

"Rotary- neighbors, friends, and problem-solvers who come together to make positive, lasting change in communities at home and abroad."

Rotary Moccasin Flower

Official Publication of The Rotary Club of Rochester, Minnesota

Club No. 2164

Organized June 12, 1925

District No. 5960

Volume 91

October 2018

Number 4

VITAL STATISTICS

ROCHESTER ROTARY RISERS: none reported

GREATER ROCHESTER ROTARY: none reported

ROTARY eCLUB ONE: **Sarah Burrington**

OTHER CLUBS: none reported

MEMBERS ON LEAVE: none

DEATHS: none

NEW MEMBERS: none

OCTOBER BIRTHDAYS

<u>Name</u>	<u>Birthday</u>	<u>Birthplace</u>
October 1	Mark Dripps	Rochester, MN
October 6	Peggy Elliott	Rochester, MN
October 10	Vicki Allen	St Paul, MN
	Terry Sorenson	Britt, IA
October 11	Steve Stenhaus	Faribault, MN
October 18	Joel Haak	Melrose Park, IL
October 21	Jane Belau	Polk County, MN
October 22	Marilyn Stewart	Lake City, IA
October 23	Pam Meyer	Edina, MN

If we have misprinted or missed your birthday, please contact the Rotary office.

17th Annual Foundation Celebration



Saturday, November 10, 2018

Inwood Oaks Event Center (Formerly Envision)

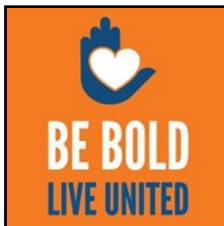
494 Inwood Avenue N.
Oakdale, MN 55128

See page 4 for more information

Quarry Hill Fall Festival



1,500 pumpkins, 1,200 cookies, canoes, crafts, games, prizes, and food served by several good-natured Rotarians. It was a "bee-utiful" day for Rotarians and friends to serve our community at the Quarry Hill Fall Festival!



#UWOrangeSmile challenge accepted. Rotarians smile bold for diversity and inclusion at recent Rotary meeting.



OCTOBER Weekly Meetings

- October 4 Service First Thursday**, Rochester Public Library Meeting Room C, 11:00 am – 1:00 pm
- October 11 Traditional Meeting**, Augmented Intelligence (AI) for the Healthcare Industry using IBM Watson" presented by Bill Rapp, Mayo Civic Center, Suite 101, 11:30 am–1:00 pm
- October 18 1905 Meetings**, Charter House, Express Employment Professionals, Trinity Lutheran Church, 11:30 am–1:00 pm
- October 25 Traditional Meeting**, Mayo Ardele Brede, Mayo Civic Center, 11:30 am–1:00 pm

October Rotary Anniversaries

Mary Wilder	1 year
Jill Moosbrugger	2 years
Sinéad Chick	3 years
Chuck Steidinger	5 years
Wes Duellman	6 years
Kelly Engler	9 years
Kathy Lessard	9 years
Borge M. Christensen	11 years +
Janice Domke	14 years
Judith O'Fallon	15 years +
Danae Gaio	15 years
Walter Menning	19 years
Aynsley Smith	19 years



Other Meetings & Events

- October 1 Channel One Service**, Channel One Building, (131 35 St SW), 6-8 pm
- October 2 Rotary Club of Rochester Board**, OMC Conference Room (102 Elton Hills Dr. Suite 150) 7:00 am
- October 8 Salvation Army Dinner Service**, Salvation Army Community Center (20 NE 1 Ave), 5:30-7:00 pm
- October 9 STRIVE at John Marshall**, John Marshall HS (1510 14 St NW), 8:15 – 9:15 am
- October 10 Rochester Rotary Clubs World Community Service** meeting, Ronald McDonald House (850 2nd St. SW), 7:00-8:30 am
- October 10 STRIVE at Mayo**, Mayo HS (1420 11 Ave SE), 9:35 – 10:35 am
- October 11 STRIVE at Century**, Century HS (2525 Viola Road NE), 8:35 - 9:35 am
- October 12 Rotary Ethics Program Committee** meeting, OMC Conference Room (102 Elton Hills Dr., Ste 150, 7:30-8:30 am
- October 15 Youth Exchange Committee Meeting**, People's Food Co-op (519 1 Ave SW), 6:00-7:00 pm
- October 17 Rotary Information Meeting**, Location TBD, 12:00-1:00 pm
- October 17 White Oaks Park Cleanup**, White Oaks Park (4597 55th St. NW), 6-7:00 pm
- October 19 Holiday Classic Steering Committee** meeting, Rochester Area Foundation Board Room (12 Elton Hills Dr), 11:30 am–12:30 pm
- October 24 Wine Down Wednesday**, Forager (1005 6 St NW), 4:30 pm



