



THE KEYWAY

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

February 2013

District Conference wrap-up on pages 2-4

District Governor Jill Olsen has compiled a montage of photos from Day 1 of the 2013 District Conference. Day 2 will be featured in March. Thanks to everyone who contributed to the success of this event. Additional photos are posted at www.district5970.org.

Seventh grader teaches origami at conference

Under the patient direction of Brendan Bell, District Conference participants had the opportunity to create an origami paper crane at the House of Friendship.

Brendan, twin son of conference co-chair Michelle Bell, is a seventh-grader at Excelsior Middle School in the LinnMar School District. His interest in origami began in second grade, when he picked up a book at a day care program. This past year, he enrolled in an origami class at Coe College's summer College for Kids.

In addition to sharing the art of origami with Rotarians, Brendan also folded more than 170 paper cranes for the conference dinner centerpieces.

We congratulate Brendan on his accomplishments and thank him for his service—a great start to what we hope will be his future involvement as an Interactor and a Rotarian.

From the Governor:

Rotary research offers insights for success

By District Governor Jill Olsen

Why do Rotarians and Rotaractors join Rotary? Why do they stay?

Research findings indicate that in every age group, the top two reasons people join and stay in Rotary are (1) local community service and (2) friendship and fellowship.

How do Rotarians view Future Vision?

The vast majority (90%) of district leaders from non-pilot districts (governors, committee chairs, etc.) say they support the Future Vision Plan.

How important are club strategic plans?

Clubs with strategic plans are more likely to report significant improvement over the past three years in recruiting and retaining members, using social media, and maintaining a positive public image.

What's helping membership?

Among New Generations participants, 80 percent say they are very interested in joining Rotary in the future.

Clubs participating in the 2011-14 pilot programs (Associate Membership, Corporate Membership, Innovation and Flexibility, and Satellite Club) reported greater overall membership growth in 2011-12 than in 2010-11 (the year before the pilot). Their growth also surpassed RI's 2011-12 overall membership growth rate.



DG Jill Olsen and Spencer Rotary Club President Barbara Workman attend the Jan. 19 Black and White Winter Party, an inaugural joint event between the Arts on Grande and the Spencer Rotary Club.

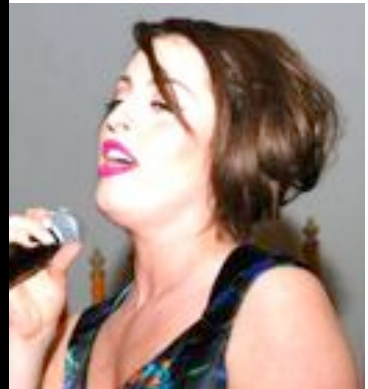
A Night to Remember: The Promise of Peace 5970 District Conference 2013 UNI Campus

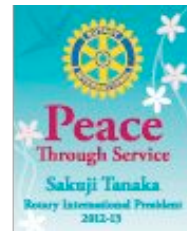
Presidential Rep. PDG Robb Knuepfer addressing the dinner audience about Peace Through Service, DG Jill talking about the Family of Rotary, PDG Roger welcoming Rotarians on behalf of UNI President Allen, Simon Estes speaking about his humanitarian work, Emcee Christine Landa, DRFC Doug Laird with the invocation, DGN Kathy Fahy introducing Simon, Conference Co-Chairs Mike Tiernan & Michelle Bell opening the meeting, a hug to ADG Chuck Burke who presented an honorary Paul Harris Fellow in honor of DG Jill's daughter, Leah.



A Night to Remember: The Promise of Peace 5970 District Conference 2013 UNI Campus

AGs Bart Woods & Bruce Lindholm, CR West President James Nelson, DGE John Bender with a Rotary Minute, PDG Greg Hapgood introducing his son and keynote speaker Col Greg Hapgood (below) Iowa National Guard, who spoke about Peace Through Service, End Polio Now illuminated on the south side of the Gallagher Bluedorn PAC, American Idol finalist Alisabeth Von Presley with her accompanist Gerard Estella who “brought the house down” with their talent.





House Of Friendship District Conference 2013 DG Jill with Rockwell City display, RIPR Robb with RYLA Counselors, Brenden Bell (center-- son of Conference Co-Chair Michelle Bell) who taught us how to fold paper cranes for peace. Brenden folded all the cranes for the table centerpieces, Forest City Display, RYE Students, Mt. Vernon/Lisbon Pres. Cot Graber with PDG Jerry Retzlaff at their displays, sample RYE Jacket. Each RYE student prepared a display about their country.

Interact Club thrives at Cedar Rapids high school

With more than 50 active members participating in over six service projects per student per school year, the young leaders in Washington High School's Interact Club know a thing or two about service above self.

The organization was formed in 2004 through sponsorship and support from the Cedar Rapids West Rotary Club. It offers two to four service opportunities a month under current president Bradlee Birchansky, and Senior Service co-chair Kate Ernst. Members meet bi-weekly for lunch and a speaker, who typically represents a cause supported by the club.

