

ROTARY DISTRICT 5190

Alan Cain * District Governor

Issue 2 * August 2011

Notes from the Rotary Trail...

Hello dear friends in our family of Rotary. Last month's letter from the DG (me) was titled "Hittin' the Rotary Trail", as that was exactly what we were doing... gettin' underway. Now that we are underway... well... sorta, we'll be sending you "Notes from the Rotary Trail". I had to squeeze in one last little wilderness horse packing trip about 10 days ago, knowing that this would be it for the year. That's OK with me, and way OK with my horses. Life is all about Rotary from here on and the excitement is building as Jeanne and I prepare to hit the trail "tomorrow" for our club visits. Allow me to share a couple things that I jotted down while on that last wilderness trip.

We all know that August in the Rotary world means *Membership and Extension Month*. I believe it is very appropriate for Rotary clubs to begin their year thinking about membership development as this is something that requires planning and execution throughout the year. Rotary clubs across the U.S. are facing the same challenges, declining numbers due to membership being stressed during these financial downturn times and the traditional membership loss due to members not realizing the value they want to see for their time and money.

The financial stress component hits Rotarians in different ways and degrees, but bottom line is that unless Rotary clubs can get creative in developing ways to ease the strain on certain members, we may just lose some good folks from our ranks. Just last week several clubs were asking about ways to minimize the financial impact for some of their membership and a few other clubs were offering up some worthy ideas. Get creative. Come alongside strug-

gling members with a plan to get them over the hump and help them stay in Rotary.



The "value" factor is one I believe we often overlook. This is a problem PRIP Cliff Dochterman addresses in many of his speeches as he discusses the quality, timeliness, fellowship, and expense, of club meetings. If a Rotarian feels he or she is not getting the desired bang for their buck they're going to go somewhere else to find it. Meetings that involve the membership through discussion of club business and events develop a sense of ownership in the membership. Club assemblies held on a scheduled monthly basis is an excellent way to develop ownership which results directly in participation in club programs and activities. Meetings that are well run, starting and closing on schedule, which allow for fun and fellowship, are not overbearing in the cost of the meals or assessments, will send the members home or back to work feeling like they got a good deal for their time and money. Are Rotarians not much more likely to invite friends and colleagues to a meeting where they know without a doubt they can have a good time in a promised time frame and at a reasonable cost?

In addition to the 2011-2012 District 5190 goal of a 5% net increase in membership, we also have as a goal the

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ADG Joe Zarachoff



Area 9

Greetings fellow Rotarians from Area 9! Area 9 includes 5 clubs; The Carson City Rotary Club, the Carson City Sunset Rotary Club, the Minden Rotary Club, the South Lake Tahoe Rotary Club and the Tahoe-Douglas Rotary Club. This totals to 233 Rotarians (as of July 1, 2011).

August is Membership and Extension Month, so it seemed appropriate to first review our Area's and District Membership results for 2010-11. For the 2010-11 Rotary year the Area 9 clubs combined had a net gain of 3 members. This compares to our overall District where we have experienced 4 consecutive years of a declining membership.

The Carson City and Tahoe Douglas Clubs lost members last year continuing a multi-year downward trend.

Carson City President Chas Macquarie sees potential members in the State Government base that exists here in the Nevada Capital. In an effort to make Rotary more affordable the club changed its policy last year concerning missed meetings (and meals). They are also offering a desert only option to make being a Rotarian in Carson City more affordable. At -2 last year, it appears that the worst is behind this club and they are looking to reverse the trend this year.

Tahoe Douglas is looking to rejuvenate their Rotary experience according to President Dave Anderson. This club just completed the visioning process in an effort to solidify the mission and goals of the club and feel this will help stem the tide of declining membership. They are continuing their policy of having prospective members eat free. In these tough economic times it was felt that having to pay for two lunches was inhibiting members from inviting prospective Rotarians.

The Minden, Carson City Sunset and South Lake Tahoe Clubs all expanded their membership last year.

