



THE KEYWAY

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

November 2012

From the Governor: Club visits near completion

by District Governor Jill Olsen



My club visits are drawing to a close. Past DGs have told me this would be the highpoint of my year and I found that to be true. I want to thank each club for making me feel welcome. Every time I crossed the threshold of a Rotary meeting, I was warmed by the fellowship and fun I found in the room. It reinforced what I already knew: Rotarians are amazing people, who seize the opportunity to serve our communities and the world. What a gift.

Whether large clubs or small clubs, the issues are the same: recruiting members and engaging them, how to share our story, and understanding that the RI Foundation is OUR foundation and one of the best ways to make a difference. We learned in our RLI training that the U.S doesn't do a good job spending the monies we give. I hope through the new Future Vision grant process we take advantage of myriad ways to leverage and invest more of our money into communities near and far.

Our Foundation should not be a savings account, it should be a dynamic venue to provide services and address needs.

November is officially "Foundation Month." In reality, every month is Foundation Month, because every month Rotarians are giving and working and serving. Together we address a common good we could not do alone.

Thank you, Rotarians, for your hospitality, your inspiration, and your ongoing commitment to Service Above Self. And it is true: 5970 has better-looking Rotarians!

DISTRICT CONFERENCE 2013

Saturday afternoon & Sunday, Feb. 9-10
UNI Commons & Gallagher Bluedorn
Performing Arts Center, Cedar Falls

Who: 5970 Rotarians, families, and friends, Rotary Youth Exchange

What: House of Friendship club networking, Col. Greg Haggood, Simon Estes, Aaron Thomas, John Osterlund, West Side Story

Why: Learn & Celebrate — A "don't miss" event of the year for all Rotarians

Registration & hotel accommodation information coming soon at
www.district5970.org

Calling all 5970 presidents to LinkedIn network

Ever wondered how to handle a difficult situation that arises in your club?

All 5970 presidents have been invited to join a new LinkedIn network especially for them.

LinkedIn will provide a personal venue to connect about issues or questions that might arise during their tenure.

AG Chuck Burke (Mason City Sunrise) will lead the group. Rotary Public Image Committee member Rita Perea (6000) will assist Chuck as we move forward with this new opportunity for e-fellowship among our presidents.

Check out newest 5970 website updates

With the help of District Governor Nominee Joe Gitta and District Executive Secretary John Last, our website is being updated to better serve our members.

Check out information about membership, foundation, leadership, RYLA, RYE and more.... Post your upcoming club special events or fundraisers. Find all updates and corrections to the District Directory.

Planned additions during the next month will be more information about Future Vision and registration for the District Conference. Check it out!

Rotary Rush provides incentives to expand Paul Harris Fellows in District 5970

by District Rotary Foundation Chair Doug Laird

Every year, Rotary International focuses on The Rotary Foundation during November. While we need to remember that The Foundation operates twelve months a year, we also recognize the special emphasis for November.

2012/2013 will be a bit different. The District Foundation Committee is actually looking at a two-month Foundation focus. We have already notified you of the Speakers Bureau and are gratified by your great response. At this point, more than 15 clubs and 1,300 Rotarians will hear programs focusing on the Foundation during November and December.



Doug Laird

But we have more! The Committee is looking for more Rotarians to become Paul Harris Fellows (PHFs), which requires a contribution of \$1,000 to The Foundation. So we are embarking on District 5970 "Rotary Rush." For the months of November and December 2012, the District is offering a significant incentive to Rotarians who are already Paul Harris Sustainers, giving \$100 per year, and those who want to become PHFs without previous giving.

A generous Rotarian has offered his points as an inducement to bring in new PHFs. He will offer 250 points if a Rotarian contributes up to \$750 toward his or her first Paul Harris Fellow. For example, you may be a Paul Harris Sustainer with \$400 accumulated. If you add \$350 in cash in November or December, our donor will add 250 points to your giving account qualifying you to become a PHF. If you have a member who chooses to participate in this challenge, your Club will need to fill out Form 123-EN, which is available from District Secretary John Last, District Rotary Foundation Chair Doug Laird, or at the Foundation tab on the District website.

