



# THE KEYWAY

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

March 2013

**Presidential  
citation forms  
due no later  
than March 31!**

**See more  
information  
on page 5  
of this issue.**

## Clubs mark milestones

**Clubs celebrating 75<sup>th</sup>  
anniversaries this year:**

Estherville	Spirit Lake
New Hampton	Sumner
Parkersburg	West Union
Pocahontas	

**Clubs receiving Rotary  
International Citations for  
outstanding Annual Giving to  
District 5970 (in order of per  
capita giving):**

1. Mason City Sunrise
2. Marion East Cedar Rapids
3. Cedar Rapids West

**Clubs receiving Rotary  
International Certificates of  
appreciation for support of the  
End Polio Now \$200 million  
challenge:**

1. Dubuque
2. Emmetsburg
3. Marion East Cedar Rapids
4. Cedar Rapids West

## From the Governor: Membership key to Rotary success

*By District Governor Jill Olsen*

When PRIP Ray Klingensmith was asked recently for advice about how to build the Foundation, his considered answer was, "Membership! —If you don't have members, they won't give to the Foundation." This is a succinct answer to the challenge we face in Rotary. We are Rotarians because we like what Rotary offers: fellowship, networking, service, and sometimes even good food. If we want this "good thing" to continue, to make its benefits available to more people, we need to spread the word.

We need to recruit, but we also need to keep our present Rotarians.

District Executive Secretary John Last recently prepared a report on membership numbers for our District. The report is dismal with regard to the fact that membership in our district is down by 51 members since July 1. Twenty-one of our clubs have experienced a membership decline ranging from the loss of one member to the loss of 11 members. Ten clubs have experienced growth, ranging from one to six new members. Leading that increase are the Storm Lake and Mason City Sunrise clubs.

We also know numbers are only a part of the story: One club lost nine members, for example, and gained back six, so the club's overall loss of three members really represents a lot of effort to regain ground. And I recognize that many of you are making splendid efforts to maintain and to raise your membership numbers.

The responsibility of maintaining and growing membership rests with all of us—not just the membership chair or the president. If you care about what Rotary does for you, your business, your community, and your world, you need to care about recruiting and sustaining membership. Take a look at the membership in your own club. Make sure you know why members are leaving. If it's for any other reasons than job transfers or death, you need to evaluate what you are doing. Do you have a welcoming environment, opportunities for members, fellowship, and fun? Then look around your community for people who could benefit by being a Rotarian. If each club could have a net growth of +1 member each year, we will overcome this challenge.

Terry Dahlquist (district membership chair, Waverly), your assistant governors, and your district leadership all are here to support you. Make membership your board's #1 priority in the next months. Without you and your efforts, Rotary will become road kill, and the world, in turn, will be a lesser place.

**5970 DISTRICT CONFERENCE • DAY II: 2-10-13 • GALLAGHER-BLUEDORN PAC  
INTERFAITH SERVICE/FOUNDATION BRUNCH/ WEST SIDE STORY**



**CEDAR FALLS ROTARY CLUB CHOIR** (DIRECTOR DICK LYNCH) SINGING AT THE INTERFAITH SERVICE • **MARION-ECR CLUB** SHOES FOR KIDS DISPLAY AT THE HOUSE OF FRIENDSHIP • **COACH AARON THOMAS**, SPEAKER AT THE SERVICE • **CELESTE BEMBRY**, SOLOIST • **AG CHUCK BURKE** ANNOUNCING THE WINNERS OF THE MASON CITY SUNRISE DUCK RACE, • **PRES. BILL HAGER** RECEIVING PARKERSBURG 75-YEAR CLUB RECOGNITION • **RI GENERAL MANAGER JOHN OSTERLUND** SPEAKING ABOUT THE "MAGIC OF ROTARY" • **DR. RICHARD DURBIN** INTRODUCING COACH THOMAS • **DISTRICT 6000 GUESTS:** DGN LORING & PHYLLIS MILLER, DG TERRY & PEG GEIGER, DGE JACQUE ANDREW, ASST. ROTARY FOUNDATION ZONE 28 COORDINATOR PDG BILL & LINDA TUBBS WITH DG JILL • DG JILL SHOWING OFF HER RYE T-SHIRT

