



# NEWSLETTER FOR ROTARY DISTRICTS & CLUBS

July 2011



Reach Within to Embrace Humanity

## 2011-2012 *Reach Within to Embrace Humanity*

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**HELPING Districts to  
HELP Clubs to  
HELP Build a Stronger  
ROTARY**



Reach Within to Embrace Humanity

### RI President Kalyan Banerjee Establishes Goals for 2011-2012

"...Take a look around you. She or he may be from a different country, a different culture, perhaps a different creed. He speaks in a different tongue and has a different attire. But regardless of the differences, there is one single commonality among us: Each one around you is a Rotarian who has the same hopes, the same dreams, and similar aspirations to make the world around him or her safe and happy for his family, her children and his grandchildren.

"...The **first of our emphases will be the family**, because the family is where all our goals are set. And then, we start looking at safe housing, at water and sanitation, at health care, at all the issues affecting mothers and children. For there to be a strong family, there must first be a strong and safe home. Only then can there be health and hope and harmony within its walls.

"...Our **second emphases is to build on what we do well, on continuity**, because there are so many things we are indeed good at: working for clean, safe water; spreading literacy; working in so many ways with the New Generations, our youth, in our newest Avenue of Service and assisting them to become the leaders of tomorrow. And of course, we must stay focused on eradicating polio. We are almost there – we are **"this close"**. To do all this, we must continue to work with our **Strategic Plan** – expand on it, reinforce it, and take it to the next level. We must support The Rotary Foundation and its Future Vision Plan.

"...And so, **our third emphases in 2011-2012 will be change**, and we start by being the change we wish to see in the world ourselves. If we wish for peace, we start by living in peace ourselves, in our homes and in our communities. If we wish environmental degradation to stop, if we wish to reduce child mortality or to prevent hunger, we must be the instrument of that change – and recognize that it must start *within us*, within each of us.

"...And I tell you that each one of you *will* succeed because the resolve and strength to do this – to do anything – comes *from within* yourselves. In order to achieve anything in this world, a person has to use all the resources he can draw on. And the only place to start is with ourselves and within ourselves. And the questions we need to ask ourselves are: Why am I here? Why are you here? It is because we all seek a sense of fulfillment in life, and the responsibilities we are about to take up are about fulfillment."

-RI President Kalyan Banerjee  
RI International Assembly 2011 as President-elect

## Setting & Achieving / Accomplishing Goals

Each year, through the leadership of our District Governors-elect and their District Leadership Team, we ask our Club leaders to establish goals. I promise all of you, this is not a meaningless, menial task. Setting goals is necessary to achieve and accomplish our goals. Without goals, our Clubs can stray; they may go every which way, with no focused purpose. At the end of the year, when the President gives their "thank you" speech, we realize we may have assisted in a lot of small ways, but we didn't make a significant impact on anyone. With goals, we establish a focus and we work toward our end, together.

### RI Goals

- The **Strategic Plan of Rotary International**: Established to assist Clubs in establishing their goals

#### Support and Strengthen Clubs

- Foster Club innovation and flexibility
- Encourage Clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new and dynamic Clubs
- Encourage strategic planning at the Club and District level

#### Focus and Increase Humanitarian Service

- Eradicate Polio
- Increase sustainable service focused on
  - New Generations programs
  - The Rotary Foundation's six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally

#### Enhance Public Image and Awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage Clubs to promote their networking opportunities and signature activities

- The **Core Values** of Rotary International and EVERY Rotarian  
Service ♦ Fellowship ♦ Diversity ♦ Integrity ♦ Leadership

#### ■ Rotary's Core Essence

A worldwide network of inspired individuals who translate their passions into relevant social causes to change lives in communities.

### District Goals

- The goals of each District should be based upon the goals of Rotary International, with an emphasis on how they can be achieved in our local communities, through our Club's commitments to our organization.

### Club Goals

- Each Club President-elect (now the Club President) has the responsibility and the obligation to **LEAD**. That is the commitment each of you made to your Club when you accepted the nomination to serve. With the guidance and assistance of your District Governor, your Assistant Governor and Past District Leaders, your Board of Directors, your Club's Past Presidents and your entire membership, each Club President has the obligation and responsibility to:

- ♦ Complete the **Club Goal Form for Contributions to The Rotary Foundation** (Every Rotarian Every Year, PolioPlus and Major Donor GOALS).
- ♦ Complete the **Club Membership Goal Form** to establish new member and retention GOALS.
- ♦ Complete the **Planning Guide for Effective Clubs** form prior to the District Governors Official Visit. This form helps you, as your Club's President, understand where you have been, where you are and where you want to go.