The Carson City Sunset Club is a dinner club that is now at 22 members. President Toni Langson feels that being of small size and an evening club is both their strength and weakness. This is an effective club complete with projects, youth involvement and foundation support even with only 22 members. Toni feels that the small size should appeal to some prospective members but that perhaps the dinner

format is preventing younger members from joining due to time and financial constraints. There is also concern that their location is hard to find in the winter, so they are investigating alternative meeting locations.

Minden Rotary added 4 new members last year as this club rallied from setbacks early in the 2010-11 Rotary year. Their club is unified, has a clear purpose and has enjoyed excellent attendance. President John Carne feels that sponsors of new members are not given enough recognition. So on the day a new member is inducted, the Minden Rotary Club plans to pick up the lunch tab for the sponsor.

The South Lake Tahoe Rotary Club has truly been on a roll these past few years. Officially they were +3 last year but attracted over 15 new members. They made a conscious decision to ask some RINO's (Rotarians in name only) to either start coming to meetings or to drop from the Club. As a result not only has the club grown, but it is also in the hands of stronger Rotarians. President Cynthea Preston attributes their success to the visibility of their MONTHLY Rotarians at work day projects. She also plans to give further emphasis to the business connections available through the South Lake Tahoe Club.

This is also EXTENSION month which is all about the formation of new clubs. The Tahoe Douglas Club is working towards the formation of a new Interact club at Whittell High School. Last year our District added 8 new Interact Clubs with approximately 100 members.

There are many resources available at all levels of Rotary to assist us in the areas of Membership, Retention and Extension. If you have any questions or comments feel free to contact me at JoeZ@TDRotary.com.

Wishing all of you a fabulous Rotary year!

Rotary International President Kalyan Banerjee has asked Rotarians to think of "new and different ways" to take on the challenges of today at to also remember to help others.

In his July 1 message, the RI President also said "in peace, harmony and friendship we will bring change-and a more joyful world."

The 2011-2012 RI theme is "Reach Within to Embrace Humanity."

You can find his whole July 1 message at <http://www.rotary.org/en/AboutUs/RotaryLeadership/RIPresident/Pages/Messages.aspx>

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creation of another New Generations Club in the district. There are several areas in the district where this should be looked at and I challenge clubs to be considering if their community might be one of those. While attending a recent fund raising event at the Reno New Generations Club (thanks President Bret and New Gen'rs, we had a great time!) Jeanne and I saw first hand the passion and dedication that our younger Rotarians possess. Now I confess that they use different terminology and have vastly sophisticated means of communication than yours truly, but they are genuinely interested in serving through Rotary. Surely there must many more just like them in a community near you, unknowingly poised to make a difference in their world through Rotary membership. Who will find them and lead them?

Do you remember last month where I discussed briefly the challenge of RI President Banerjee to embrace change and in fact “be the change you want to see in the world”, quoting Mahatma Ghandi? Well, I'll tell you that I was staring change in the face at the Reno New Generations dinner. The young professionals at our table and around the room were chatting comfortably in a foreign language. I was thinking that it sounded a lot like English but the words they were using to describe and discuss their IT careers were way beyond me. They are our Rotary future, folks, right at our door step. We really need to focus on membership and club development within this amazing and talented generation. Who will find them and lead them?

OK, I'd better bring this little note to a close. Thanks for listening to my thoughts. Before we say “Adios” I would like to remind every Rotarian, mom, dad, grandpa, grandma, son, daughter, grandkid, niece, nephew, brother, sister, and friends...that **Rotary Day at the Reno Aces** is Sunday, August 21. The ballpark folks will be helping us promote our “End Polio Now” campaign and proceeds from ticket sales will go toward D5190's Polio contribution. We hope to see many of you there. Look right here in this newsletter for ticket sales information and don't wait too long!