OLMSTED
MEDICAL
CENTER



Rochester Group
116 Elton Hills Ln NW
Ste 200
Rochester, MN 55901
507-289-1682
rochestergroup@thrivent.com
connect.thrivent.com/rochester-group

Connecting faith & finances for good.®

27193 R6-16

Rotary Golf Outing



The Rotary Club of Rochester 2018-19 Club Progress Towards Goals

CATEGORY	2018-19 GOALS	As of September 30, 2018
Membership	185	161
Rotary International Foundation Annual Program Fund	\$10,000	\$1,721 (17% of goal)
Every Rotarian Every Year (EREY)	100%	8 members
PolioPlus	\$2,500	\$0 (0% of goal)
District 5960 Fast for Hope Project	\$1,000	\$0 (0% of goal)
Rotary Club of Rochester Foundation	\$10,000	\$0 (0% of goal)

17th Annual Foundation Celebration



Saturday, November 10, 2018

Inwood Oaks Event Center (Formerly Envision) 494 Inwood Avenue N. Oakdale, MN 55128

Dear Fellow Rotarians and friends from Rotary District 5960:

Take an inspirational journey filled with unique stories of Rotary Foundation impact as you discover how Rotarians are continuing to leave a lasting legacy of peace within our District and beyond.

Come to be inspired and informed!

Come for the great food and fellowship!

Come to celebrate and have fun!

Registration: [Click Here](#)

Individual Tickets: \$65 per person or **Table of 8:** \$480

Meal Options:

Potato Chip Crusted Walleye

Braised Beef Short Rib

Cauliflower Steak

* All meals include: salad, dessert, decaf coffee and/or tea

Highlights Include:

- Keynote speaker: **Nancy Barbee**
- Virtual Reality Films to show Rotary's impact on the world. Experience it for yourself!
- **50/50** Raffle
- Presidents Wall of Wine

Schedule (tentative)

- 5:30pm - 6:30pm - Social/Fellowship Time
- 6:30pm - 7:30pm - Dinner
- 7:30pm - 8:45pm - Program

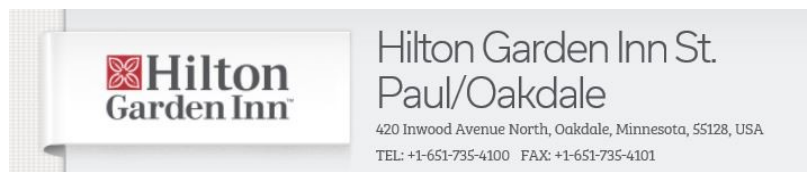
Speaker: Nancy Barbee ([Bio link](#))

A member of the Maysville Rotary Club since 2000, Nancy is a Sustaining Member, Paul Harris Fellow, and Paul Harris Society Charter Member and a Benefactor. She was instrumental in establishing a library at St. Anthony's School in India as a project for her club. She gained partnerships from two Districts in India to provide \$80,000 to feed hungry children in NC District 7730. She has helped clubs in many districts partner with host clubs in countries around the world. Global Grants in the following areas have resulted in these continued partnerships in India and Ghana: heart surgeries, eye surgeries, literacy, vocational training centers for women, water and sanitation projects, micro-flush toilets, micro credit loans, orphanages, and medical missions.

In 2010, Nancy led her first team of Rotarians to India for **National Immunization Days** for Polio eradication and has continued to lead teams every year since that time.

HOTEL: Hilton Garden Inn St. Paul/Oakdale

[Contact hotel](#) directly for reservations.



UNDERSTANDING POLIO – Where are we now and what will it take to reach eradication

By Diana Schoberg, <https://www.endpolio.org/understanding-polio>

As the number of polio cases approaches zero, the challenges facing Rotary and its partners in the Global Polio Eradication Initiative are changing. We still need to reach every child with the polio vaccine – and we're using innovative strategies to do that, in spite of geopolitical uncertainties. But that's only one part of our job. We're tackling vaccine-derived poliovirus, which can begin to spread in places where vaccine coverage is low. We're becoming disease detectives, following up on any shred of evidence that wild poliovirus might still be circulating. And we're fine-tuning our plan to keep the world free of polio forever.

Here's what you need to know about where we are now.

- Polio is an intestinal virus that is spread through contact with the feces of an infected person, which can contaminate water or food.
- The poliovirus is a single positive strand of RNA enclosed in a protective coating called a capsid.
- There are three variations, or serotypes, of the poliovirus. They differ in their outer coatings.
- The few cases of wild poliovirus that we see now are all of type 1. The last case of type 2 was in 1999, and the world was certified free of type 2 polio in 2015. The last case of type 3 was in 2012.
- The virus infects only humans, mainly children under five because they are least likely to be fully vaccinated. There is no cure.

