



THE KEYWAY

ROTARY DISTRICT 5970 • JILL OLSEN, DISTRICT GOVERNOR, 2012-13

April 2013

From the Governor:

First woman RI vice president will begin term in July

By District Governor Jill Olsen

In July, Anne Mathews of South Carolina will become Rotary International's first female vice president. The first woman Rotary Club president, Sylvia Whitlock of California, is this year's district governor in District 5300.

I had a chance to meet Sylvia at the International Assembly in San Diego last winter. Her calling card included a caricature of a mouse: the mouse that roared. DG Sylvia said she had no intention of making history when she and three other women joined the Rotary Club of Duarte, Calif., in 1977. But when RI terminated the club's charter in 1978 because women had been admitted, members renamed their group the "ExRotary Club of Duarte."

Duarte's members first appealed to the RI Council on Legislation, requesting a change in charter requirements to allow women members. The vote was 1060-34 against the proposal. The club then filed suit in Los Angeles Superior Court with the help of the ACLU, arguing that Rotary clubs were "business establishments" subject to the Unruh Civil Rights Act of California, which bans discrimination based on race, gender, religion, or ethnic origin.

A series of appeals and court decisions over the next few years finally resulted in a 7-0 Supreme Court decision in favor of the plaintiffs on May 4, 1987. According to the New York Times archives, the decision reinforced arguments that the Constitution does not protect sex discrimination by most all-male private clubs, in particular those that are often used for business purposes or by non-members.

In 1989 the Council on Legislation voted to allow women in all clubs across the world. In 1995, the first women began serving as district governors.

The first women admitted to District 5970 Rotary clubs were probably in the Cedar Rapids Downtown Club. They celebrated 25 years of membership there this past November.

In 2003, Rosie Hussey from Clear Lake/Mason City became the first 5970 district governor. She does not recall—nor do we have records to indicate—who served as the district's first female Rotary club president or assistant governor. Rosie led the effort to establish, among other things, the district executive secretary position and negotiated the salary to support the position. She currently serves as chair of the Iowa State Board of Education.



PDG Rosie Hussey

Vicki Mallory, the second female DG (2004-05), is executive director of the Algona Chamber of Commerce and served as Foundation chair after her year as DG. In 2014, Kathy Fahy from Spirit Lake will become the fourth female DG in our district. Kathy is originally from Bancroft and was a Rotary Ambassadorial Scholar in Australia.

Twenty-six years after women were admitted to membership, the percentage of women in Rotary is still disproportionate. Worldwide, women represent only 17.7 percent of membership (with 78 percent of clubs worldwide admitting females), and this year 17 percent are serving as district governors. Our district is better by comparison with 28.4 percent women. The number of women on the RI Board of Directors (2/20), and Foundation Board of Trustees (1/16), could still be termed at the "token" level.

District 5970 is proud of its female AND male Rotarians. Let us hear your stories about how the first women were admitted to your clubs. Send your stories to me or to DES John Last. We will put them together for another look at women in Rotary in District 5970 as we celebrate the opportunity for men and women to work together to "do good in the world."

Incoming presidents reminded of deadlines

By DGE John Bender

Setting goals in Rotary Club Central is essential for 2013–14 club presidents.

Presidents-elect should have received [instructions](#) for setting Foundation giving and membership goals during PETS or from their assistant governors. The process is listed below:

- www.rotary.org/memberaccess
- Select “create Account”
- Enter and confirm e-mail
- Enter password

Club presidents-elect should input Foundation goals by May 1 in order to be included in the Foundation giving goal announced at the RI Convention in Lisbon, Portugal.

Membership goals are due into [Rotary Club Central](#) by June 1. Please note, Rotary International will consider your membership goals final on **July 1**.

While changes to Foundation giving goals will be reflected in your district’s Monthly Contribution Report, any membership goal changes made after July 1 will not be reflected in the goal-tracking reports.

These reports are used throughout the year to gauge progress toward the regional membership plan objectives.

Thank you for all that you have done, and will continue to do, to make 2013-14 a success!



District Rotarian honored at White House

Rotarian Tom Barnes from the Rotary Club of Marion-East Cedar Rapids (second row far right) was one of 12 Rotarians honored at the White House April 5.