SEMP (Sunday Evening Meals Program) is a backbone Interact project in which members help serve a free, hot meal for the needy at First Presbyterian Church in downtown Cedar Rapids. The club also rings bells and sings carols outside Hy-Vee to support local Salvation Army holiday fundraising.

Interact's service-minded bowlers participate in the Big Brothers Big Sisters annual Bowl for Kids' Sake event every February. In 2012, the event raised an all-time agency record of over \$355,034.

WHS Interactors call other teen to service through an annual Senior Service Day, encouraging seniors to volunteer one day of their time to a project selected jointly by participants. The event provides a good-cause alternative to Senior Skip Day.

Jessica Schamberger, Cedar Rapids Rotary West advisor to the Interact Club, marvels at the impact created through the hard work of Interact members.

"These young leaders are high-achieving students who are involved in every extra-curricular activity imaginable yet still make time for service," Schamberger said. "I am continually amazed by their dedication to helping others. It's inspiring!"

Ambassadorial Scholar provides update on year in London

Eric Waldstein of Waverly is spending the 2012-13 year as a Rotary Ambassadorial Scholar at the London School of Economics. Read about his experiences and see his short video on the district website. Go to www.district5970.org and click on Amb Scholars.



How many RYLA participants will your club sponsor this year?

by District RYLA Chair Dave Kutter

District Rotary members and clubs sponsored 52 students for RYLA 2012, and we estimate that number could grow to 80 students in 2013. As of Feb. 24, we have heard from 27 clubs who will sponsor a total of 55 students. We are now contacting clubs that have not responded.

Where: Wartburg College, Waverly, Iowa

When: Sunday, July 7 – Friday, July 12, 2013

Cost of Sponsorship: \$400 per student

Each club is asked to:

1. Name a club RYLA Representative to coordinate club activities related to recruitment and selection of students for RYLA. The "[Club Information](#)" page of our website describes the representative's responsibilities.
2. Provide an initial number of students it will sponsor for the 2013 RYLA Conference.
3. Recruit students. Contact schools or students you know. The application is posted online at www.iowaRYLA.org or can be downloaded [here](#).

With Rotary District 6000 (Southern Iowa) joining us this summer, we are calling this combined effort "Iowa RYLA", and our website is www.iowaryla.org.

Kris Markham, New Hampton Rotary Club, has agreed to be the RYLA Representative Coordinator. She will be a resource for club RYLA Representatives, providing training and support.

If your club would like a program about RYLA or a five-minute announcement, please contact Dave Kutter, dakutter@imonmail.com or 319-360-7362, or Kris Markham, rkmarkham@mchsi.com.

Membership Moment: Enthusiasm key to Cedar Valley New Generations Club

by District Membership Chair Terry Dahlquist

The Cedar Valley New Generation Club has experienced tremendous growth since its launch in September 2011. The club is approaching 35 members with a steady weekly attendance of 25.

“The enthusiasm of our members is key to our growth,” comments President Wendy Knapp, “They love the culture of the club so much that they can’t help but invite guests.”

- The club meets from 5 to 6 p.m. on the first three Wednesdays of the month.
- No meal is served, keeping the dues low.
- The meeting place is a cool and casual private bar within the Montage restaurant on Main Street in Cedar Falls. Members feel comfortable having a cocktail or simply water. Hors d’oeuvres are sponsored by local businesses and organizations who in turn are given the opportunity to present their two minute “elevator speech.”

Popularity of the meetings led club members to establish a 4th Wednesday social mixer in an alternate location. Members have gathered at private homes, gone kayaking, and attended live outdoor music events.

Community engagement is the club’s main focus. Each month offers one to three service opportunities—easy-access existing projects that require eight to 10 participants. This gives club members more exposure to the needs of the Cedar Valley and has helped build strong ties among club members as they serve together.

Partnering organizations have included the Red Cross, Blue Zones, Taylor Morris Event, Food Bank, Waterloo Schools, and Hospitality House. The club has also executed a successful book drive and coat drive and partnered for two years with Home Instead to deliver [Christmas](#) gifts to homebound senior citizens. The club also raised a community garden with produce going to local community meals.



Steve Hoesel: A Rotarian you should know

Steve is a 16-year Rotarian, the last 10 as a member of the Fort Dodge Rotary Club and the prior six as a charter member of the Fort Dodge Daybreak

Club. He was president of the Fort Dodge Rotary Club in 2011-12 and has served as Assistant District Governor for Eagle Grove, Webster City, and the two clubs in Fort Dodge for the past four-five years. Now retired, his professional experience is 30+ years working for local governments in planning, ordinance preparation, grant writing, grant management, public transportation, etc.

The Hoesel family has called Fort Dodge home for 33 years. Steve and wife Julie hold master’s degrees, and their four daughters have professional degrees, three in music performance/music education and one in nursing. The youngest is pursuing a master’s degree in music performance from the University of Minnesota-Duluth. Three sons-in-law and seven grandchildren complete the family circle.