**EACH OF THESE FORMS IS INCLUDED IN THE CLUB PRESIDENT'S MANUAL**



## **“It was unselfish men who made the movement what it is...”**

By Paul P. Harris, Founder and President Emeritus of Rotary International (written in 1946, just before his death)

Glancing back through my anniversary messages of the past, it seemed to me that I had covered ever inch of the ground; that I had told everything I knew. Then the thought came to me that I had omitted the question Rotarians most frequently asked me: “When you founded Rotary, did you think that it would come to anything like this?”

My answer to that question is, “No”. My thoughts on that day, (42 years ago) this month, when the first Club met, were far from any such thing. Recall Andrew Carnegie’s answer

to an adoring lady who asked him if he did not think that his great work was inspirational: “No, madam, I think it was more perspirational than inspirational.”

So it was with Rotary. There was no inspired beginning. Young businessmen, mostly from the country, came in response to my call. Unacquainted with city life, we gathered together to help and befriend each other. We had been lonesome and we found a cure for loneliness. We looked forward to meetings as a traveler in a desert looks forward to an oasis. We banished “Mister” and used first names. Silvester Schiele suggested photographs in our roster and the reading of papers on our respective businesses. Harry Ruggles contributed Club singing.

My plan for our Club provided that only one member of each business or profession would be eligible for membership. We would thus be able to enjoy the fellowship and also to help each other in our respective vocations. The Club grew by leaps and bounds, and representatives of different nationalities, religions, and political faiths came in. Complete tolerance prevailed.

Our peace and tranquility soon burst their bounds, however. We ceased to be content with isolationism and began Community Service, built upon the rock of fellowship and goodwill, and that foundation has never been shaken. **Rotary became known as a beneficial influence** in the city of Chicago.

Almost contemporaneously, I started a campaign for Rotary Clubs in other cities. Most of the membership considered it a vagary beyond the bounds of reason. So, I went it alone, but with the sympathy of all. It is a matter of history how Club Number Two was established in San Francisco, how Rotary went across the Canadian border to Winnipeg, and eventually across the sea to the British Isles, where it became an influence throughout the length and breadth of Britain. Cuba came in, and, eventually, Rotary spanned the world.

Rotary came up the hard way, through the work of self-sacrificing men who gave of themselves unsparingly. Now it continues on its miracle-working way. Its fellowship causes men to take up their beds (ill advisedly sometimes, I think) and walk, rather than break their attendance at Rotary meetings.

However, Rotary does yeoman service in countless other ways as well. Note how it is spreading knowledge of the United Nations, wherein civilization itself is at stake. How could Rotary do otherwise? The delegates are assembled to promote international understanding and goodwill. This is the very heart’s core of Rotary teaching. Rotarians were members of 20 delegations and chairmen of seven of them at the San Francisco meeting of the United Nations. More power, more power to you, my beloved Rotary!

It must be remembered that 1905, the year of Rotary’s birth, was not far removed from the horse-and-buggy days. And now, we are in the age of the airplane, and the split atom, and still Rotary keeps up. (For example, Phil Lovejoy, Ches Perry’s able successor, can catch a plane in Chicago, land in London, visit several Clubs, and be back at his desk within one week!)

**No, Mr. Rotarian, I did not in 1905 foresee a worldwide movement of 6,000 Clubs and 300,000 men. When a man plants an unpromising sapling in the early Springtime, can he be sure that someday here will grow a mighty tree? Does he not have to reckon on rain and sun, and the smile of Providence? Once he sees the first bud, ah, then he can begin to dream of shade.**

*(Editor’s Note: This was the last “anniversary” article Paul Harris wrote, having passed away on January 27, 1947. It was for the February 1947 issue of The Rotarian. Most Rotarians did not know of his death until the March issue.)*

## **Rotary's Classification System: Why is it Valuable & Worth Keeping?**

A few weeks ago, at one of our Zone 28 Regional Success Seminars, one of the participants suggested that Rotary International, or, to be more exact, the Council on Legislation, should get rid of the "classification system" in our organization. I hope you indulge me in an editorial comment or two as well as forward thinking suggestions with regard to one of the more historical aspects of our organization.