So, there you have it. There is no time like the present! Churchill said it best: "We make a living by what we get; we make a life by what we give."

Thank you in advance for "making a life" by giving to The Rotary Foundation.

New Future Vision Grants Process — Why?

- **Sound stewardship**
- **Decentralized process**
- **Flexibility at local level**
- **Enhanced capacity to serve**
- **Sustainability, Significance, Simplification**



10 clubs send Rotarians to Leadership Institute

Pam Wall of Newport, N.C. facilitates a discussion on the Rotary Foundation at the Rotary Leadership Institute in Marion on Nov. 2. Twelve people attended the Marion event and another eight joined a session in Waterloo on Nov. 3. Participants included members from 10 different clubs, Rotaractors from Luther College, and leaders from District 6000. Hands-on, interactive sessions covered such topics as engaging members, Rotary Foundation, ideas for service, and more. Participants return with new insights and ideas to lead their clubs. Check the district website for future institutes in our area.

Iowa districts receive \$42K PR Grant

Teamwork counts! Assistant Regional Rotary Foundation Coordinator Bill Tubbs (6000) successfully authored a Rotary International Public Relations Grant proposal through which District 6000 and District 5970 each received \$15,000. This amount, combined with a \$5,000 commitment from each district, yielded an added incentive of \$2,000 for our two-district collaboration, resulting in a total budget of \$42,000—\$21,000 for each district.

This funding will help “spread the word” about Rotary’s local and worldwide humanitarian projects. A good share of the funding will sponsor programs on Iowa Public Television, including *NOVA*, *The Nightly Business Report*, *News Hour with Jim Lehrer*, *Iowa Press*, and *Washington Week in Review*. In addition, District 5970 will illuminate the outside wall of the Gallagher-Bluedorn Performing Arts Center with the End Polio Now logo during the District Conference in Cedar Falls, Feb. 9-10. The PR monies also will fund an ad in the GBPAC program.

PDG Roger Kueter serves as the Zone 28 Rotary Public Image Coordinator (RPIC) and PDG Dave Buck serves as the 5970 EPN Chair. District 5970 is grateful for the work of PDG Bill Tubbs to help us gain this important funding.



Brent Bonner:

A Rotarian you should know

Rotary for me began with a wonderful County Youth Director asking if he could show my family something great. That something was Rotary Youth Exchange.

By spending a year overseas as a student hosted by a Rotary club, you gain an understanding of the culture that only can come from living with families in another part of the world.

Upon my return, I enrolled at Iowa State University. Soon after graduation, I landed in Iowa Falls, where my employer encouraged me to join a service organization. Rotary was an easy choice.

It is a pleasure to work as an assistant district governor with the Ackley, Eldora, and Iowa Falls clubs.

It is also an honor to serve on my club's international committee, specifically with youth exchange. I am hopeful many young people will take their first step into adulthood by experiencing a year learning another culture, finding their cause, interacting with people they might not otherwise encounter, and making the world a little better than how they found it.



George Shadle:

A Rotarian you should know

I joined Rotary in 1964 when I returned to Estherville after two years in the Army.

My father was a charter member of the club, and I felt it was an excellent way to meet and get to know many of the business people in the community.

I served on a number of committees and was secretary for three or four years. Later, Judy and I hosted over 10 GSE teams as they came to Estherville.

I have enjoyed makeups in a number of countries and traveled to New Zealand to spend 20 days with members of a GSE team we had hosted.

I have enjoyed introducing a number of younger members to Rotary and watching them grow through that experience. I am a firm believer in being at the meetings and had a string of 11 years perfect attendance before I missed a year or so. I now have 27 years of perfect attendance going.

Membership Moment: Associate members

by District Membership Chair Terry Dahlquist

This month's discussion focuses on the Mason City-River City Sunrise Rotary Club's Associate Member Pilot Project. Information was supplied by president-elect Shelly Schmit.

