

## THE ROTARY CLUB OF NORTHWEST AUSTIN SPONSORS

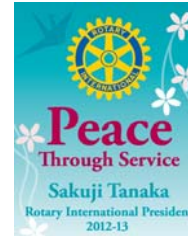
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Club Website: [www.nwaustinrotary.org](http://www.nwaustinrotary.org)

# ROTARY ROOTER

## ROTARY CLUB OF NORTHWEST AUSTIN

### AUGUST 10, 2012



### 2012-13 CLUB-LEADERS

President: Steve Welch  
President-Elect: Pat O'Farrell  
Secretary: Don Shindler  
Treasurer: Josh Little  
Sergeant At Arms: Bill Zipoy  
Weekly Volunteers: Clifton Clyborne  
Membership: Clifton Clyborne  
VP Club Service: Jerry McCulley  
Bulletin: Harold Coleman  
Club Historian: George Lewis  
Photographers: Oliver Smith/HP Tobler  
Set-up/Take-down: Ron Bolen/Tim Dufee/  
Mike Moser/

Jim Henry  
David Davis/Paul Ott  
  
VP Community Service Programs: Sheila Allee  
Publicity: Rebecca Whitehouse  
Website: John Knifton  
VP International Service: Fred Morgan  
Ambassadorial Scholar: Kent Miller  
Group Study Exchange: Jim White  
Peace Inst/PolioPlus: Kristi Holmes  
PET Austin: Rich Barbee/Mike Moser  
VP New Generations: Gene Holiman  
Interact: Brigitte Benquet  
Rotaract: Bob Roe/Mike Jagers  
Rotary Youth Exchange: RYLA  
Boy Scouts:

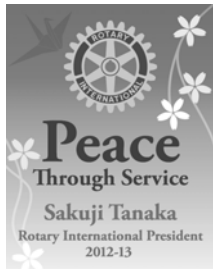
VP Vocational Service: Rick Hoffman  
Fireside Meetings: Dee Haddock  
Junior Achievement: Mike Jagers  
Special Project: Dave Roon  
Past Presidents Council: Tony Thompson  
Endowment: John Voss  
Foundation: Ken Dickensheets  
Fundraising: Tom Perkins  
Director-At-Large: Kent Duran/Oliver Smith  
Director-At-Large: Bob Allen/Diane Lyerly



We signed Christmas cards for the U.S. troops at last week's meeting. Busily working here are (l-r) Lee Easter, Bob Rein, Al Rolfsen and Jeff Rhodes (in cap). photo by Hanspeter Tobler

### Rotary's "4-Way Test":

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?



# ROTARY CLUB OF NORTHWEST AUSTIN

Friday, August 10, 2012 – 7:00 A.M.

Meeting at Balcones Country Club

Call to Order – Tony Thompson, Past President

*August is Membership & Extension Month*

## TODAY'S PROGRAM

### Brent Fields - "Big Brothers and Big Sisters"

Brent is a resident of Cedar Park and CEO of Big Brothers Big Sisters. With a paid staff of 35 and approximately 2,000 volunteers, this non-profit provides 90,000 hours of individual mentoring to 1,500 kids each year. Under Brent's leadership, numerous awards have come to Central Texas, including the Pinnacle Award, one of two agencies to receive the award out of 350, which BBBS has received for two years in a row. As Rotary focuses on children, so does Brent. For more than 100 years, Big Brothers Big Sisters has operated under the belief that inherent in every child is the ability to succeed and thrive in life.

**PLEASE RESPECTFULLY TURN CELL PHONES OFF OR TO VIBRATE DURING THE MEETING! THANK YOU!**

Greeter: Clifton Clyborne  
Prayer & Pledge: Jim White  
Sunshine Basket: Dee Haddock  
50/50 Ticket Sales: Sarah Carriker

### Looking Forward (speakers are also listed on our website):

**Next Week:** - Returning RYE Student Presentations

Aug 24 F7 Group  
Aug 31 Kent Miller and Tim Buckley - "Rotary Wheelchairs to Peru"

## AUGUST Birthdays

01: David Lott, David Corna  
16: Terral Smith  
18: Josh Little  
19: Dee Haddock  
21: Kristi Holmes  
24: Jeff Rhodes  
25: Tony Thompson  
27: Rich Barbee



## AUGUST Club Anniversaries

01: Chuck Space (22), Bill Farrell (16), Gene Holiman (16), John Knifton (4)  
10: David King (27)  
16: Lee Easter (32), Bill Estes (32), Henry Mayes (32), John Voss (32), Bob Watson (32), Linden Welsch (32) – **CHARTER MEMBERS!**  
28: Don Shindler (3)

**MAKE-UP MEETING LOCATIONS:** due to clubs occasionally changing their meeting times and places, it is best to go to the Rotary District 5870 website and click on the When/Where Clubs Meet link for a list of area club meetings.