...From the Trail,

DG Alan



Nevada City Breakfast Club Becomes one of 200 Clubs Worldwide Awarded With Pilot Program

On July 1st, Nevada City Breakfast Club started participating in RI's Associate Member Pilot Program. 1,300 clubs applied to be in this program, and only 200 were chosen from all Rotary countries, regions and the 34 zones.

This is an exciting opportunity for the club to experiment with some new approaches, techniques and methods of operating. In support of the RI Strategic Plan goal to *'foster club innovation and flexibility'* the Board authorized these pilots to evaluate and measure the impact alternative membership types and club operations have on member activities and engagement, membership growth and retention, improved member diversity, increased community and international service, increased support of The Rotary Foundation, and overall club effectiveness.

Congratulations to the Nevada City Breakfast Club as they embark on this program throughout years 2011-2014.

Solar Cooker Project Helps Needy in Amador County

In 2008, Irene Perbal of the Rotary Club of Jackson, California traveled to Brazil to train social workers there on how to operate a solar cooker.

The cookers were going into the poor areas of the country so that everyone could prepare a hot meal when previously unable to do so due to a lack of

a home and/or appliances. It was a very successful program that Irene's club sponsored.

Now, the program has come home and they are training local people on how to make and use their own solar cooking units (just takes cardboard and foil!). The present economy and high unemployment has forced many into a life without hot meals, and the solar cooker is just the answer for so many!



Rotary International President Ray Klinginsmith Recognizes Two Great Rotarians and One Energetic Rotary Club



PDG Bob Hartsfield, RI President Ray Klinginsmith, Past AG Lud Spoylar, DG Steve Lewis

Past District Governor Bob Hartsfield was the recipient of RI's coveted *Service Above Self* Award at last month's District Conference. Rotary awards a maximum of 150 of these very prestigious awards each year. RI President Ray Klinginsmith was on hand to personally make the presentation to Bob.

Past RI Vice President Jerry Hall made the official nomination after Bob's good friend and fellow club member, Past AG Lud Spoylar made a call to both DG Steve Lewis and Jerry Hall. Lud said that since serving as DG in 2003-2004, both Bob and his wife Marge have made numerous humanitarian trips assisting those in need as well as continued service to both the District and his community of Tahoe City, CA.

In 2003 they traveled to Bolivia to participate in a Rotoplast cleft-palate surgery center. In 2005, an national immunization day 'NID' project in India, to Uganda for another Rotoplast project in 2007, then Nepal in 2008 to assist in a dental clinic and to do a few repairs on a needy school, Nigeria in 2009 for another 'NID' project and then last year in 2010 to assist in a water project in the Philippines.

As Jerry Hall put it: "Bob is a hard working and dedicated Rotarian committed to providing service to others. Bob and Marge have freely contributed their personal resources to their community and to Rotary. They are Paul Harris Society members and Major Donors to the Rotary Foundation."

The personal attributes and the many contributions made by Bob to improve the lives of others in his community and abroad clearly define him as a Rotarian well qualified to receive the *Service Above Self* award from Rotary International. Congratulations Bob!

RI's *Significant Achievement* Award



RI President Ray Klinginsmith, Art Cort, Anne Eckert

The Rotary Club of Cameron Park was the recipient of *Rotary International's Significant Achievement* award at this year's District Conference, the *Rotary Round-Up*. After building their first attraction at the Folsom Lake College, a community observatory (the club's Centennial project), the club hand built a beautiful star gazing amphitheater this past year aptly named the 'G.Arthur Cort Sky Theater', in recognition of their club's Inspiration for the project.

RI's *Club Builder* Award



Mike Hix, RI President's Rep, Monty Audenart, PDG Steve
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Paul Harris or Steve Mestre?

The Reno Rotary Club President shows his stunning resemblance to the Founder of Rotary!

Thanks to Ben Langlotz for this photo and story.



Alturas Rotary President Elizabeth Cavasso (left) joined the Paul Harris Society at her first meeting as President to try and inspire her club members to follow. Pictured here are D5190 Paul Harris Chair Karen Grosz and DG Alan.