The club Membership Committee planned the project and submitted it to the board for approval. Candidates complete a separate application that was approved by the board. The term for associate membership is six months and includes a commitment to attend at least 12 meetings or activities during that period. The associate pays meal costs for meetings he or she attends. Associates can attend all meetings and participate in all social events, but cannot vote on club matters or hold office. The associate also agrees to get involved in the work of at least one committee. The orientation is the same for prospective associate members and full members.

A new member social event was held to promote the Associate Member option. Prospective candidates then visited club meetings. Rotarians later visited these prospective candidates about full or associate member status. In these visits, several candidates opted for full membership. The club had one candidate accept Associate Member status, and that member recently became a full-time member.

"I used associate membership as a pitch to meet with many prospective members as a sort of 'try us on' approach," Schmit said. "I was able to visit with more people about Rotary under the guise of promoting this program."

As a result of this project, the club has netted three new members, significant growth for a club of 26. Think about whether this might be an approach your club could try as part of your membership campaign. If you have further interest, contact me at tjdahlquist@q.com or Shelly at SCHMISHE@niacc.edu

Rotary Clubs sponsor appearance by Estes

Iowa native and international opera star Simon Estes performed a Roots and Wings concert with the combined choirs of Monticello, Anamosa, and Midland High Schools on Oct. 28. On Oct. 29, Estes shared his unique story and the obstacles he overcame in assemblies at Monticello and Anamosa high schools. He encouraged students to be persons of faith, high values, and integrity. His appearances were sponsored by the Monticello and Anamosa Rotary Clubs. At right Estes takes a bow with Anamosa choir director Emily Wrobel.



Consider a focus on peace during 2012-13

by *Bev Eckholt, District 5970 Trainer*

Now that we've "broken in" our 2012-13 club president and have at least 16 meetings behind us with 32 more to go, what's different about this year? What's new, or what can we do to bring about change? Do we want to? Who's there to help us if we do?

RI President Sakuji Tanaka's Presidential Rotary theme, "Peace Through Service," encourages us to conduct a club or community peace forum or a service project focused on "Peace." We can creatively discover ways to do that by collaborating with local organizations or schools, focusing on conflict prevention in the community or sharing strategies for helping young people deal with common sources of conflict, such as juvenile bullying. Why not challenge the club's program committee to invite speakers who can share ways to promote peace through economics, human rights, and youth development?

Your District Training Team is available to assist you in finding resources, as well as providing guidelines for strategic planning or sharing updates on our revitalized Rotary Foundation.

Use the online version of the District Directory by starting on page 16 at www.district5970.org. Be sure to review the District events on page 41, and call on your Assistant Governor, listed on page 22, for answers or training. Pages 101-106 outline the criteria for The Presidential Citation and the District Rotary Club Excellence Award. They are just two more tools to use for bringing about change, delivering more effective service, and enhancing your club's public image.



Moment in Time Dinner

District 5970 leaders who are focused on the future stepped back in time for a theme dinner at the September Zone Institute on Michigan's Mackinac Island. From left: Diane Patton, PDG Jim Patton, and DG Jill Olson

President-Elect Training Seminar Feb. 28–March 2

Rotary International President-Elect (RIPE) Ron Burton will speak at the North Central President-Elect Training Seminar scheduled Feb. 28–March 2 in Des Moines.

Incoming club presidents and presidents-elect will gather at the Des Moines Airport Holiday Inn Convention Center to network, collaborate, and learn how the face of Rotary is changing. Representatives of more than 200 clubs in District 5950 (Minn.), 5960 (Minn./Wis.), 5970 and 6000 (Iowa) are expected to attend.

Burton will join the group for dinner Friday night, March 1, and articulate his vision for the 2013-14 Rotary year.

Come learn and gain the resources you need for a successful year. Sessions include Strategic Planning for your club, Rotary Club Central, Public Imaging, and the new grants model—Future Vision.

Find more information at www.ncpets.org

Black Friday deadline for December issue

The next issue of *The Keyway* will be published during the first week of December. Send your items by Friday, Nov. 23, to editor Linda Moeller: linda.moeller@wartburg.edu