May 9, 2011

“Opening Doors Through Service”

NEWS FLASH! The downtown Rotary Club of Fort Wayne unveiled our brand “mantra” during the May 2nd Sergeants program: Opening Doors Through Service.

Throughout May, “Sergeants” will discuss the substantial work involved with this project and what lies ahead.

That “branding work” began early in the 2010-2011 Rotary year when the club engaged in a series of activities designed to help us develop a strategic plan. Activities included:

1. An online survey among members to identify strengths and weaknesses of the club.
2. A planning session with the Board and Committee Chairs to review the survey results, identify priorities and generate ideas.
3. A club assembly to review the work of the Board and Committee.

We have set priorities to address this year, with President Elect Mike Kelly and President Nominee David Borgen continuing the process.

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“Service Above Self”

Next Meeting: MAY 9, 2011

"OPENING DOORS THROUGH SERVICE"

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<tbody>
<tr>
<td>Greeters</td>
<td>Roger Sipe &amp; Kelly Updike</td>
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<td>Cashier</td>
<td>Valerie Magana</td>
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<td>Invocation</td>
<td>Denny Williamson</td>
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<td>House</td>
<td>Dave Borgen &amp; Dick Sievers</td>
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<td>Song Leader</td>
<td>TBA</td>
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<td>Sergeant</td>
<td>TBA</td>
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<td>Spin Editor</td>
<td>Dave Borgen</td>
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<td>Program</td>
<td>Rotary Youth Leadership Award (RYLA)</td>
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<td>Recognition of Participants</td>
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<td>“Our Weekend at RYLA”</td>
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Upcoming Programs

<table>
<thead>
<tr>
<th>Date</th>
<th>Speaker/Topic</th>
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<tbody>
<tr>
<td>May 16</td>
<td>Matt Konkler</td>
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<td>“My Life at the Pentagon”</td>
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<td>May 23</td>
<td>Kay Ostrum &amp; Erin McDonald</td>
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<td>“Hands-Only CPR”</td>
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<td>May 30</td>
<td>MEMORIAL DAY—NO CLUB MEETING</td>
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<td>June 6</td>
<td>Rebecca Schroeder, President of</td>
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<td>Whiteshire Hamroc LLC</td>
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<td>“Not Your Grandfather’s Farm”</td>
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<td>June 13</td>
<td>Dr Ralph Nurnberger, Professor of</td>
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<td>International Relations, Georgetown Un</td>
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<td>“US Relations in the Middle East”</td>
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<td>June 20</td>
<td>Sandy Shumaker &amp; Carole Fuller</td>
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<td>“Excellence in Education Awards”</td>
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<td>June 27</td>
<td>Tim Gibson &amp; GSE Team</td>
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<td>“Group Study Exchange Trip to Bulgaria”</td>
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<td>June 28</td>
<td>Annual Celebration Dinner</td>
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<td>Fort Wayne Women’s Club</td>
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Welcome New Members

Denise Lapsley
Pharmacist, Parkview Health
H: 720 Steinman, 46814, 616-0437 (M: 580-5528)
Email: dlesong@aol.com
Birthday: October 26

Hope Sheehan
Business Development, Manpower Inc
B: 101 E Washington Center Rd 1-A, 46825, 482-8285
H: 2020 Kenwood Ave, 46805, 483-4521 (M: 433-5718)
Email: hope.sheehan@na.manpower.com
Spouse: John     Birthday: January 11

Club Contact Information

Dee Hoffman, President
672-1099 (H)
dhfwrotary@aol.com

Mike Kelly, President Elect
459-3366
kellym@ipfw.edu

Jane Wilks, Secretary
423-2130 (O) 341-1600 (M)
fwrotarysecretary@gmail.com

Mark Westerhausen, Treasurer
423-2414 (O)
mwesterhausen@dwdcpa.com

Spin Editor:
SpinEditor@hotmail.com

Neighboring Club Meetings

Tuesday
Angola: 12pm, Sunset Inn
Auburn: 12pm, Italian Grill
Bluffton: 12pm, Timber Ridge Golf Club
Churubusco: 12pm, St. John Busco Church
Columbia City: 12pm, Parkview Memorial Hospital
Garrett: 12pm, Railroad Inn
Huntington: 12pm, LaFontaine Center
Kendallville: 6:15pm, Pizza Hut
Ligonier: 7am, UMC Church, Townline

Wednesday
Anthony Wayne: 12pm, Hall’s Guesthouse

Thursday
Albion: 12pm, Asbury United Methodist Church
Berm: 12pm, Parkway Chalet
Butler: 12pm, American Legion
Decatur: 12pm, Back Forty
North Manchester: 12pm, Manchester College

Friday
Warsaw: 12pm, Ramada Inn
“Opening Doors Through Service”

Continued from Page 1

The highest priority identified was public relations, with the major question being how to communicate who we are, what we stand for and what we do. In other words: what is our unique identity as a club?

Why is doing this important? There are two major reasons:

- To create a shared identity of who we are as a club – aligning us all as a team, as does our work. We’re all headed in the same direction.
- To provide us a way to consistently speak our message to those outside the club so that over time we can be known by our brand.

