



# ***Humanity Accomplished***



Rotary International President John Germ 2016-2017

District Governor Bob Duistermars 2016-2017



## **Hello Rotarians: Imagine Rotary**

**"Imagination is more important than knowledge. Knowledge is limited; imagination encircles the world." Albert Einstein**

**Some of you have asked why I picked a District theme that was kind of "fuzzy" rather than one that is more concise in its application. When I say "Imagine Rotary", some respond with "imagine Rotary what?", or "imagine Rotary how?" Well, here's why I picked that theme.**

**I believe that innovation requires imagination. The old saying "If you always do what you always did, you'll always get what you always got" is never truer than it is today. We can live in a world of the tried and true, or we can create change and growth. We can be the same Rotary we have always been, or we can engage our community in new and exciting ways. Some will say that there is nothing wrong with what we have been doing for the last 100+ years, and I will quickly agree with them. There is nothing wrong with being what you have always been. Others however, will not be satisfied with what has always been and will ask how we can do things better, or quicker, or more effectively, and I will ask them to imagine how that can be done. You see, our imagination can be free to wander or it can be confined by a person, or even by our traditions. If I say to a child, "Imagine what you can be when you are grown" their options are limitless and their imagination is free to roam. Their vision of the future can go in any direction. If I say to that same child, "You are very bright, you should be a Doctor" their imagination now has a frame, a box. Their vision is, however briefly, confined.**



Paul Harris said that if Rotary is to survive into the future it must change faster than change itself. Exactly how Rotary must change to meet tomorrow can only be imagined. And so our theme for 16-17 year is Imagine Rotary, and I challenge each of us to imagine what we can be as Rotarians. Imagine what our Clubs can do with the energy and expertise of our members. Imagine how we can engage our community using the contacts and assets we all have. Rotary has proven to me that it only takes a few members with imagination to change the world. We have more than a few members and we all have imaginations. Imagine our potential for doing good in the world!

Welcome to the 16-17 Rotary Year, the year of our “Imagination”.

*Bob*

**Rotarians**

RUN AWAY WITH YOUR IMAGINATION

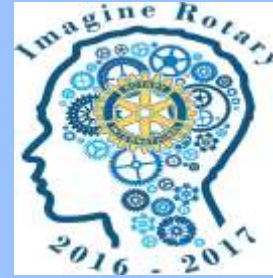


## Events and Projects

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**ROTARY SERVING HUMANITY**



*District Governor: Bob Duistermars*

*District Governor Elect: Manzoor Massey*

*Past District Governor: Rudy Westervelt*

*District Secretary: Melanie Rice*

*District Treasurer: Jamie Zinn*

*Club Administration Services Jennifer Loretta*

*Community Services: Beth McGuire*

*Vocational Service: Chuck Weisbart*

*Youth Service: Neal Dewing*

*International Service: Shab El Awar*

*Public Relations: TBA*

*Rotary Foundation: Dan Goodrich*

*Membership: Ricardo Loretta*

*For a full list of District Staff and*

*contact information visit:*

[www.Rotary5330.net](http://www.Rotary5330.net)

# Rotary



## **2016 - 2017 GOVERNOR'S GOALS**

### **Every Club earn the Presidential Citation**

#### **Membership**

Motivate and educate our members  
Grow our Membership  
Add new Clubs

#### **The Rotary Foundation**

Celebrate our 100 years of success  
Motivate and educate our members  
Raise more money and complete more projects

#### **Club Service**

Keep our administrative commitments  
Train and Inspire our Members  
Take care of the Rotary family

#### **Community Service**

Understand our community needs  
Reach out and solve problems  
Feed the hungry

#### **International Service**

Understand the global need  
Share the District wide vision of our global work  
Be a global partner

#### **Vocational Service**

Be an ethical District  
Teach our youth the value of meaningful endeavor  
Support vocational efforts in our communities

#### **Youth Service**

Support the connections between Rotary and our Youth  
Share the vision of a peaceful world through humanitarian service  
Create opportunities for our youth to gain access to positive experience

#### **Public Relations**

Understand that we have stories to tell.  
Seek a broad audience  
Commit resources to reach out



**MEMBERSHIP MATTERS**

**(Ricardo Loretta, District Membership Chair)**

**ROTARY CLUB HEALTH CHECK**

**CLUB EXPERIENCE**

- I look forward to attending club meetings.
- Our club meeting programs are relevant, interesting, and varied.
- We have a greeter who welcomes members to meetings.
- Our meetings are organized and run professionally.
- Members sit at different tables each week to meet and talk to different people.
- Some of the members of my club are my close friends.
- Members other than club leaders participate in Rotary events at the district or international level.
- Most members are aware of Rotary's progress toward polio eradication and feel proud to be a part of it.
- Our members contribute to The Rotary Foundation.
- We raise funds in a way that allows members to contribute what they wish.
- We recognize members of the club or community at least monthly.
- I have made international connections through Rotary.
- Our club tries new things (activities, meeting practices and formats, service, socials, etc.) to enrich members' experience.

