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**ANNUAL GIVING CAMPAIGN**

LVR invites you to participate in its Annual Giving Campaign by making a donation in support of our community's adult learners. Help LVR celebrate 45 years of community service with your financial support. Use the enclosed envelope or go to [www.literacyrochester.org](http://www.literacyrochester.org) to select our secure online giving option.

LitBits, as well as other pertinent information,  
can be accessed on our website  
[www.literacyrochester.org](http://www.literacyrochester.org)



# LitBits

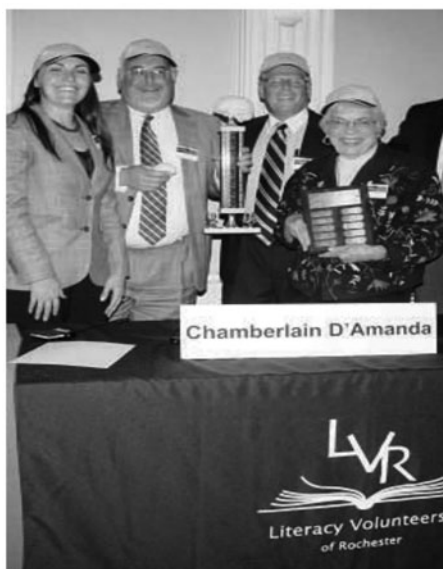
249 Highland Avenue, Rochester New York 14620-3036 • (585) 473-3030 • www.literacyrochester.org

## ChamberlainD'Amanda Crowned 2009 Brain Game Champions

The team from Chamberlain-D'Amanda scored a hat-trick on Thursday, October 15, by capturing their third LVR Brain Game title.

The 2009 event, at the Rochester Club Ballroom, raised nearly \$13,000 to help support the programs and services of Literacy Volunteers of Rochester.

With the Gold Sponsor support of Thomson Reuters, and Harter, Secrest and Emery, LLP, this year's event was held for the second year at the Rochester Club Ballroom on East Avenue.



Natella Reinstein, Matthew Fusco, Hank Ippolito & Anita Miller

A new twist this year was the inclusion of a team of LVR volunteers who sat in for the firm of Lacy Katzen. Although they were unable to make it due to a scheduling conflict, they still sponsored a team. The LVR team made it all the way to the finals where they lost to ChamberlainD'Amanda.

Emcees Pat McGonigle and Nikki Rudd from Channel 10 entertained the audience, and honorary judge, Judge Karen Morris, and Timekeeper Rochester Red Wings General Manager Dan Mason kept the game moving.

### Thank You to All the Brain Game Teams:

- Bond, Schoeneck & King, PLLC
- Boylan Brown, LLP
- ChamberlainD'Amanda
- Davie Kaplan, P.C.
- Harris Beach PLLC
- Harter, Secrest & Emery LLP
- Lacy Katzen LLP (LVR volunteer team)
- Manning & Napier Advisors, Inc.
- Nixon Peabody LLP
- Phillips Lytle LLP
- Thomson Reuters
- Underberg & Kessler LLP

### HOLIDAY GIFT SOLUTION

Still looking for a gift for that hard-to-buy-for person on your holiday giving list? One way to honor that special person and to help adult learners achieve their literacy goals is to make a donation to Literacy Volunteers of Rochester. We'll send a special card to the recipient acknowledging the gift and one to you as the donor. Just call us at 473-3030 and we'll take care of the rest.

Remember, too, that LVR invites businesses, neighborhood associations, and other groups to make LVR the recipient of their holiday generosity. Dollars go directly to fund programming for people seeking to improve their reading, writing, and English-speaking skills.

***What better way to express the spirit of the season!***



### Save the Date

<b>Holiday Open House</b>	12/10/09, 2 - 4 pm
<b>Winter Conference</b>	1/30/10, 9am - 1pm
<b>Annual Meeting</b>	6/15/10, 6pm

## Director's Update

### Opening a New Chapter for LVR



Executive Director Bob Mahar

Fall is fading fast and winter will soon be upon us. As the seasons change and evolve, so does LVR.

This spring, with your help, our organization began a large undertaking, the development of a new Strategic Plan for LVR.

A core group including board members, staff and program volunteers began the process last spring of collecting data from many sources both inside and outside the organization. Data collection included surveys, interviews and analysis of trends data and needs.

From there we had much discussion and debate as we worked through a process to identify the significant questions which LVR must face and ultimately answer in the next few years.

Back in 2004, a similar group developed a plan which identified a set of action plans to address.