Barnes was recognized for his leadership in the club’s Shoes for Kids project, which has provided shoes for 3,500 children in the metro area and in the state. The project has made a difference in the community and to the club, which has experienced membership growth, especially in attracting younger members.

“It is a great honor to see these dedicated Rotary members recognized by the U.S. White House as Champions of Change for their work to improve the lives of people around the world,” said RI President Sakuji Tanaka. Tanaka said the honorees exemplify how Rotary brings people together to solve problems that are too large for one person to tackle.

“Alone, we look at the problems of our community and our world and we feel helpless,” he said. “But together, we are powerful. And through Rotary, we have the power to change our communities and communities throughout the world -- now and into the future. We have the ability to build the world we dream of: one that is healthier, happier, and with hope for better things to come.”

RI General Secretary John Hewko said the 12 Rotarians represent what Rotary is all about: “committed volunteers working together to improve communities not just in the United States but throughout the world.”

District 5970 ranks in top two of Zone

Congratulations are in order for District 5970 for donations of 20 percent of new DDF this year. District 5970 will be only one of two districts receiving recognition during the 2013 Zone Institute in Pittsburgh for support of Rotary's number-one priority.

Become or recommend a Paul Harris Fellow; Society chartering June 9 in Cedar Rapids

Do you know a Rotarian who gives generously to the Rotary Foundation every year? Do you know someone who is a repeat Paul Harris Fellow? Do you know someone who wants to begin that commitment? Maybe that someone is you.

Forward the names of these Rotarians—or your own name—to district Rotary Foundation chair Doug Laird (dlaird1@gmail.com). They, or you, will be invited to become a member of the Paul Harris Society.

Chartering of this new district society will be held Sunday afternoon, June 9, at the Bruce more Mansion in Cedar Rapids. Past Rotary International President Ray Klinginsmith will personally greet members and charter our society.

The Paul Harris Society represents an uncommon commitment to the good work Rotary does at home and across the world.

Membership Moment:

Cedar Rapids Downtown club develops incentives for recruiting members

by District Membership Chair Terry Dahlquist

The Cedar Rapids Downtown club launched a successful membership drive in June 2011 that resulted in 45 new members. The plan included:

- A letter mailed to all club members challenging them to identify potential new members. More than 40 Rotarians took this letter to heart and nominated a new member.
- A “free lunch card” for guests. Sponsoring members were encouraged to thank their visitors for coming, invite them to return, and articulate to their visitors the benefits of Rotary membership.
- A \$60 discount on a club member’s annual membership dues for each potential member introduced through this program, which included a “Red Badge Ceremony.”

Beginning June 30, 2011, the CR Downtown Club added 45 new members, 29 males and 16 females. Accounting for member attrition due to relocation, job changes, etc., the net change in club membership was 17 to the positive.

“This is unprecedented that we were able to add 45 new members or 13 percent in one year,” said President Ted Townsend. “Now we must focus on retention, because it is as important as recruitment. New members do not benefit Rotary unless they stay.”

Your club may not be the size of the Cedar Rapids club nor have the same dues and meals structure. But, you can tailor the drive to fit your situation.

May 15 deadline for Excellence Awards

Presidents and AGs have been contacted about evaluating their clubs as part of the Governor's Excellence Club Awards.

This year the responses are being received via Google Survey online. Deadline is May 15. Clubs will be notified of this award by June 1.

Send a student to RYLA July 7–12 in Waverly

Clubs and Rotarians: Do not let another day go by without sponsoring a student (or students) to attend this year’s RYLA camp.

RYLA is scheduled July 7–12 at Wartburg College in Waverly. It is the experience of a lifetime for these students. Districts 5970 and 6000 are partnering to make this year’s camp even better.

RYLA participant and now counselor Taylor Burgart, gives a powerful testimony of how RYLA turned around his thoughts of suicide—just one example of how RYLA makes a positive difference in the lives of rising high school sophomores and juniors.

Every club should give at least one student an opportunity for RYLA. The Dubuque Rotary Club is sending 10 students. Bravo for setting the bar for us all!

<http://www.district5970.org/ryla/about-ryla>

Membership Moment:

Variety of club pilots encourage out-of-the-box Rotary thinking

by District Membership Chair Terry Dahlquist

Zone 28 Coordinator Mary Beth Growney Selene recently outlined club pilots underway in Zone 28, including District 5970.