How we get infected

1. The virus latches onto a receptor on the surface of a cell, multiplying in the lining of the intestines.
2. It enters the cell and hijacks the cell's own machinery to make copies of itself.
3. The virus is released to infect neighboring cells, spreading from the digestive tract to lymph nodes and the bloodstream.
4. The virus replicates and is excreted through feces, starting the cycle again.

Rotary and its partners worked to reach 430 million children in 39 countries during polio immunization campaigns in 2017

Afghanistan, Angola, Benin, Cameroun, Central African Republic, Chad, Côte d'Ivoire, Democratic Republic of Congo, Djibouti, Equatorial Guinea, Ethiopia, Gabon, Guinea, Guinea-Bissau, India, Indonesia, Iraq, Kenya, Laos, Liberia, Libya, Madagascar, Mali, Mauritania, Mozambique, Myanmar, Nepal, Niger, Nigeria, Pakistan, Republic of the Congo, Sierra Leone, Somalia, South Sudan, Sudan, Syria, Tajikistan, Uganda, Yemen

We're also fighting vaccine-derived poliovirus

The Global Polio Eradication Initiative (GPEI) uses the oral polio vaccine in immunization campaigns. It's made from strains of the poliovirus that are live, but weakened.

This weakened virus multiplies in a child's gut, stimulating an immune response in the lining of the intestines. Then the child excretes the vaccine-virus in his or her feces.

That is usually a good thing: Other children are then exposed to the weakened vaccine-virus in the environment. This exposure stimulates their bodies to create the protective antibodies as well. It's a way to indirectly induce immunity in children who may not have been reached by health workers with doses of the vaccine.

In places with low immunization rates, the weakened vaccine-virus can begin to circulate. In rare cases, it mutates back into a more virulent strain that can cause paralysis. This is called vaccine-derived poliovirus (VDPV).

In 2016, the year after the world was certified free of type 2 polio, all countries switched from a trivalent vaccine, which immunized against all three strains, to a bivalent vaccine, which immunizes only against types 1 and 3.

Since the switch, there have been outbreaks of circulating vaccine-derived poliovirus (cVDPV) from the type 2 strain

continued on page 6

UNDERSTANDING POLIO *continued from page 5*

in the Democratic Republic of Congo, Nigeria, Somalia, and Syria. The GPEI has a stockpile of monovalent type 2 vaccine to use to stop these outbreaks.

High immunization rates are the best protection against both wild and vaccine-derived polioviruses

Many countries use inactivated polio vaccine, which uses a dead virus, in their routine immunization systems to avoid the risk of VDPVs. Inactivated polio vaccine protects only the individual who received the vaccine against polio infection.

Oral polio vaccine is the only vaccine that can interrupt the person-to-person transmission of wild poliovirus, which is why it will be used until the world is certified polio-free. Once wild poliovirus types 1 and 3 have been eradicated, only inactivated polio vaccine will be used.

We search out the poliovirus wherever it hides

Scientists look for evidence of the poliovirus in the environment to learn more about how it is circulating...

Most children infected with the poliovirus don't show symptoms, but they still excrete the virus in their feces for several weeks.

1. Workers collect water samples near sewage treatment plants or, in areas without adequate sanitation, other known sources of wastewater such as open canals and streams.
2. Samples are kept cold during transportation to a lab that is part of the Global Polio Laboratory Network.
3. Virologists test the samples for poliovirus.
4. If virologists confirm the presence of a poliovirus, they carry out further tests to determine the exact genetic makeup of the virus and whether it is wild or vaccine-derived.

...and health workers track the children who show symptoms to see if they are caused by the poliovirus

1. A child under age 15 experiences sudden, unexplained weakness or paralysis, known as acute flaccid paralysis (AFP). Most cases of paralysis are not caused by polio, but we investigate them to be certain.
2. A doctor or other community member such as a traditional healer, pharmacist, or cleric reports the case to medical authorities.
3. Samples are kept cold during transportation to a lab that is part of the Global Polio Laboratory Network.
4. Doctors collect a stool sample within 48 hours of the onset of paralysis, and another one 24 to 48 hours later.
5. The scientists compare it against reference samples of known polioviruses. Because viruses from different regions have slightly different genetic sequences, the virologists can map where the virus came from – whether it was local or came across a border or from farther away.
6. Health workers use this information to figure out the best immunization strategy to prevent further spread.

1 in 200 polio infections leads to irreversible paralysis

The scientists who identify the virus work in one of the 146 labs accredited by the World Health Organization, in 92 countries, that make up the Global Polio Laboratory Network.