**ROTARY DISTRICT 5970 CITES 2 MAJOR DONORS  
RI MERITORIOUS SERVICE AWARD & RI VOCATIONAL AWARD**



**THE ROTARY FOUNDATION RECOGNIZES COUPLES OR INDIVIDUALS WHOSE COMBINED PERSONAL, OR CUMULATIVE GIVING HAS REACHED \$10,000.** PICTURED ABOVE: MAJOR DONORS CLYDE KNUPP (FORT DODGE NOON) AND WIFE DIANE (FT. DODGE DAYBREAK), PICTURED WITH PDG JIM AND DIANE PATTON AND RI REPRESENTATIVE OF PRESIDENT SAKUJI TANAKA, PDG ROBB KNUEPFER; MAJOR DONORS ELLIS SCOTT SMITH AND WIFE KATHY (CEDAR RAPIDS WEST), WITH DG JILL AND PRESIDENTIAL REP. KNUEPFER; BELOW: **PDG ROGER AND BARB KUETER**, (CEDAR FALLS,) RECEIVING THE RI MERITORIOUS SERVICE AWARD; NOMINATED BY DG JILL, THIS AWARD RECOGNIZES A ROTARIAN WHO HAS DEMONSTRATED OUTSTANDING ACTIVE SERVICE TO THE ROTARY FOUNDATION. **THE INTERNATIONAL VOCATIONAL SERVICE LEADERSHIP AWARD WAS PRESENTED TO CAROLE BERNHARD** (BANCROFT);NOMINATED BY DG JILL FOR PROMOTING THE ADVANCEMENT OF VOCATIONAL SERVICE AND ROTARY'S COMMITMENT TO THE HIGHEST ETHICAL STANDARDS IN BUSINESSES AND PROFESSIONS.



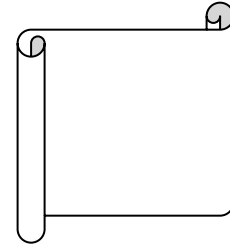
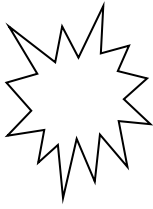
## FOUR 5970 ROTARIANS CITED FOR OUTSTANDING SERVICE TO THE DISTRICT WITH HONORARY PAUL HARRIS FELLOW AWARDS

(ALL SHOWN WITH PRESIDENTIAL REPRESENTATIVE PDG ROBB KNUEPFER: KIMBERLY BUROS, DUBUQUE FOR HER OUTSTANDING WORK WITH THE ROTARY YOUTH EXCHANGE (ALSO WINNING THE OUTSTANDING DISTRICT AWARD IN THE SOUTH CENTRAL RYE REGION); ORLANDO GIL: INTERNATIONAL SERVICE PROJECT (BRAZIL& VENEZUELA) WHICH INCLUDED 9 CLUBS FROM 5970 AND STARTING BOTH AN INTERACT AND ROTARACT CLUB IN EMMETSBURG; DAVE KUTTER CEDAR RAPIDS WEST FOR HIS WORK WITH RYLA, LINDA MOELLER, WAVERLY, FOR HER WORK AS EDITOR OF THE KEYWAY & CHAIRING (ALONG WITH PDG DICK MOELLER) THE HOUSE OF FRIENDSHIP FOR THE DISTRICT CONFERENCE.

## TWO ROTARIANS CITED FOR DISTINGUISHED SERVICE AWARDS IN DISTRICT 5970

(PICTURED WITH PRESIDENTIAL REP. PDG ROBB KNUEPFER & ASSISTANT REGIONAL ROTARY FOUNDATION COORDINATOR PDG BILL TUBBS) DRFC DOUG LAIRD FOR HIS OUTSTANDING WORK GROWING THE 5970 FOUNDATION, ROTARY RUSH & FUTURE VISION, AND JOHN LAST FOR HIS OUTSTANDING AND LONGTIME SERVICE AS DISTRICT EXECUTIVE SECRETARY. JOHN IS ALSO OUR FIRST CHARTER MEMBER OF THE NEW PAUL HARRIS SOCIETY.





**Dear Club Presidents, Club Secretaries and Assistant District Governors**

This is the link for the 2012-13 Presidential Citation

[http://www.rotary.org/RIdocuments/en\\_pdf/900a\\_en12.pdf](http://www.rotary.org/RIdocuments/en_pdf/900a_en12.pdf)

This is an opportunity for your club for the following reasons:

1. It is recognition for you and your members for all the work you all have accomplished this past year.
2. It is a road map to improving your club and elevating the quality of conversation at your board table.
3. It is the most prestigious award clubs can receive and a wonderful legacy to your leadership
4. It sets the bar for the leaders who follow to do even better.

This application must be filled out and sent to me--remember I have to send the nominations in, your application will NOT be accepted at RI except through me-- no later than March 31. Remember that a paid registration for at least one of your club members for the Peace Summit to be held in Ames on May 4 qualifies you to check off the Presidential Challenge (Item #1) on the application.

PDG Roger had 27 Presidential Citations during his year. This year let's shoot for 54! From my visits I know you are doing an outstanding job, and if you take the time to apply, chances are good that you will be recognized.

Assistant Governors, I am asking each of you to contact (call or visit) your clubs and encourage them to walk through the criteria for this award.

Please remind and support as best you know how.

I look forward to a deluge of applications coming to me on or before March 31.

Hugs to all of you Jill

Jill Olsen Ed.D  
Graceland Graduate School of Education  
Rotary District 5970 Governor 2012-2013

"Peace through Service"



**District 5970 Task Force Team members traveling to Brazil include, from left, Ana Lucia Gil, Orlando Gil, Michelle Bell, Jim Patton, Diane Patton, and Jacob Wittrock.**

## **Task Force Team will visit Brazil this May**

A Task Force Team from District 5970 will visit District 4590 in Brazil at the end of May with the purpose of developing and cementing relationships between Districts 5970 and 4590 to plan future projects and continue Rotary's good works.