**SERVICE & SOCIALS**

- Our club holds regular get-togethers (aside from club meetings) for socializing and networking.
- Our club encourages members to bring partners, spouses, and family members to club meetings and events.
- Our club offers members leadership opportunities and professional development.
- Our club invites Rotaractors, Interactors, and Youth Exchange students to participate in meetings and is active in Interact and Rotaract clubs and mentors their members.
- Our club sponsors a Rotaract or Interact club, sponsors or hosts a Youth Exchange student, or sponsors a RYLA participant.
- We consult community leaders and community members to determine needs before choosing a project.
- We visit Rotary Ideas, an online project idea starter, before choosing a new project..

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Our club has a service project in progress.

- All members can give input on service and social activities.
- Our club service projects are aligned with Rotary's areas of focus and Avenues of Service.
- Our club has applied for or used Rotary grant funds for a service project.

## MEMBERSHIP

- Our club has had a net increase in members in the past year.
- Our club has had a net increase in female members in the past year.
- Our club has had a net increase in members under age 40.
- Our club seeks to recruit members from professions in the community that are underrepresented in the club.
- Our club keeps in touch with Rotary alumni (former Rotaractors, Youth Exchange students, peace fellows, and participants of other Rotary programs).
- Our club actively recruits Rotary alumni.
- Our club actively recruits recently retired professionals.
- Our club retains at least 90 percent of its members each year.
- At least 75 percent of our club members are involved in a hands-on service project, a leadership role, or other assigned roles.
- Our club has a process for soliciting feedback from members.
- A designated person checks and follows up on membership leads assigned to the club.
- Guests are asked to introduce themselves and are invited back.
- Member benefits are explained and promoted to new and continuing members.
- New members are provided with an orientation and opportunities to get involved.
- Newer and seasoned members are paired for mentoring relationships.
- We ask members to speak at meetings about their vocations or other topics of interest.

## IMAGE

- We have an online presence, including a public-facing, visually appealing club website, Facebook page, or other social media page that explains what the club does, who its members are, and the benefits of membership.
- Our club has members dedicated to public image and outreach.
- Our club appeared in the local media multiple times last year.

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We promote our club and Rotary through various media in the community.

- Our club invites members of the media to cover our service work.
- Our club materials follow Rotary’s updated branding guidelines.
- We use branded materials and templates from Rotary’s Brand Center.
- We use marketing materials provided by Rotary International, such as public service announcements, videos, images, and logos.
- We display Rotary signs and banners at our meeting place.
- Our club’s presence is known in our community.
- We have a customized brochure that we give to community members and prospects.
- We use Rotary Showcase to promote our finished projects.

## **BUSINESS & OPERATIONS**

- We have a strategic plan for our club that we update regularly.
- We have annual goals and enter them in Rotary Club Central.
- Our club has committees that support the activities and regularly report to the club board on progress toward goals.
- Our club board changes what isn’t working well and updates club bylaws accordingly.
- We have a process for ensuring continuity that includes preparing members for leadership positions, documenting procedures, and involving current, past, and future leaders in decisions.
- Our club president attends PETS, and club leaders attend the district training assembly.
- Members attend district events and seminars on Rotary topics that interest them.
- New members are officially inducted and are presented with appropriate materials.
- At least half of our club’s members have a My Rotary account.

Club officers conduct Rotary business using My Rotary or integrated club software.

- Our club sets and approves a budget for the upcoming Rotary year, designates a treasurer, and keeps separate bank accounts for administration and fundraising or project funds.
- Our club sets and achieves fundraising goals using a variety of fundraising activities.
- We ask our members to complete a member satisfaction survey each year.
- We offer ongoing learning opportunities for our members.