- **123** subnational and national laboratories are the front-line facilities that test stool and sewage samples
- **17** regional reference laboratories distinguish between wild and vaccine-derived poliovirus and determine the genetic makeup of the virus
- **6** global specialized laboratories determine the genetic makeup of the virus, and prepare and distribute the chemicals used in virus testing
- In 30 years, we've gone from **125** polio-endemic countries to **3**
- **17.4** million people who are currently healthy would have been paralyzed by polio without our eradication efforts since 1988

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UNDERSTANDING POLIO *continued from page 6*

The Rotary Foundation awarded nearly \$700 million in PolioPlus grants from 2010 to 2017.
Vaccines are largely covered by other donors, so Rotary provides funds to cover the gaps.

- **\$308 million:** Operational support including stipends for the millions of community-based vaccinators who administer the vaccine and perform house-to-house follow-up visits
- **\$132 million:** Technical assistance including salaries for health and immunization professionals such as field officers and cold chain managers
- **\$141.4 million:** Social mobilization to raise awareness of the vaccination campaigns and the benefits of immunization
- **\$72.5 million:** Surveillance for disease detection, including the Polio Laboratory Network
- **\$20.4 million:** Vaccines
- **\$16.6 million:** Research into new ways to facilitate eradication

And we have a plan for keeping the world polio-free forever.

Interruption

- Detect the last wild poliovirus in an individual or the environment.
- Continue immunizations, surveillance, and responses to outbreaks of vaccine-derived poliovirus.
- Begin to transition the resources that the GPEI created to support other health priorities.

Certification

- Certify the world polio-free.
- Dissolve the Global Polio Eradication Initiative.
- Reduce the number of laboratories and vaccine-manufacturing facilities that store the poliovirus and ensure stringent safeguards for those that continue to handle the virus.
- Hold high-quality immunization campaigns to create a firewall of immunity in advance of the withdrawal of the oral polio vaccine.



Transition

- Stop using oral polio vaccine concurrently in all countries to eliminate the risk of vaccine-derived poliovirus and begin to immunize children using only the inactivated polio vaccine in routine immunizations.
- Continue surveillance; after the world is polio-free, environmental surveillance will be increasingly relied on.
- Respond to outbreaks of vaccine-derived poliovirus, which could circulate for several years after ending the use of oral polio vaccine.

**I WANT TO
END POLIO.
JOIN ME.**

**ROTARY'S
WORLD POLIO DAY
LIVESTREAM EVENT
24 OCTOBER 2018
3:30 P.M. PDT | 6:30 P.M. EDT**

#endpolio | endpolio.org

Rotary  



Pizza for Polio

Join Fellow Rotarians and Guests
To celebrate the progress of Polio Eradication
around the world.

Wednesday, October 24th 5 – 7 PM



130 5th Street. S.W. Rochester, MN

\$15 per Adult, \$5 under 12 years of age

Cost covers pizza, soda and a donation to the End Polio
Now Campaign

Register online now via the calendar link at
<https://portal.clubrunner.ca/5636/events/calendar>



#endpolio
endpolio.org

MEET SIX TRAILBLAZING YOUNG LEADERS

By Arnold R. Grahl (<https://www.rotary.org/en/rotary-and-un-honor-trailblazing-young-leaders>)

Six members of Rotary and Rotaract will be honored this November as People of Action: Young Innovators during [Rotary Day at the United Nations](#) in Nairobi, Kenya.

These innovators -- all under the age of 35 -- are being recognized for their commitment to solving problems with measurable and lasting results, connecting local issues with global concerns.

The six young innovators are:

Name: Albert Kafka

Clubs: Rotaract Club of Wien-Stadtpark and Rotary Club of Wien-Oper, Austria

Project: [Intarconnect Mentoring and Generation Projects](#)

Innovation: Pairing members of different generations in a one-year mentoring relationship where they learn from each other and participate in service projects.

Description: Kafka worked with Phillip-Sebastian Marchl, Peter Rabensteiner, and Rotary clubs in Austria and Bosnia-Herzegovina to launch an online program that pairs a Rotarian with a member of Interact, Rotary's program for young people ages 12-18, or Rotaract, for ages 18-30. It also pairs some Interactors with Rotaractors. The effort includes leadership training, scholarships, social activities, and hands-on service projects. For one ongoing project, the generations work side-by-side to build houses for families left homeless by the Bosnian War.

Name: Christina Hassan

Club: Rotary Club of Calgary Fish Creek, Alberta, Canada

Project: [FullSoul](#)

Innovation: Training midwives and supplying safe, sterile childbirth equipment to hospitals in Uganda

Description: Hassan, who holds a master's in public health, launched FullSoul to address the lack of facilities for safe and sterile childbirth in parts of Uganda. The program provides maternal medical kits to hospitals, including childbirth tools (artery forceps, scissors, needle holders) that can be sterilized and reused, as well as training in using the tools. The kits are assembled by a supplier in Uganda to minimize costs and contribute to the local economy. Positive outcomes include safer births and decreased HIV transmission.