These plans ultimately led to

such things as computer literacy classes and computer based instruction, a resource development day on ways to improve our and further diversification of LVR programs into areas such as employment.

Within the organization we see many new challenges including the availability of resources (both financial and volunteer), the changing face and needs of today's volunteers, and changes in the economic environment of our community and state.

*A new strategic  
plan for  
LVR*

These are all areas that are being explored by a series of work groups led by the LVR Board of Directors which will be meeting throughout the winter, with the expectation of adopting a new plan by the spring of 2010.

Thanks to so many of you who have already contributed to this process. Your ideas and suggestions will help each program more effectively meet the needs of learners and volunteers.

As we seek to turn the page on this new chapter for our organization, it is the continued effort of self-improvement that has helped LVR survive and thrive for 45 years.

### Ambassadors for Literacy

We try to ask all incoming volunteers as well as learners, "Where did you hear about LVR?" This is often our way of testing out some of our public relations efforts. Did you speak to someone at a volunteer fair? Did someone speak at your Rotary Club? Did you read our new brochure? Find us on the web? See a poster at the library? See a screen slide at The Little? Or my personal favorite – did you hear about us from a friend? As we approach the holiday season and you attend gatherings of family and friends, please remember to talk about your experience as a learner or volunteer with LVR. You are this organization's greatest ambassador. Your experience can encourage others to seek assistance and to look for a new volunteer experience. Thanks for all you do for LVR.

*Have a safe and happy holiday season!*

### LIBRARY NEWS

Librarian@LiteracyRochester.org is the e-mail address for our LVR librarians.

Use this address to:

- renew books
- ask if a particular book you want is available to be signed out
- ask a librarian to sign out library materials for you and request they be placed in the mailbox outside the LVR entry doors for after-hours pickup
- ask for help in locating materials on a particular subject or skill area.
- suggest that the library acquire an item that you feel would be particularly helpful to our tutors and/or learners inquire about new materials that have been added to the collection.

Please remember that all of our librarians are volunteers, so your request may take several days to be answered.



## LVR SALUTES NEW UNITED STATES CITIZENS



Zamira Mano, Vicki Illiesk, Mwanabute Badibanga, and Niko Mano

Four LVR learners, Vicki Illiesk, Zamira Mano, Niko Mano, and Mwanabute Badibanga, became new citizens of the United States at a ceremony in the Monroe County Office Building on September 19.

LVR staff members, tutors and volunteers were pleased to attend the ceremony.

The four proud new citizens had attended LVR learning programs and special citizenship instruction classes which are available to registered learners.

The PAETEC Citizenship Scholarship Fund assisted three of the students with the cost of their citizenship applications.

***Congratulations Zamira, Vicki,  
Mwanabute and Niko!***

## HAPPY 45<sup>TH</sup> ANNIVERSARY LVR!

On September 30, 2009, LVR celebrated its 45<sup>th</sup> anniversary of service to the Rochester community with a reception at the Cornell Cooperative Extension Auditorium.

Among the special guests was Jean Howard, Chief of Staff to Mayor Robert Duffy,

who presented LVR with a certificate **proclaiming September 30, 2009 as Literacy Volunteers of Rochester Day**. County Legislator Harry Bronson presented LVR with a proclamation on behalf of the County of Monroe honoring LVR's efforts. New York State Senator Joseph Robach presented LVR with a certificate saluting its efforts to combat adult illiteracy in our community.

Ten winners of a writing contest for LVR learners also received special recognition. They were awarded refurbished computers donated by B&L Wholesale Supply, Inc., with software that was provided by an anonymous donor.

Art Finocchiaro, Vice President/Commercial Products, and Deb Schommer, Corporate IT Manager, both of B&L Wholesale Supply, presented the awards. Participants in the writing contest had been asked to state their reasons for wanting a personal computer.

LVR Board member Matt Jones and LVR volunteer Michelle Bruzee donated cake and cookies for the event, and the coffee was a generous gift from City Brew Coffee.

Film footage taken at the anniversary celebration was used to create a Bright Spot, which was broadcast on WHAM Channel 13's evening newscast. You can view this Bright Spot on our Web site at [www.literacyrochester.org](http://www.literacyrochester.org).

More than 70 attendees enjoyed this fitting tribute to LVR's contributions to a more literate community, a great kickoff to LVR's 45<sup>th</sup> anniversary year.



Writing contest winners with Deb Schommer and Art Finocchiaro (far right) from B&L Wholesale Supply, Inc.