Club Attendance Report: June 2011

John Sullivan

NR = No Report

Area	Club	Total	Gain	Loss	Attendance	Annual Giving YTD	Restricted Giving YTD	Area	Club	Total	Gain	Loss	Attendance	Annual Giving YTD	Restricted Giving YTD
12	Alturas	23	0	2	89%	\$ 4,965	\$ 2,384	7	Plymouth-Foothills	29	0	0	55%	\$ 2,562	\$ 7,000
12	Alturas Sunrise	25	0	0	77%	\$ 450	\$ 3,500	6	Pollock Pines-Camino	13	0	0	87%	\$ 840	\$ 582
7	Amador Upcountry (Pioneer)	21	0	1	64%	\$ 1,508	\$ 400	2	Portola	38	2	1	88%	\$ 4,700	\$ 2,413
5	Auburn	107	0	1	83%	\$ 14,811	\$ 2,849	2	Quincy	41	3	1	80%	\$ 4,940	\$ 2,170
5	Auburn Daybreak	13	0	0	94%	\$ 3,548	\$ 2,055	8	Reno	180	0	6	57%	\$ 28,151	\$ 14,878
5	Auburn Gold Country	39	0	2	78%	\$ 6,000	\$ 2,000	8	Reno Centennial Sunset	31	0	1	75%	\$ 2,300	\$ 3,923
6	Cameron Park	59	1	3	65%	\$ 8,585	\$ 7,431	8	Reno Central	66	2	0	62%	\$ 14,274	\$ 9,688
9	Carson City*	84			NR	\$ 17,734	\$ 2,000	8	Reno New Generations	22	0	1	69%	\$ 600	\$ 2,000
9	Carson City - Sunset	22	0	0	44%	\$ 2,300	\$ 3,200	8	Reno South	66	0	7	83%	\$ 7,304	\$ 10,896
1	Chester	30	0	1	71%	\$ 4,200	\$ 100	8	Reno Sunrise*	50			NR	\$ 6,572	\$ 12,546
11	Elko	77	1	2	55%	\$ 9,867	\$ 2,162	10	Smith Valley*	27			NR	\$ 2,940	\$ 2,345
11	Elko-Desert Sunrise	31	1	1	57%	\$ 6,475	\$ 3,169	9	South Lake Tahoe	50	3	1	66%	\$ 4,525	\$ 2,110
11	Ely	30	0	1	73%	\$ 5,115	\$ 1,020	8	Sparks	116	1	0	87%	\$ 22,729	\$ 2,019
10	Fallon*	54			NR	\$ 10,578	\$ 1,036	8	Sparks Centennial Sunrise	31	0	0	82%	\$ 11,234	\$ 2,634
10	Fernley	28	0	1	75%	\$ 4,244	\$ 2,197	12	Surprise Valley (Cedarville)	21	0	0	74%	\$ 1,000	\$ 310
6	Georgetown Divide	31	0	0	67%	\$ 1,700	\$ 53	1	Susanville*	58			NR	\$ 2,400	\$ 50
4	Grass Valley	68	0	1	76%	\$ 12,845	\$ 2,264	1	Susanville Sunrise*	31			NR	\$ 5,806	\$ 3,350
2	Greenville	9	0	1	77%	\$ 2,040	\$ 1,600	3	Tahoe City*	48			NR	\$ 2,970	\$ 5,450
3	Incline Village*	26			NR	\$ 1,400	\$ 100	9	Tahoe-Douglas	49	1	4	73%	\$ 10,166	\$ 3,200
7	Ione	27	0	0	47%	\$ 5,575	\$ 2,525	3	Tahoe-Incline	37	0	3	89%	\$ 9,444	\$ 5,286
7	Jackson	45	0	2	78%	\$ 8,653	\$ 5,738	10	Tonopah	15	0	0	67%	\$ 700	\$ 50
2	Loyalton	27	0	1	84%	\$ 3,702	\$ 3,843	3	Truckee	93	1	2	75%	\$ 14,495	\$ 7,025
9	Minden	32	0	0	72%	\$ 2,200	\$ 1,479	3	Truckee Sunrise	24	0	0	89%	\$ 2,602	\$ 862
4	Nevada City*	50			NR	\$ 5,129	\$ 2,247	1	Westwood-Lake Almanor	10	0	0	77%	\$ 500	\$ 100
4	Nevada City 49er Breakfast	84	0	2	84%	\$ 20,975	\$ 5,056	11	Winnemucca	35	0	0	27%	\$ 2,270	\$ 2,268
4	Nevada County South	31	0	2	98%	\$ 5,400	\$ 998	10	Yerington	35	0	1	85%	\$ 1,920	\$ 2,291
4	Penn Valley	37	0	0	86%	\$ 8,342	\$ 2,860		TOTALS	2370	16	55		\$ 352,546	\$ 172,954
6	Placerville	44	0	3	55%	\$ 6,261	\$ 3,242								