1. If we go by the strict letter of the law with "classifying" each of our members, and utilize the system just because our by-laws say we must, then, it may seem to be an antiquated policy.
2. However, if we look at the classification system as an opportunity, much like our founders did, then we are truly capitalizing of one of the greatest qualities of Rotary. This one quality or expectation of membership truly sets us apart from other service organizations.
3. Following are some examples of how we can promote the classification system as well as our own classification; the one that is on your badge, the one that all of your fellow Rotarians see when they read your badge.
  - We need to share our vocation with our fellow members. This can be done through articles created by one member after interviewing another member; this can be accomplished through "Classification Talks" as a weekly program or part of your weekly business meeting.
  - We need to promote "networking" as a valued asset of membership when joining Rotary. Our next generation of Rotarians is not only looking for an opportunity to serve, but they are also looking for networking opportunities.
  - We need to utilize our classifications and vocations as we plan our projects. How can an architect, builder, banker and lawyer all serve together to lead the Club in providing a worthy community service project?
  - Utilize the classification system when planning a project that involves several Rotary Clubs within a geographic area.
  - We can get our less-active (or "only here for lunch") Rotarians involved and engaged by promoting those opportunities involving our classifications.

***Let's not do away with our CLASSIFICATION SYSTEM, let's bring it back to the forefront of recruiting new members and retaining our long-standing members. Make it relevant in your Club and to your membership.***

## **The Sign of an ACTIVE Vocational Service Committee**

On July 6, members and guests participated in Madison (WI) Downtown Rotary's 19<sup>th</sup> Annual Fellowship Luncheon. This event was sponsored by the Club's Vocational Opportunities Committee. Instead of their regular meeting, members enjoyed this opportunity to get to know one another better in a small group setting as they toured and learned more about various members' businesses.

The idea behind this luncheon dates back to the founding of the organization in 1905 when Paul Harris met with three friends to discuss an idea that he was developing. From this discussion came the concept of a business club to promote fellowship and, by rotating weekly meetings at their various places of business, become better acquainted with one another's vocations. This practice of rotating meetings is how Rotary got its name.

If you are interested in more information on the organization of a Fellowship Luncheon project, please feel free to contact Pat Jenkins, Executive Director of the Madison Rotary Club at [pat@rotarymadison.org](mailto:pat@rotarymadison.org). She will be happy to assist in any way possible.



**And to think you can even get some good Public Relations out of such an event!**

**If an outside sign such as this is not available, consider asking each business to place several of your Club brochures around their interior space, letting their customers know that your Rotary Club is going to be there.**

**We can't buy this type of good PR!**

## **Connecting the Disconnect**

*Submitted by Dean Dickinson, Past District 6250 Governor, 2009-2010*

At a recent regional training meeting a discussion took place concerning a perceived disconnect that exists between our members, our Clubs and the Rotary District and Rotary International. The participants in the discussion were not "ivory tower" members of Rotary but folks very much involved in ground level work on behalf of Rotary. Is there a disconnect and why does it exist?

Do you feel connected to Rotary beyond your club? Are you aware of why the District exists and what it brings to you and your Club? Do you understand Rotary International and perhaps more importantly, do you understand the Rotary International Foundation.

If you answered "no" to any of those questions you maybe answered "no" to all of them and that my fellow members of Rotary is, in fact, a disconnect.

The disconnect originates in our Clubs. We are ROTARY CLUBS! We are not the civic club of Podunk or Metroville. We are Rotary Clubs and should begin acting like it. Say what, you ask? We conduct a weekly meeting, we enjoy each other's company, we do some community service work and...we are home to have a beer and watch the Brewers...oh excuse me!!

When is the last time that your club had a "Rotary" program? Not something provided by the local non-profit but one that dealt with the work that is being done to make this world a better, safer, kinder and more just place. Ten months of the Rotary year carry a Rotary "theme", such as New Generations, Vocational Service, the Family of Rotary, etc. Does your club provide even one program that relates to that theme?

<b>July</b>	<i>No Theme</i>	<b>January</b>	Rotary Awareness Month
<b>August</b>	Membership & Extension Month	<b>February</b>	World Understanding Month
<b>September</b>	New Generations Month	<b>March</b>	Literacy Month
<b>October</b>	Vocational Service Month	<b>April</b>	Magazine Month
<b>November</b>	Rotary Foundation Month	<b>May</b>	<i>No Theme</i>
<b>December</b>	Family Month	<b>June</b>	Rotary Fellowship Month

How often do you visit the District website or the RI website to keep abreast of what is happening in our organization, locally, within the District, within the greater Rotary world?

When training opportunities are offered in the District does your Club send representatives who can bring back great information that will move your Club toward greater connectivity with Rotary?

