



“The Peal”

Rotary Club of Canandaigua



This Meeting Thursday 5:30 pm. American Legion Post #256 454 North Main Street	"CREATE HOPE in the WORLD" www.canandaiguarotary.org Club 4765, District 7120, Organized Apr. 24, 1919	Publication Date: September 28, 2023 No. 12 Volume 104
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Official Newsletter of the Canandaigua Rotary Service Foundation

Today's Program: City Update - Mayor Bob Palumbo and John Goodwin
Next Week: Andy Zepp – Finger Lakes Land Trust

Meeting notes from September 28, 2023

Pledge: Kim Tenreiro

Guests: None

Visiting Rotarians: None

Remembrances: Anniversaries – **Donna Miller**
Birthdays – **Mike Schiller and Don O'Neill**

Announcements:

Volunteers needed for upcoming events. October 28 on Main Street from 11-12 and at Onanda from 2-5. Contact **Marty Potter**. October 19 meeting **CANCELLED** due to schedule conflict with the Legion. Sri Lanka / Maldives Rotary club happy to link up as sister Rotary Club. Tickets for the November 30 RPO concert go on sale October 5 for \$20. Each Rotarian is tasked with the sale of six tickets. **Janet Tenreiro** said the next Rotary Leadership Institute will occur October 21 in Victor. Tuition is **free** for all club members. Registration begins at 7:30 and the day concludes around 3pm. Breakfast and lunch are included. This is a great way for new and experienced Rotarians to learn more about what Rotary is about above and beyond the local club level. Highly recommended!

Happy \$: **George Herren** visited the Merry-Go-Round theater in Auburn for a performance of A Chorus Line followed by Dinner at the Sherwood. It was one singular sensation. He also thanked the club members who participated in the roadside cleanup. **Jack Kellogg** attended his 62nd class reunion in Dobbs Ferry.

Program: Miss Julie's School of Beauty

Julie Chapus & Melissa Hartwig. **Julie Chapus** presented a slide show to educate those presence about the largely unseen world of human trafficking that is a major industry not just globally, but right here in our local communities.

Worldwide trafficking represents a \$180 billion industry of which \$30 billion comes from the United States alone. 96% of trafficked individuals in the U.S. are female and 29% are minors.

All trafficking involves at some point elements of Force, Fraud, and Coercion. Victims are extensively courted and groomed and ultimately separated from family before coerced into sexual exploitation. Victims are people that vulnerabilities such as poverty, homelessness, welfare/foster care, or isolation.

Why educate salons/spas on human trafficking?

Victims of trafficking are hidden in plain sight. Traffickers often utilize salons' hair and nail services for a variety of reasons. Sometimes it's to make child victims look older to those exploiting them; sometimes to make them more

attractive to "clients"; sometimes, even to build trust so that a person can later be exploited.

Salons/spas and their beauticians are in a unique position to combat trafficking on the front lines simply by creating relationships with their clients - and our course gives them the tools to do this vital work safely.

The School of Beauty is a nonprofit cosmetology school, empowering survivors of human trafficking through vocational training. While several organizations in Rochester do excellent rescue and rehabilitation work, we pick up where other programs end.

When a trafficking victim has spent time on the street, they will likely be arrested for the very situation they have been forced into. Even if escape becomes possible, afterward - left with a criminal record - they experience extreme difficulty finding a job that pays a living wage.

We believe that the past shouldn't keep you from a beautiful future. Acting on that conviction, we provide survivors and those at risk with an opportunity to earn a cosmetology license and enter into a rewarding career, at no cost to them. Because an NYS-granted cosmetology license removes the necessity of a background check, graduates are free to pursue an independent living without the necessity of explaining a traumatic history.

Our present anti-trafficking efforts combine our expertise in the beauty industry with our knowledge of human trafficking to develop training materials and provide instruction for salon/spa staff, teaching them how to identify potential victims and then choose a safe plan of action.

Currently, we are pursuing additional federal and private funding, as well as searching for a building in Rochester to house the School. We are working toward creating a financially self-sustaining facility, with multiple revenue streams including continuing education courses, a student-run cosmetology clinic, and a limited number of seats for tuition-paying students. This last element allows survivors anonymity within the program and gives additional protection - a true chance to start over.

The School of Beauty is nondiscriminatory; we welcome people of all races, colors, religions, genders, and orientations.

Jackpot Draw and 50/50:

Jack Kellogg collected \$8 and **Marty Potter** drew the 6 of diamonds