This was important work and was undertaken with great seriousness of purpose. Many Rotarians have been involved.

Once we developed our branding work, it was shared and endorsed by the Board. An ad hoc subcommittee developed a brand roll-out plan to be executed in May, with the new branding used in all communications and events.

During his Sergeant’s program, Chris Cage further explained the process – through humor and wit – as he presented the four Unique Value Propositions that emerged about the Downtown Fort Wayne Rotary Club:

- We make a difference with our local and global focus.
- We network downtown to develop friendships and learn where there are opportunities for service.
- We are defined by the 4-Way Test
- We promote “Service Above Self”.

Look for more information and surprises in upcoming meetings about our new branding mantra and how the
Fort Wayne Rotary Club is Opening Doors Through Service!

*Written by Dee Hoffman & Barb Wachtman (Thank you!)

“The Greatest Gift You Will Ever Receive - Life” – Front Page Story

On the subject of the Indiana Organ Procurement Organization (IOPO), there is probably no one who can speak with more first-hand knowledge and authority than our speaker, Dr. Fred Haigh. Dr. Haigh, himself, is the recipient of a donated heart! The IOPO was formed in 1987 as a non-profit health service dedicated to advancing organ, tissue and eye donation throughout Indiana.

The stated mission of the IOPO is: “Saving and enhancing the quality of life through organ, tissue and eye donation”. Dr. Haigh gave an in-depth and comprehensive overview of the IOPO and the issues around organ donation, caring for the families of organ donors and recipients, promoting organ donation – especially to the young at the time of registering for their first drivers license, coordinating the activities of surgeons, hospitals and partners in recovering organs and tissues, and providing education to the public (i.e. speaking to a Rotary Club!). Dr. Haigh also spoke on the legal and psychological issues that come into play with organ donation and transplants. Organs and tissues that can be transplanted are: heart, lungs (the lowest success rate), liver, kidneys, pancreas, small intestine, corneas, tendons, veins, skin, bones, heart valves and islet cells. Indiana is one of the leaders in organ donation. For more information, please check out the

Rotary International Theme 2010-2011

**Rotary Officers**

President, Rotary International
Ray Klingensmith
Kirkville, MO USA

President Elect
Kalyan Banjee
India

District Governor, District #6540
Steven G. VanScoik

District Administrative Assistant
Barb Mort

**Web Information**

Fort Wayne Rotary Web Page
www.fortwaynerotary.org
www.clubrunner.ca/fortwayne

Rotary International
www.rotary.org

Rotary District Web Page
www.rotary6540.org
following websites: “www.iopo.org” and “donatelifedistance.com”.

Club Calendar - Upcoming Events!!!

Mark your calendars for these upcoming events:

- May 7 - “Random Acts of Rotary”, Parkview Field
- May 20-25 – Rotary International Convention, New Orleans
- June 28 – Rotary Annual Dinner, Fort Wayne Women’s Club
- July 21 – Rotary Singers Performance, Parkview Field
- August 29 – Club Golf Outing, Coyote Creek Golf Course
- May 4-10, 2012 – Rotary International Conference, Bangkok, Thailand
- June 1-2, 2012 – District 6540 Conference, Michigan City

2010 District 6540 Conference

Yes, that’s our own Lisa Waterman on stage and in costume as part of the program – and definitely a highlight – from this year’s District Conference held in Shipshewana. I’ll say this in all honesty, a District Conference is kind of like a ski vacation! It’s a
commitment of time, a pain to get there, but once you’re there and settled in, it’s an absolute blast! The conference is a well balanced combination of Rotary business, learning opportunities, outstanding speakers, recognition and most definitely, memorable entertainment. Without question, worth your investment of time and travel! Speakers of note were Tommy Webb, a child orphan from Korea, who is now a sitting judge and Rotarian; Mary Daly Brown, founder of Sow-Hope, a charity dedicated to supporting and inspiring women in third world countries and from Rotary International, Greg Yank, who delivered a “Message from the President”. Recognition kudos go to the following: our Fort Wayne Club for receiving a “Presidential Citation” award; the Fort Wayne RotarAct Club for a “Presidential Citation”; Bobbi Albert-Grille for her “Exemplary Rotarian” award; Al and Sue Diefenbach, in recognition of “11 Years of Dedicated Service as Rotary Youth Exchange Chairman”, and the McKay family, who accepted the “Rich Angle” award on behalf of the late Terry McKay. “High Five’s” to Jeremy Redding, Dick Conklin, Bobbi Grille and Al Diefenbach for hosting breakout sessions!
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Watch for news on the 2012 District Conference! Great location and tons of fun are in the works!!
Random Acts of Rotary

Rotary—Rotaract Service Project

Saturday May 7, 2011
8:00am—Noon

Join Rotarians and Rotaractors for a short morning service project filled with fun and fellowship! We will be dividing into teams and dispersing around our city to complete random acts of Rotary kindness. Each team will receive a small amount of seed money to complete a random project of their choice! The possibilities are endless, and each team has the freedom to design and implement as many random acts of kindness as they wish!

Meet at the TinCaps Stadium Entrance