Implicit in each of these questions is the answer to getting connected. If the disconnect begins with you and me then so too does the answer. We should be agitating for Rotary programs in our Clubs and be willing to help in making them happen. We should be visiting the websites in order to stay in touch with what is happening in Rotary and we should be attending training opportunities...Let's all get connected!!

***(Editor's Note: These are great questions that should challenge each and every one of us. We need to be willing to ask these questions of our Club leaders and members, instead of always responding with the fallback position of "we are all volunteers". Yes, we are all volunteers, but we have (seemingly) also made a significant commitment of time, energy, talent and money when we said "yes" to Rotary. Rotary is an action-oriented organization. As Rotarians we need to be driven to say more than "yes" to membership; we need to say yes to engagement in all aspects of our precious membership status.)***



## **Rotary's Areas of Focus Guide**

Is your Club and District beginning to get your arms around The Rotary Foundation's Future Vision Plan? You are not alone. The overwhelming majority of us should be looking to our 100 FVP Pilot Districts for their leadership and guidance as we move forward in our own planning for the future.

The new brochure, pictured to the left, is now available on-line, under new products, item #965-EN or for purchase at [www.shop.rotary.org](http://www.shop.rotary.org).

This is a great tool as you begin your planning for the future of Rotary.

As you look ahead, please know that you are always welcome to contact our Zone 28 FVP Pilot Districts. In District 5960, your contact is District Rotary Foundation Chair and PDG Newell Krogmann at [krogmann@earthlink.net](mailto:krogmann@earthlink.net) and in District 6420, your contact is District Rotary Foundation Chair and PDG Elise Cadigan at [jhwks77@yahoo.com](mailto:jhwks77@yahoo.com). Both Newell and Elise host training sessions for their own Clubs and Districts and would welcome anyone who wants to be ahead of the curve.

You can also contact Regional Rotary Foundation Coordinator (RRFC) PDG Don Goering (Districts 5650, 5970, 6000) at [donaldgski@aol.com](mailto:donaldgski@aol.com) or Assistant Regional Rotary Foundation Coordinators (ARRFC) PDG Sandy Schley (Districts 5580, 5950, 5960), at [sandraschley@comcast.net](mailto:sandraschley@comcast.net) and PDG Ted Gurzynski (Districts 6220, 6250, D6270) at [theodore.gurzynski@gmail.com](mailto:theodore.gurzynski@gmail.com) and PDG Art Davis (Districts 6420, 6440, 6450) at [rotaryart@sbcglobal.net](mailto:rotaryart@sbcglobal.net). Everyone is available to help and serve YOU!

## **Resources for Club Officers and Committees**

**If you leave them on a shelf all year, they won't do you any good!**



Rotary International offers many resources to help Club officers understand their roles and responsibilities and help the Clubs achieve their goals. **Effective Clubs** are able to:

- Sustain or increase their membership base
- Implement successful service projects that address the needs of their communities and communities in other countries
- Support The Rotary Foundation through both financial contributions and program participation
- Develop leaders capable of serving in Rotary beyond the Club level

### **Club President's Manual:**

A key resource for incoming Presidents that details roles and responsibilities and includes discussion questions and worksheets for President's Elect Training Seminar (PETS) and District Assembly.

**Be a Vibrant Club: YOUR Club Leadership Plan:** A publication that challenges Clubs to evaluate current practices and try new, innovative ideas.

**Club President's Monthly Checklist:** A monthly reminder of activities and deadlines that apply to ALL Rotary Clubs; revised annually and sent by your RI Club and District Support Representative.

**Presidential Citation:** This award is designed to motivate Clubs to actively participate in service.

**Strategic Planning Guide:** It helps Clubs develop a long-range vision and serves as a framework for establishing goals.

**Club Secretary's Manual:** Includes RI policies and describes the responsibilities of Club Secretaries.

**Club Treasurer's Manual:** Includes RI policies and describes the responsibilities of Club Treasurers.

### **Club Administration Committee**

**Club Administration Committee Manual:** A guide to establishing goals and increasing Club effectiveness.

**Recommended Rotary Club by-laws** and the **Standard Rotary Club Constitution:** Can help Clubs in creating or revising by-laws.

**Resources for Club Officers and Committees: If you leave them on a shelf all year, they won't do you any good!**  
(continued from page 6)

### Club Membership Committee

**Club Membership Committee Manual:** A guide to establishing and meeting Club membership recruitment and retention goals.

**Membership Development Resource Guide:** Basic procedures for building Club membership and suggestions for recruiting and retaining members. Works in coordination with online companion piece, **Club Assessment Tools**.