Name: Charlie Ruth Castro

Club: Rotary E-Club of Sogamoso Global, Colombia

Project: Innovative New Beginnings

Innovation: Teaching vocational and business skills to incarcerated women and empowering them to create new opportunities for themselves

Description: Using her digital communications expertise, Castro leads a program that is teaching 170 incarcerated women in Colombia textile skills and how to assemble personal wellness kits with products developed from herbal plants grown on their own organic farm. The kits are sold online through the brand Alas de Libertad (Wings of Freedom). The women also attend empowerment workshops to reduce their sentences. Castro, a lawyer, has led large-scale events in Colombia and Mexico to promote women's and children's rights. She co-founded [Digitally Connected](#), which unites 430 Latin American experts who are studying the challenges that children and young people face online.

Name: Paul Mushaho

Club: Rotaract Club of Nakivale, Uganda

Project: [Rotaract Club of Nakivale Refugee Settlement](#)

Innovation: Organizing a Rotaract club in a Ugandan refugee settlement that conducts various service projects in the camp

Description: Fleeing conflict in his homeland of the Democratic Republic of the Congo, Mushaho arrived at the Nakivale refugee settlement in 2016. The same year, he entered a business proposal for a competition sponsored by the American Refugee Committee and the Ugandan government. His winning proposal earned him the right to present his idea to a wider audience in Kampala, where it was seen by Rotary members from Kampala, Uganda, and Minnesota, USA. Recognizing his leadership and charisma, the Rotary members worked with Mushaho to charter a Rotaract club in the settlement. The Rotaractors have taught farming skills, provided sewing machines for women's groups, volunteered in maternity wards, organized tree planting and poultry projects, and mentored young people in the camp.

MEET SIX TRAILBLAZING YOUNG LEADERS *continued from page 9*

Name: Shadrack Nyawa

Club: Rotary Club of Kilifi, Kenya

Project: [Water and sanitation for primary schools](#)

Innovation: Traveling to remote schools in Kenya to find those most in need of toilets and hygiene education

Description: Waiting in long lines to use inadequate toilet facilities interferes with children's learning in the more than 70 primary schools in the Ganze area of Kenya. Nyawa travels on poorly maintained dirt roads to conduct assessments for district and global grants that help his Rotary club select schools to receive new toilets and handwashing stations. He works with local contractors and makes sure that construction is completed and documented properly.



Congratulations to Rotarian
Samantha Rother and her
new husband, Alec!



Name: Ludovic Grosjean

Club: Rotaract Club of Melbourne City, Victoria, Australia

Project: [Ocean CleanX](#)

Innovation: Founding a pioneering company that is developing new technology to monitor pollution and remove it from waterways

Description: Every year, 8.8 million tons of plastic waste get into the oceans, putting marine species at risk of extinction. Grosjean, a 29-year-old engineer, launched Ocean CleanX to develop automated pollution monitoring and removal tools that use artificial intelligence and drones to remove plastics and other pollution from waterways and detect their source. Grosjean, who has 12 years of experience in oceanography and mechatronics engineering, has persuaded clubs to support the effort, contribute financially, and volunteer for river clean-up events.

Thanks to all who helped with the September meetings: Greeters: **Suzie Christensen, Stevey Nyhus;** Cashier: **Elizabeth Karsell, Janice Domke;** Sergeant-at-Arms: **John Woodruff;** Visitors Desk: **Bari Amadio;** Music: **Jim Sloan;** Reflections: **Heather Holmes, Paul Tieskoetter;** Four Way Test: **Mark Dripps, Judith O'Fallon, Zoey Jantsan;** Introduction of Visitors: **LJ Johnson;** Presenters: **Steve Lange, Mark Kotschevar**

Congratulations, Heather



Congratulations to Heather Holmes,
recipient of our September
"Be the Inspiration" award