Tales from the Trail . . .

Sparks Centennial Sunrise Rotary is hosting the Rotary District 5190 Golf Tournament on September 24 at the Resort at Red Hawk –The Lakes. The scramble style tournament will have a 9 am shotgun start, great prizes, snacks, lunch and dinner, all for \$110 per player. There is a discount for foursomes at \$375, or just dinner for \$25. All proceeds go to fund Rotary Youth Programs in Reno and Sparks, including RYLA, RYE, Middle School Leadership, 4th Grade Calculator Program, scholarships and other programs. To sign up, or for more information, visit their website at www.SparksCentennialSunsetRotary.com.



Alturas Rotary Club invites all to their Golf Tournament and Dinner on Saturday, August 6 at Arrowhead Golf Course. The tournament is fun with four person teams in an 18 hole scramble format with handicaps and starts at 9 am. A tri-tip dinner will follow the action where cash

awards will be handed out along with other prizes. Cost is \$60 per golfer and \$15 for those going for just the dinner. Contact PP Jim Wills by August 3 to sign up and for more information.

Congratulations to the **Rotary Club of Cameron Park** on yet another successful Wine at Town Center! This year's event had to change dates at the last moment due to weather so club members rose to the challenge and came out on top!

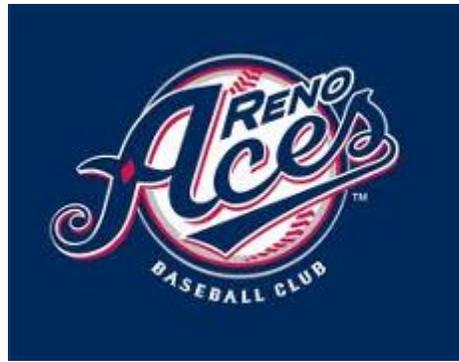
More congratulations go out to **Gene Albaugh** of the **Nevada City 49er Rotary Breakfast Club** on his 31 years of perfect attendance!

Save the Date: The **Rotary Club of Auburn's** Annual BBQ fundraiser will be held on September 16.

The **Rotary Club of Reno** presents The Reno Western Music Festival on August 13 at the Hawkins Amphitheater on Barkley Ranch Road. Juni Fisher and Richard Elloyan will perform for all attendees. Show tickets are \$30 and Show & Dinner tickets are \$45. People may also bring a picnic dinner in lieu of purchasing one. For tickets and more information, log onto www.renorotaryclub.org or call 775-303-7707 or find them on Facebook.



Join **District 5190** at the Reno Aces game on August 21 when the Aces takes on the Tacoma Rainiers. Let's take



over the stadium and fill it with Rotarians and their families for this "End Polio Now" fundraiser! For only \$20 you can donate to the fundraiser AND enjoy a day of baseball. The gates open at 12:05 pm and first pitch is

at 1:05 pm. To purchase tickets, send a check made out to D5190 to Treasurer Cheryl Zarachoff at P.O. Box 2175, Stateline, NV 89449. Credit card sales can be made at 775-588-1142.