Steve says working together in Rotary helps address world problems that single individuals have little chance of changing. He cites the “Children of the Dump” project in Chinandega, Nicaragua, as a vivid example of education, meals, and hygiene making critical inroads into poverty. He says working as ADG with four excellent clubs has given him an appreciation for the valuable service clubs provide to their communities.



District Rotary Foundation Chair Doug Laird meets a counterpart from India at Foundation training during January’s International Assembly in San Diego.

Send members to Leadership Institute

The next Session One Rotary Leadership Institute Seminar is scheduled for Saturday, April 20, at The Pinicon in New Hampton.

RLI seminars teach leadership skills participants can readily use in their business and Rotary lives. **We recommend clubs send at least two members for windshield conversation to and from the Institute and support back home.**

Participation is limited to 15. Tuition is \$95, which covers course materials, faculty travel, and lunch. Clubs frequently pay for their members to attend, since benefit from a trained cadre of members. Watch for information about online registration, and direct questions to Dave Buck, iowadave68@hotmail.com

Join us in Portugal

It's not too late to register for the Rotary International Convention in Lisbon, Portugal, June 23–26. Check the 5970 website for a special invitation to breakfast with our friends in District 6000 and easy directions to register for the conference. Attendees also are invited to a Zones 28-29 Northland Luncheon Cruise from 1 to 3 p.m. on Sunday, June 23.

The event costs \$70 per person and features a buffet with beer and wine included and an afternoon on the Tagus River aboard the N/M Opera. Round-trip transportation will be provided from the Convention Centre to the ship.

For tickets, visit www.zones28-29.org



Alyssa Christian stands near a fountain at the Palace of Versailles.

Cedar Rapids Rotary Youth Exchange student reflects on first half of her year in France

By Alyssa Christian

Last August I boarded a plane to live in a country I had never been to, in a city I had never heard of, with a family I had never met who all spoke a language I had merely studied but never spoken.

My name is Alyssa Christian and I am an 18-year-old Cedar Rapids Washington High School graduate halfway through my journey as a Rotary Exchange Student in Colmar, France—District 1680.

Through the immense generosity of Rotary clubs worldwide, thousands of young people have the opportunity to embark upon perhaps one of the most unique and gratifying experiences life has to offer. We are completely immersed in a new language, new culture, and new way of life—but we are never truly alone. We travel through this journey together with the international support of Rotary.

In the past five months alone, I have been to three different countries, matured immeasurably, lived with two host families I see as my own family, and made friendships and memories that will last a lifetime—all while working to master my French. None of this would have been possible for me without Rotary.

That isn't to say that being an exchange student is easy; but if you work through it, you'll find even the most challenging dips of this rollercoaster ride to be rewarding. Whether standing in awe at the Hall of Mirrors in the Palace of Versailles or writing and presenting a scene in my French Literature class to laughter and applause, being a Rotary Exchange Student teaches you so much about the world around you and the power you hold within yourself.

It is with courage and gratitude to Rotary that I embark upon the second half of my exchange. Thank you to everyone that makes this program possible.



Good job, Ackley!

Congratulations to the Ackley Rotary Club, which inducted four new Paul Harris Fellows as a result of the Rotary Rush campaign. This represents an increase of 100 percent.



Steve Williams:

A Rotarian you should know

Steve Williams has been a Rotarian for the past 33 years, but he started his service involvement as a charter member of two Lions Clubs.

Steve joined the Fort Madison Rotary Club in 1980. He served as president of that club, along with the Cedar Rapids Sunrise and Monticello clubs. He credits the late Bill Cameron, a longtime friend and PDG of District 6000, for providing positive motivation to learn the higher meaning of Rotary service. During Cameron’s year as district governor in 1993-94, Steve was living in Marshalltown and served as assistant district governor.

This year, he answered District Governor Jill Olsen’s request to serve as an assistant on special assignment.

Steve says the two concepts of Rotary that have most inspired him are fellowship and End Polio Now.

“The idea of participating in a movement to end a dreaded disease is a great inspiration,” Steve said.

Steve and his wife, Nancy are avid travelers. Still on their “bucket list” is a trip to South Africa. While living in Fort Madison, they hosted a Rotary Youth Exchange student from Capetown who created such a positive image of the country that Steve feels he has to go.

A public educator for 43 years, Steve shares Horace Mann’s belief that “The public school is the greatest discovery made by man.”

Iowa Rotary Peace Forum

presents

Peace Through Social Justice

A joint event with
Districts 5970 & 6000

on

Saturday, May 4, 2013

Noon to 5 p.m.

Registration begins at 11:30 am



PROGRAM

Lunch & film, *The Bully*

Workshop Sessions on

Bullying, Violence, Conflict Resolution,
and Inner Peace

Ames City Auditorium

520 6th Street, Ames, Iowa

\$15 Pre-Registration deadline April 27, \$20 at the door