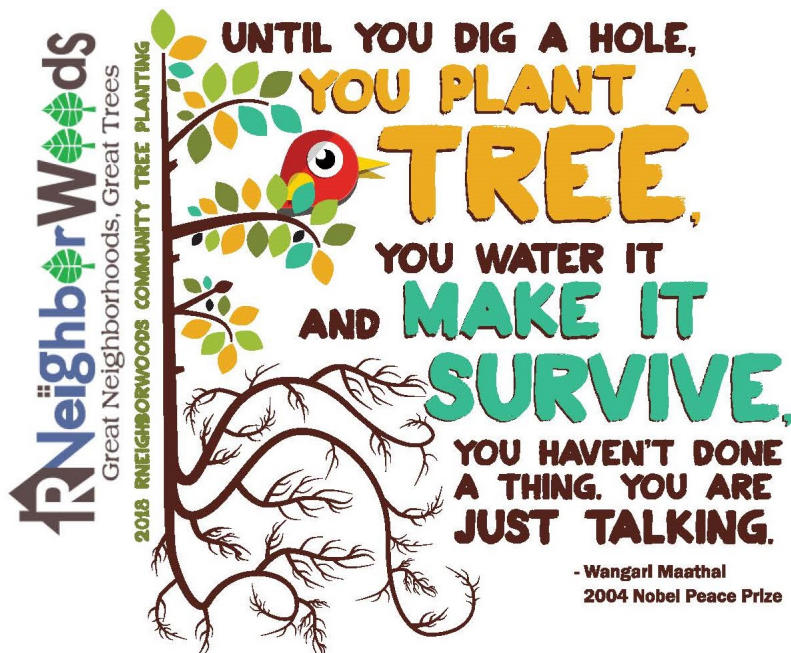
HELP PLANT 200 TREES

SATURDAY, OCTOBER 13, 8:30 AM

(completion usually before noon)

WE NEED YOUR HELP TO ADD MORE COMMUNITY TREES TO THIS NEIGHBORHOOD.

Meeting place at Bamber Ridge Park, at 1500 36th St SW.
Street parking available.



No experience necessary

If you have one, bring a shovel (labeled with your name) No cost

All ages welcome

There is no pre-registration needed. On the day of the planting, just look for the RNeighborWoods table and sign in.

There will be free refreshments for the volun-trees thanks to Hyvee and Panera.

For more about RNeighborWoods including partners, events and photos, check our website.

RNEIGHBORS.ORG

SPONSORS



2018-19 Rotary Club of Rochester Budget

Number of members with cost	173
Honorary members - pay only magazine	2

Revenue

Member dues	\$70,930
Member admission fees	\$1,745
Scrip	\$4,000
Basketball administration	\$3,000
Foundation administration	\$6,000
STRIVE administration	\$500
Meeting Fees	\$1,000
Sponsorship ads (Website, MF, Facebook, Trad. Mtngs	\$4,400

Total Budgeted Revenues **\$91,575**

Expenditures

Administration

Rotary International and District Dues	\$23,975
Rotary International Foundation accounts	\$150
Postage, office supplies and telephone	\$960
Merchant Services	\$500
Equipment	\$500
Conventions and meetings	\$5,500
Taxes, insurance and bonding	\$4,296
Executive director salary	\$40,250
Executive Director Adjustment	\$410
Rotary office / car mileage	\$1,750
Executive Director expense (parking & meals)	\$500
Rotary International supplies	\$600
President's Expense Fund	\$120
Meeting Room Fee	\$6,500
Lunch Cost to Meet Guarantee	\$1,000
Rotation Day Lunches	\$1,500
	\$88,511

Meeting Activities

Holiday luncheon	\$400
Program expense	\$500
	\$900

Club Activities

\$0

Communications

Others, scholars, GSE	\$150
Public Relations / Public Image	\$250
Web site fee and development	\$1,350
	\$1,750

Community Service

Service Above Self Program	\$250
	\$250

International Service

YE student lunches	\$112
	\$112

Budgeted Surplus

Total Expenditures **\$91,523**

Total Revenues over Expenditures **\$52**

CLASSIC SPONSORSHIPS

Bronze Sponsor - \$500

- Banner in all venues at all games
- 50 mini basketballs with your logo and a ¼ page ad in Classic program (or 25 basketballs and a ½ page ad)
- Acknowledgement in event program, on website, on social media and in newspaper "Thank You" advertisement
- 2 event passes

Silver Sponsor - \$1000

- All Bronze Sponsorship benefits
- Increase to 75 mini basketballs with your logo and ½ page ad in Classic program (or 25 basketballs and full page ad)

Gold Sponsor - \$2500

- All Bronze Sponsorship benefits
- Increase to 75 mini basketballs with your logo and 4 event passes (or 100 mini basketballs and 2 event passes)
- Increase to full page ad in Classic program
- Name on an event bracket
- Table display space in main lobby at the Classic

Platinum Sponsor - \$5000

- All Gold sponsorship benefits
- Name or logo included on all advertising and on website front page
- Individual banner in main lobby at the Classic (provided by the sponsor)
- Acknowledgement during all games

CLASSIC PROGRAM ADVERTISING

Full Page Advertisement - \$275

- orientation – vertical
- non-bleed
- size – 4 ¾" w x 7 5/8" h
- black and white
- resolution - 300 dpi preferred (must be 200 dpi or higher)
- file type - native file supplied as .pdf (preferred), .eps, or .tif file