## **MEMBERSHIP MATTERS**

***(Ricardo Loretta, District Membership Chair)***

### **MEET MY VIBRANT CLUB (A true story)**

When I became the president of my Rotary club, we had nine members. We were a dinner club and had two-hour-long meetings at a children's restaurant. The first thing we did to reinvigorate the club was move our meetings to a golf and country club in our area. This was a venue where professionals would want to gather for a meeting — and it was free. We then changed the format of our meetings from dinner to a cocktail-and-appetizer style of meeting. This enabled us to keep our meeting to one hour long, was cost-effective, and allowed our younger members to get home to their families for dinner. Finally, we added variety to the structure of our weekly meetings. Week one includes a vocational talk, so members know about each other's businesses. Week two is a Rotary information session. Week three is where we feature a guest speaker, and week four is our club assembly, where the entire club is updated on projects and fundraisers.

We asked club members to make a list of potential members and then phoned them and personally invited them to join the club. This resulted in 11 new members, 90 percent of whom were under the age of 40. Then we made sure that each new member joined a committee based on their interest. Finally, we make sure that we have a lot of fun at every one of our meetings. This has been a crucial element for us, as it has led to camaraderie and enhanced fellowship.

***Nick Krayacich***

***Rotary Club of LaSalle-Centennial***

***Canada***



Prepare for the **“best year”** for your club and your Presidency

- ◆ Have you updated your Club bylaw, and Constitution?
- ◆ Have you established a Club Budget?
- ◆ What is your goal for New Membership for the club, and do you have a plan in achieving the goal?
- ◆ Do you have a Strategic Plan for your club?
- ◆ How will you attract new members? Do you assign a Mentor to your new member?
- ◆ Do you have a club member brochure?
- ◆ Have you, as President, visited another Club meeting in your area?
- ◆ Have you established goals for the club and are they listed in Rotary Central?
- ◆ Do you have goals for each of the five avenues of service, what are they? Do you have a progress report available?
- ◆ Do you have a President - elect for the following year? Will they be going to PETS?
- ◆ How many have enrolled or attended the Rotary Leadership Institute?
- ◆ How many will be attending the District Assembly and Conference,
- ◆ Do you have a Newsletter, Facebook page, Twitter, Website?
- ◆ Have you paid your dues to RI and District?
- ◆ Do you have any new members to be induct by the Governor during his visit?
- ◆ Do you have any Paul Harris Fellows to present by the Governor?
- ◆ Do you have any special recognitions made to any of your members?





### **The New Club in Joshua Tree**

#### **Rotary Club of Joshua Tree CCC-Skilled Nursing Center**

The new Rotary Club in Joshua Tree is unique in many ways. They reside at their meeting place. They meet every Wednesday at 10AM and range in age. There are several who are not able to walk. They have embraced Rotary as another companion who assists them in their daily contact/relationships with their neighbors. There are several employees of the center who chose to become members to further reach out to assisting those who may not have a family to visit them. They sing, they do fund raising, they have reached out to the school children in the area in helping the children be prepared for school with school supplies. They have plans to reach out to the homeless population. The 25 Rotarians of this club are fully committed to making a difference every day.

If you would like to assist the club, please contact Michelle Amdahl 760-366-1512.

**They could use our support!**



## 2016-2017 Rotary District 5330 Calendar of Events **July—November 2016**

July 2016- Start your Imagination Machine

7-1-16 You are the President of Your Club!

Goals Established?

Had a Board Meeting?

Delegated some Responsibilities?

August 2016—Membership and Extension

Invite a Prospect

8-14-16 District Executive Committee Meeting

8-23-16 Finance Committee /Corp Board

September 2016 - Area of Focus- Basic Education & Literacy

Visit a school!

9-10-16 RLI

October 2016 - Area of Focus - Economic & Community Development

10-15-16 Interact Assembly

10-18-16 Finance Committee/ Corp Meeting

10-23-16 District Executive Committee Meeting

November 2016 - Rotary Foundation

What's in your Goal?

11-5-16 RLI

11-15-16 Foundation Gala





## The Four Way Test

of the things we think, say and do

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

### *Quote for the Month*

**“You must be the change you wish to see in the world”.**


Mahatma Gandhi



### *Editor Information:*

Please send all topics by the deadline date: July 25, 2016 to:  
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ROTARY



ROTARY

## Object of Rotary

The object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- I. The development of acquaintance as an opportunity for service;
- II. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- III. The application of the ideal of service in each Rotarian's personal, business, and community life;
- IV. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

INTERNATIONAL



**END  
POLIO  
NOW**

## ROTARY'S AREAS OF FOCUS

