **This highly anticipated debut of the holiday season will be held on Thursday, November 7, 2024, at The Elks Club, 9 Groton Ave., Cortland, NY.**

This event officially launches The Salvation Army's longstanding and honored Red Kettle fundraising campaign which allows us to continue providing a wide variety of much needed community services to nearly 1,000 neighbors in Cortland County. It is only through the generosity of caring members of this community that we can respond to people in crisis 365 days a year through our local programs.

We greatly rely on event sponsors to raise funds toward our annual goal. Thank you for considering a sponsorship of our event at one of the following levels:

- **\$750 Red Shield Sponsor** provides a month of meals in our Soup Kitchen.
- **\$500 Red Kettle Sponsor** provides a season of music & arts programs for local youth.
- **\$250 Friend of the Army Sponsor** provides 5 local families with groceries for a week.

If you would like to be an event sponsor, please scan the QR code below or contact us at 607.753.9363. Individual tickets at \$20 each can be reserved by completing and mailing the form below to our office at 138 Main Street, Cortland, NY 13045. Unable to attend our event? Consider sponsoring a local red kettle for 1 day for \$100.

At this event we will also provide opportunities to sign up for bell ringing, adopt-a-family, companies to host angel trees, and other ways to help this Christmas season.

Thank you for your support of The Salvation Army of Cortland! On behalf of the Advisory Board, staff, volunteers, and, most importantly, the neighbors we serve, we thank you for your generosity and partnership.

Gratefully,

Major Corinne Hayes
Corps Officer



For our banners this week we had a Johnny Cash theme: Folsom Lake, California; Pikes Peak, Colorado, and Manitowoc, Wisconsin. While Johnny Cash probably did not sing about Manitowoc he probably performed there; he was everywhere man, he was everywhere!



HALLOWEEN GROUP THERAPY