Half Page Advertisement - \$175

- orientation - horizontal
- size - 4 ¾" w x 3 ¾" h
- black and white
- resolution - 300 dpi preferred (must be 200 dpi or higher)
- file type - native file supplied as .pdf (preferred), .eps, or .tif file

Quarter Page Advertisement - \$125

- orientation - vertical
- size – 2 ¼" w x 3 ¾" h
- black and white
- resolution - 300 dpi preferred (must be 200 dpi or higher)
- file type - native file supplied as .pdf (preferred), .eps, or .tif file

LOGOS FOR ADVERTISING

- black and white
- vector art or one color and at a resolution of 300 DPI or higher

PLEASE CONTACT ME

ABOUT SUPPORTING THE HOLIDAY CLASSIC IN THE FOLLOWING WAY:

- _____ Bronze Sponsor (\$500)
_____ Silver Sponsor (\$1000)
_____ Gold Sponsor (\$2500)
_____ Platinum Sponsor (\$5000)
_____ Quarter Page Advertiser (\$125)
_____ Half Page Advertiser (\$175)
_____ Full Page Advertiser (\$275)

Commitment requested by Nov. 1, 2018.

_____ I would like to submit a new advertisement for the Classic program.

_____ I would like to modify my advertisement from last year's program.

_____ I would like to use the same advertisement I used in last year's program.

Name: _____

Business: _____

Email: _____

Phone #: _____

_____ Payment is enclosed. All payments requested by Feb. 1, 2019.

Place in envelope and mail with
payment to:
Holiday Classic
PO Box 7566
Rochester, MN 55903-7566

OUR 2018 GRANT RECIPIENTS

- Black Data Processing Association
- Boys & Girls Club Rochester
- Century High School Booster Club
- Channel One
- Childrens Dental Health Services
- Families First
- Gamehaven
- GATEway
- GRR Dictionary Project
- Jeremiah Program
- John Marshall Basketball Booster Club
- Lourdes HS Basketball Programs
- Lincoln K-8 Elementary Schools
- Madonna Meadows
- Mayo Hardwood Club
- MN Childrens Museum Rochester
- PossAbilities
- Rochester Math Club
- Rochester Public Library
- Rochester Public Schools
- Rochester Symphony
- Ronald McDonald House Rochester
- Rotary Ethics Program
- Rotary STRIVE Program
- Salvation Army
- SEMYO
- Workforce Development
- WSU



Support local youth,
reach potential customers,
and be associated
with the biggest
high school holiday
basketball event in the area!

**The Rotary Holiday Classic
has provided \$942,885
in community grants
over the past 30 years.**



Rotary Clubs of Rochester Minnesota

Help Your Business While Helping Your Community!

As a community-based business, you want to advertise with other community-based organizations.

Imagine showing your support for your community by advertising with the Rotary Clubs of Rochester— 24 hours a day, 7 days a week, 365 days a year!

Sound interesting? Showcase your business or organization for **just \$199 per year** with an ad on the 3-Club Website Landing page.

Ads will rotate while members or visitors are on the site. Ads display on the Rotary Clubs of Rochester shared page which provides links to all three clubs in Rochester.

On average, The Rotary Clubs of Rochester website reaches more than 245 monthly active users!

Sample Ads



Ads are 300 Pixels wide by 150 Pixels tall and contain a hyperlink to your website.



For an additional \$300 per year...

your business will be featured on our Facebook Page with more than 350 followers and a reach of more than 1,000 people per month; monthly Moccasin Flower Newsletter which is seen by all The Rotary Club of Rochester members as well as many others; and listed as a sponsor in our Traditional Program meeting announcements.

**Contact us today to start advertising with the
Rotary Clubs of Rochester Minnesota:
Call 507-252-0085 or email romnrotary@gmail.com**

Rotary Clubs of Rochester



The website advertisement you are placing will be displayed on the shared, 3-club Rotary main page (rochesterrotaryclubs.org) and across all three Rotary clubs of Rochester websites.