The visit resulted from connections made over the past couple of years with the Brazilian district.

The team will work toward setting up a structure to facilitate future projects and exchanges between the two districts. Possible future projects are aimed at developing Global Grant Projects to create opportunities for multi-district – multi-club involvement.

In addition, the Task Force Team expects to deliberately propose future exchanges for Vocational Training Teams, Friendship Exchanges, Youth Exchanges, and exchanges with Interact and Rotaract clubs in both districts.

The group will travel to Brazil on May 22, arriving in time to present a program at District 4590's District Conference and share the vision of future work between the districts. Future leadership opportunities for Rotarians in both districts will be plentiful, as the effort will require the help of many to carry out future work and to build these relationships.

To learn more about future International Projects opportunities, contact:

**Orlando Gil**

[orlando.gil@tctglobal.net](mailto:orlando.gil@tctglobal.net) 712-240-0624

District Chair International Programs

District Chair Friendship Exchange

District 5970

## **District Paul Harris Society now seeking charter members**

*by Doug Laird,  
district foundation chair*

At the recent District Conference, I announced the charter of the District 5970 Paul Harris Society (PHS). The initial charter members will be any Rotarians who commit between February 2013, and April 2014.

**What is the Paul Harris Society?**  
It is a systematic method of sustained giving to the Foundation of at least \$1,000 per year. More details are available on the District website under the Foundation tab.

Thus far, we have had five individuals come forward. Our first commitment was made by District Secretary John Last. After I presented the challenge at the President-Elect Training, Robert Gettemy, PE from Cedar Rapids Daybreak, also made the commitment to become a PHS charter member. Thank you, John and Robert, for your leadership.

Perhaps you have some interest or have questions. Feel free to call me, 319-360-8577, or Ken Kolek, 319-395-9884, to discuss.

**“They’ve been involved from the very beginning. We wouldn’t be anywhere near where we are without Rotary’s key partnership.”**

**– Bill Gates, talking about Rotary's commitment to eradicating polio.**



## Send a member to Rotary Leadership Institute

**WHO:** Rotarians who want to become leaders, who want to know who we are—recommended for all levels—young and old.

**WHEN:** April 20, 8 a.m.–4 p.m.

**WHERE:** Pinicon Restaurant, New Hampton

**COST:** \$95 per registrant We recommend your club send two Rotarians Covers lunch, instruction and materials.

**WHY:** An effective Rotary leader must also have Rotary knowledge, perspective about where Rotary has been, where it is now going, and a vision of what Rotary can be.

### REGISTER ONLINE:

<http://www.crsadmin.com/EventPortal/Registrations/PublicFill/EventPublicFill.aspx?evtid=3999fcea-7338-4cff-9995-47cd1838ec20>



## Anamosa Club explores handicap ramp project

Ken Marlin, left, of the Anamosa Rotary Club recently invited Bill Rider of the Mount Vernon-Lisbon Rotary Club to discuss the handicap ramps his club installs with footings that require no digging or cement pouring. A typical ramp can be constructed in about four hours off-site, then installed at the home in four to five hours. Aging Services, which covers Jones County, pays for the materials and delivery. Rotarians provide the labor and construction know-how. (*Anamosa Eureka Journal*)



**BURTON WITH DGES—District Governors-Elect greet Rotary International President-Elect Ron Burton at the North Central PETS gathering in Des Moines. From left John Bender, District 5970; Diann Kirby, District 5950; Burton; Jacque Andrew, District 6000; and Gary Campbell, District 5960.**

## Presidents-elect attend training in Des Moines

Ron Burton, Rotary International president-elect, headlined the fourth Multi-District North Central PETS session in Des Moines, Feb. 28–March 2. District 6000 hosted the training seminar for incoming club presidents from Districts 6000, 5970, 5950 and 5960.

Burton spoke at a Friday night dinner and visited with Rotarians at after-dinner hospitality suites, providing an opportunity for everyone to experience his passion for Rotary. In addition to Burton, PETS guest speakers were Stephanie Urchick and John Smarge.

More than 300 Rotarians from Iowa, Minnesota, and Wisconsin attended the event, which included sharing of best practice, speakers, resources, and information on successful and not-so-successful planning and implementation efforts.

Under the leadership of incoming District 5970 Governor John Bender, our district met in two separate sessions to discuss foundation, strategic planning, public image, and member access, along with our yearly District Assembly to wrap up last year.

Next year's NCPETS returns to Rochester, Minn., March 7-8.



**Sheriff and District Rotary Foundation Chair Doug Laird, right, deputized a posse to help DGE John Bender “extract” goals from presidents-elect at PETS. The group included Don Meyer, Dick Moeller, and DG Jill Olsen.**