**New Member Orientation:** A guide to creating or updating a new member education program.

### Club Public Relations Committee

**Club Public Relations Committee Manual:** A guide to establishing and meeting Club goals of publicizing Rotary's positive image worldwide.

**Effective Public Relations: A Guide for Rotary Clubs:** Tools and tips for promoting Club activities to attract positive attention from the community and potential members.

**Public Service Announcements and the "Humanity in Motion" Campaign:** RI print, radio and television PSAs that Clubs can use to promote Rotary in their communities.

### Club Service Projects Committee

**Club Service Projects Committee Manual:** A guide to establishing and meet Club project goals.

**Communities in Action: A Guide to Effective Projects:** A guide for planning, conducting and evaluating a service project.

**Community Assessment Tools:** Detailed guidelines for conducting effective community assessments.

**ProjectLINK:** A searchable database that lists Rotary Club and District community service projects in need of funding, volunteers, donated goods, or partners for a Rotary Foundation Matching Grant, as well as completed projects that can be used as examples of best practices.

### Club Rotary Foundation Committee

**Club Rotary Foundation Committee Manual:** A guide to establishing and meeting Foundation contribution goals.

**Promotional Guide for Humanitarian Project:** Guidelines for the promotion of projects and activities funded by the humanitarian programs of The Rotary Foundation of Rotary International.

**End Polio Now:** A source of information on the status of polio eradication and on Rotary's \$200 Million Challenge.

**Using the EREY Eligibility Report**

**Using the Monthly Contribution Report**

**Using the Club Recognition Summary**

**Foundation Recognition Point Fact Sheet**

**Rotary Foundation Code of Policy**

**Foundation Thoughts**

**TRF Global Contribution Form**

**Multiple Donor Form**

### FOR ALL CLUB LEADERS

**RI Visual Identity Guide:** A reference for the design of publications at all levels of Rotary. Includes information on the proper use of the Rotary emblem, the Rotary colors, elements of good publications, grids and layouts, typography, graphics and photographs.

**Member Access:** The members-only area of the RI website allows Rotarians to contribute to The Rotary Foundation, manage their e-mail subscriptions from RI, register for meetings, download administrative software and access member benefits. Club Presidents, Secretaries, Treasurers and Club Rotary Foundation Committee Chairs have access to additional Club reports and records.

**Leadership Development – Your Guide to Starting a Program:** Guidelines and resources for developing a leadership development program.

## Walking in a Stranger's Shoes

Submitted by Tamie Koop, Past District 6270 Governor, Assistant Rotary Coordinator (D6220, 6270, 6440, 6450)

**Rotary Clubs often have visitors and guests at meetings. As we strive for "Vibrant" Rotary Clubs with fun, fellowship and friendship – let us not forget what it is like to be a stranger coming into a new environment. The following is a true story:**

At the recently held RI Convention in New Orleans, one of the Host Committee events was dining out in New Orleans. Having arrived at my restaurant and following my check-in, I scanned the room for a potential spot to sit and join in the fellowship. The tables were rectangular with five seats per side. I saw a table with an odd number of guests already seated. Being a party of one – It would be a great way to fill the table, I thought. As I approached, I asked, "May I join you?" This was the reply – "No, that chair is for my husband and we want two other couples to join us." Shocked and dismayed – I thanked them and continued my search. I approached another table less than five feet away. Again, "May I join you?" "Of course, my name is Sandy and this is ....." It was a delightful night, filled with conversation, great food and now new additional Rotarian friends.

Is this how we treat potential new members of Rotary, when they come to a meeting or an event? Do we judge them by their appearance? Are WE uncomfortable? Do we say things that we really don't mean – and we still say them. Of course, I do not know if the response I was given at the first table was from a Rotarian or a spouse. It really does not matter who said it – It should have not been said.

Rotary has an environment where the majority of members are "couples". Those that are singles by choice or fate have to feel comfortable in this environment. Think about this factor as well in your Rotary Club – are you welcoming to the single person? Our guests and visitors usually come as a single at the meeting or event. It does not matter if they are part of a pair – Rotary is built on the different skills each one of us has and brings to Rotary.

Moral of story – Be **more** welcoming, to all individuals who come to our Rotary events and meetings. Striving for better and bolder Rotary clubs begins with each one of us as a member and respecting others.



*Your Rotary Coordinator Team is looking forward to serving the Districts, the Clubs and the Rotarians in Zone 28, in 2011-2012, as we Reach Within to Embrace Humanity.*

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