ASSOCIATE MEMBERS PILOT allows you to incorporate new members on a slightly different scale than active members. You might want to include Foundation or RI Program alumni—Ambassadorial Scholars, Group Study Exchange team members, Rotary Youth Exchange students, or program partners. Invite these individuals to join your club at a reduced dues rate until they have the capacity to pay full dues—a great way to engage younger members who already have an understanding of and appreciation for Rotary.

SATELLITE CLUB PILOT “extends” your club by meeting on an alternate day of the week and time of day. The club president serves both groups. This offers Rotary to those unavailable at your standard meeting day/time. The satellite time/day might also be more convenient for some of your current members. Think about a 5 p.m. or 5:30 p.m. meeting time at a popular social spot. Always invite the owner of the place where you meet.

CORPORATE MEMBERSHIP PILOT presents a unique opportunity to include members from larger employers in your community – industry, technology, education, and health professionals. One person from any organization may not be able to make the necessary commitment to your Rotary Club; however, two, three, or four could share the responsibility and be an asset to your club. Set your own guidelines, but I would recommend that each member of the corporate membership pay club, district, and RI dues and pay for meals only when they attend a meeting. Meals contribute to the high cost of Rotary in many clubs.

INNOVATIVE AND CREATIVE PILOT means you can do anything you want! Perhaps you decide to dedicate a meeting each month to providing active community service. Maybe you have a social once a month in lieu of a regular meeting. Encourage your members to suggest “off-site,” unique, and meaningful opportunities for your members. Be creative!



PDG Ken Kolek

Council on Legislation considers more than 300 new proposals

By PDG Ken Kolek, Council on Legislation delegate

The Rotary International Council on Legislation met April 21-26 in Chicago. This year’s manual was over three inches deep with more than 300 new proposals covering virtually every facet of the Rotary world. Proposals were consolidated into groupings to reduce the actual number of items for consideration.

Some of the proposals were thought-provoking with good ideas. Others appeared largely political. None of the submitted proposals originated in our district, but a number came from our Zone. One that was concerning involved proposed changes that would further impact Rotary Youth Exchange programs.

I prayed for the chair and moderator, who attempted to shepherd 530 delegates from around the world for an entire week. I also prayed for common sense to vote in the best interests of the Rotarians of District 5970 and for Rotary as a whole.

I look forward to providing a report to the district about actions taken at COL. Find more information:

http://www.rotary.org/EN/MEMBERS/POLICIESAN_DPROCEDURES/COUNCILONLEGISLATION/Pages/ri_default.aspx



NEIL FELL: *A Rotarian you should know*

Neil Fell is market president at Reliance State Bank, Garner. A member of the Garner Rotary Club, he also works as an assistant district governor with the Clarion, Garner, Forest City, and Osage clubs.

"I always enjoy reading the Rotary International President's first letter of his /her term in the Rotarian Magazine," Neil says. "It reinforces the true purpose of Rotary and why we accepted our invitation to become a member of Rotary."

Neil quotes RI President John Kenny (2009-10), who wrote in the first letter of his term:

"In Rotary, everything we are, and everything we aspire to become, lies in the hands of Rotarians in their clubs. If our clubs are congenial and our meetings are well-run, if our service is carefully planned and competently carried out, if our members are qualified, honest, and respected in their vocations and communities, then all of Rotary will thrive. That is why I say the future of Rotary Is In Your Hands."

"In every one of our communities, there is work to be done. As Rotarians, we will not stand idly by. As Rotarians, we will accept our responsibility. We can, and we must. For we know Rotary is only as great as its clubs—and our clubs are only as great as the members within them."

"Kenny's words are the essence of Rotary and why we are members," Neil concludes.



Pickin' and Grinnin' at Carolina fundraiser

Those of you who remember Bevin and Pam Wall from their trip here last fall as Rotary Leadership Institute trainers or as Presidential Reps at the 2012 District Conference will enjoy this update. Bevin and Pam and other Newport, N.C. Rotarians barbecued 80 pigs for their club's "Pig Pickin" fundraiser on April 6.

"Rotary creates the perfect venue for me to give back to the community I live in while enjoying the camaraderie of positive and active individuals."

— Tom Brand, Rotary Club of Kenosha West, Wisconsin