Since ads are displayed on the main page, there are size limitations, which are as follows:

Width: 300 pixels wide

Height: 150 pixels tall

Website advertising form

Contact Information

Organization Name:

Date:

Applicant Name:

Address:

Phone:

Email:

Rotary Club Affiliation: ☐ Rochester Rotary Risers ☐ Greater Rochester Rotary ☐ The Rotary Club of Rochester

Advertising Details and Authorization

Ad name/description (if different than your organization name):

Website URL to be linked to your advertisement:

Please select your (one) advertising choice:

☐ \$199.00/year to advertise on the Rotary Clubs of Rochester shared page (rochesterrotaryclubs.org), Rochester Rotary Risers website, Greater Rochester Rotary website, and The Rotary Club of Rochester website

☐ \$499.00/year to advertise as described above as well as on The Rotary Club of Rochester Facebook page, in The Rotary Club of Rochester's Moccasin Flower newsletter, and onscreen at traditional meetings of The Rotary Club of Rochester

Advertiser signature:

Date:

Please send all finalized artwork in JPG format to romnrotary@gmail.com.
Please send payment to: The Rotary Club of Rochester, PO Box 7566, Rochester, MN, 55903-7566
For questions, contact Elizabeth Karsell at 507.252.0085 or email romnrotary@gmail.com.

For Office Use Only

Ad start date:

Ad end date:

ROCHESTER ROTARY CLUB

P.O. Box 7566

Rochester, MN 55903-7566

Phone: 507-252-0085

ROTARY CLUB OF ROCHESTER

Rochester, Minnesota

Organized June 12, 1925

Club No. 2164

District No. 5960

THE FOUR-WAY TEST

- Is it the truth?
- Is it fair to all concerned?
- Will it build good will and better friendships?
- Will it be beneficial to all concerned?

THE MOCCASIN FLOWER

OFFICIAL PUBLICATION OF

THE ROTARY CLUB OF ROCHESTER

PRESIDENT: Sara Gilliland

PRESIDENT-ELECT: Colin Aldis

PRESIDENT NOMINEE: Chris Colby

SECRETARY: Betty Devine

TREASURER: Terry Sorenson

PAST PRESIDENT: Janice Domke

ADMINISTRATIVE DIRECTOR

Elizabeth Karsell, 507-252-0085

E-mail: romnrotary@gmail.com

ROTARY DISTRICT 5960 GOVERNOR

Mike Becker, Greater Rochester Rotary Club

ASSISTANT GOVERNOR

Mark Dripps, Rotary Club of Rochester

WEB SITES

Rochester Rotary: www.rochesterrotaryclubs.org

Links to STRIVE – Rotary US Bank Holiday Classic

District 5960: www.rotary5960.org

Rotary International: www.rotary.org

ROTARY COMMITTEES

MEETING ACTIVITIES

Donna Greason, Director

Greeters *Joel Haak*

Four-Way Test *Mark Dripps*

Music..... *VACANT*

Reflections *Kelly Engler*

Sergeant-at-Arms *John Woodruff*

Programs *Donna Greason*

Visitors Desk *Suzanne Dinusson*

CLUB ACTIVITIES

Michon Rogers, Director

Benefit Auction *Heather Holmes*

Golf Day *Kathy Lessard*

Social Events *Jen Woodford*

COMMUNICATIONS

Wes Duellman, Director

Moccasin Flower *Elizabeth Karsell, Lorie Luedke*

Website & Social Media *Samantha Rother,*
Elizabeth Karsell

Public Image *Chris Colby, Jennifer Teske*

INTERNATIONAL SERVICE

Jeanine Gangeness, Director

Rotary Scholarships *VACANT*

Group Study Exchange Team *VACANT*

Rotary International Foundation *Janice Domke*

Youth Exchange *Samantha Rother*

World Community Service *Borge M. Christensen*
Peggy Elliott, Rick Lien,
Judith O'Fallon, Ashok Patel

MEMBERSHIP DEVELOPMENT

Colin Aldis President Elect

Rotary Information Officer .. *Mark Dripps, Bill Wiktor*

New Member Sponsors *VACANT*

VOCATIONAL SERVICE

Sinéad Chick, Director

Camp RYLA *Jan Hagedorn, Jennifer Wilson*

Ethics Program *Stacey Vanden Heuvel,*
Lorie Luedke

Literacy *Kay Hocker*

Rotation Day *Danae Gaio*

STRIVE *Diane Ilstrup*

Vocational Talks *Walt Menning*

Youth Protection Officer *Diane Ilstrup*

COMMUNITY SERVICE

Caroline Baihly, Director

Channel One *Deb Muench*

Quarry Hill Fall Festival *Steve Sponsel*

Rotary Bell Ringing - Salvation Army *Mark Neville*

Rotary Holiday Classic *Lynn Clarey,*
Janice Domke, Elizabeth Karsell, Mike Kesler,

Tamsen Leimer, Jon Losness, Lorie Luedke, Nicole

Nasser, Bill Nietz, Steve Stenhaus, Jen Woodford

Salvation Army Dinners *Jennifer Driesch*
JoMarie Morris

Service Above Self Awards *Diane Ilstrup*

Student Guests *Kelly Engler, Danae Gaio*

White Oaks Park *Ashok Patel, Mike Mahrer*