The **Rotary Club of Loyalton** would like you to join them for their Annual Lamb Feed Barbeque on August 25th. They invite you to meet old and new friends and above all, guarantee you'll enjoy the food, the libations and all the rest of the planned festivities. The cost this year is \$20 per person which includes dinner and one drink of your choice, (additional tokens can be purchased). Water, Soda, Beer, Wine and Spirits will all be available. The event starts at 5:30 pm with cocktails and dinner at 6 pm. All the fun will take place at the Rotary Picnic grounds on Smithneck Road. Proceeds from this event benefit local community organizations and activities as well as The Rotary Club of Loyalton's High School Scholarship Program. Contact Brooks Mitchell (530)993-4012 with any questions.

Hope you made it to the Amador County Fair and visited the **Rotary Club of Plymouth-Foothills** booth. They were selling their famous steak sandwiches!



The **Rotary Club of South Lake Tahoe** continues their monthly Rotarians at Work Days. Shown here was the group, and their family members, after a day spent cleaning a Lake Tahoe beach.

The **Rotary Club of Penn Valley** has their Annual Fall Festival on August 27 at Western Gateway Park in Penn Valley. The day is full of vendors, food, raffle, auction and lots of fun! They moved the event to August so they wouldn't compete with another local event.

Stop by the Nevada County Fair between August 10 and 14 and enjoy ice cream at the **Rotary Club of Truckee's** annual booth!

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Mike Hix, Past President of the Rotary Club of Sparks and the District's Memberhip Chair, receives Rotary's *Club Builder* award from RI President Representative Monty Audernart and Past District Governor, Steve Lewis.

Mike is one of the most prolific sponsors of new members to Rotary Clubs throughout our District. In 2002, Mike was also recognized by Rotary International as one of just 66 'Distinguished' Club Presidents in the entire world!

We apologize for the misspelling of a name in the District Governor Awards section of the July 2011 newsletter. Ron Rehn was the award winner, congratulations.

Another Great RYLA Experience

Alturas Rotary Club sponsored two students to attend Camp RYLA in June this year. The students, Brandon Bains and Brett Bouderaux, attend Modoc High School in Alturas.

Brandon visited a recent Alturas Rotary Club meeting to share his experience. He stated that he had been told the week-long camp would change his life but had no idea how true it would be.

Upon arriving at camp and feeling uncomfortable not knowing other campers Brandon was unsure how he would fit in. He said it didn't take long at all before he realized almost everyone else felt the same way, introductions were made, and the rest of the week flew by.

Participants learned how to understand others – to look beyond outward appearances and to see individuals as they really are – by listening to their stories and sharing experi-

ences. Brandon said he grew personally through the activities and programs during the week. The students had fun times as well as serious discussions, challenging each other on often scary subjects, leading Brandon to even get to know himself better.

Alturas Rotary Club member Fritz Barclay has long been the lead for the RYLA program. Brandon wants to work with Barclay to recruit students for future RYLA camps. He feels Camp Ryla truly changed him and is anxious for others to have the same experience

DG Alan Club Visit Recognitions



Westwood Rotarian John Fehrman (top photo) and Susanville Sunrise Rotarian Arlin Billington (lower photo) are awarded the "Transformer! Award" during Alan's recent club visits. This award goes to a club member who goes above and beyond in contribution of time, resources and project and activity involvement.

Rotary Officers

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- Area 9 — Joe Zarachoff
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- Area 11 —Michelle Hammond
Urain
- Area 12 —Dave Mason

Rotary Newsletter is the monthly newsletter of Rotary District 5190, Alan Cain, Governor. The newsletter is posted on the District Web Site at www.rotarydistrict5190.org. Send Club bulletins and news to Editor Paula Peterson, P.O. Box 17818, South Lake Tahoe, CA 96151 or e-mail to tahoepaula@sbcglobal.net • Home: 530-542-2262 • Cell: 530-307-0909.

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