**Online Rotary Club makeup:** [www.rotaryclubone.org](http://www.rotaryclubone.org)

### WEBSITES TO KNOW:

Club Website: <http://www.nwaustinrotary.org>  
Club Facebook: <http://www.facebook.com/nwaustinrotary>  
District 5870: <http://www.rotarydistrict5870.org/>  
Rotary International: <http://www.rotary.org/>

## AT OUR LAST MEETING

### Club Assembly & Christmas Card Signing

At last week's meeting, President Steve Welch kicked off his year "administratively" with a Club Assembly. We broke into the various service groups and discussed plans for the coming year. Also, we signed nearly 1000 Christmas cards for the troops.

Greeter: Bill Estes  
Prayer & Pledge: Mark Dietz  
Sunshine Basket: Brigitte Benquet  
50/50 Ticket Sales: Clifton Clyborne  
Blue Badge – Mike Jaggars  
Humorist Emeritus: Dave Roon

**NOTE: Sunshine Basket proceeds are being donated to PolioPlus unless otherwise announced.**

Member Attendance: 51  
**50:50 Pot Winner:** Steve Welch (\$17, donated to PolioPlus)

### Rotary Minutes

- Mike Jaggars needs about 6-8 volunteers for Junior Achievement.

### Visiting Rotarians

Michael Tolbert – North Austin

### Other Visitors & Guests

none

### Club Member Make-ups

Pat O'Farrell – Cedar Park (7/24)  
Hanspeter Tobler – Bee Caves (7/31), Round Rock (8/2)  
Gene Holiman – Austin Centennial (7/31)  
Diane Lyerly – meeting (7/27)  
Andy McFarlane – South Austin (7/30)



### UPCOMING NWAR EVENTS

Today NWAR Board Meeting (after the regular meeting)  
Sep 28 Fruit Sale Kickoff

### Upcoming District Events & Important Dates

Aug 11 Membership and Foundation Seminar (Lake Aire Medical Center)  
Sep 14-15 Bi-District Reunion with D4130 (Embassy Suites)  
Oct 27 TRF Denim & Diamond Gala

### Rotary Moment Tweet Day on Twitter

August 14 - participate in the first-ever Rotary Moment Tweet Day. Tweet about your favorite Rotary memory or event, talk about your club's activities, or share your community service project. Use hashtag #RotaryMoment.

## THOUGHT FOR THE DAY:

"Recruiting is always a problem."

Mike Bloomberg

# NEWS & EVENTS

### Olympic Athletes Help Rotary Promote Polio

#### Eradication

by Arnold R. Grahl, Rotary News – 1 August 2012

The best athletes in the world have gathered in London for the 2012 Summer Olympics, and some of them are helping to spread the word about Rotary's campaign to rid the world of polio. Rotarians in Plymouth, Devon, England, used a few connections to line up Olympic divers Tom Daley and Tonia Couch for "This Close" posters, which have been displayed around Plymouth and at the training facility used by Ghana's Olympic team.

Darren Hands, a member of the Rotary Club of Plympton, was put in contact with the athletes' coach by a photographer friend who takes pictures of the divers regularly. The coach was happy to approach Daley and Couch and help make arrangements, Hands says. "We did the shoot quite early in the morning so as not to impede their training," he says. "We then produced various-size posters and postcards, as well as got the images printed in the local press and onto club and district websites."

District 1290 received a public relations grant to use Couch's image on bus advertisements around the counties of Devon and Cornwall to raise her image during the Olympics, promote Rotary's polio efforts, and help with a membership drive. "The campaign has received a lot of praise," says Hands. "Together with the Rotary Club of Grantham's Swimathon, we were awarded the Rotary in Great Britain and Ireland (RIBI) PR Award at our national conference back in April."

Other Olympic athletes participating in the "This Close" campaign are more than a dozen members of India's team, including members of the men's boxing, men's and women's weightlifting, and men's and women's wrestling teams. Appealing to parents, wrestler Sushil Kum, a bronze medalist at the 2008 Beijing games, said: "In 1988, 500 children were getting affected by polio in India every day. Today, our country is reaching steadily toward eradication of polio. We need your help to win this fight." And Vijender Singh, a member of the boxing team who won a bronze medal in Beijing, said: "Polio vaccine can save a child from polio paralysis. Let us ensure that children are not paralyzed by giving them the vital drops."

### D5870 Happenings – Well Aware

Members of the Austin Cosmopolitan Rotary Club are in Kenya this month volunteering with the sustainable clean water projects they have helped to fund with Austin nonprofit, Well Aware. These guys are making a huge impact! Well Aware was founded in June of 2006 to facilitate the fundraising for and the construction of drought relief projects in East Africa. The foundation works intensively with our communities abroad and other state-side nonprofits to affect a realistic plan for change.



### Student Heart Screening in Round Rock Aug 11

Championship Hearts Foundation will offer a FREE heart screening for teens ages 14-18 at the Lone Star Circle of Care Adolescent Health Clinic at the Texas A&M Health Science Center, Round Rock on August 11, 2012.

- Mobile Heart Screening Program funded through a matching grant from the Moody Foundation
  - Facility use generously allowed by Lone Star Circle of Care at Texas A&M Health Science Center
- Generally, one screening after age 15 is sufficient, unless cardiac symptoms are present. Full descriptions of the screening process can be found on the Championship Hearts website at: [www.championshipheartsfoundation.org](http://www.championshipheartsfoundation.org)

### August 2012 - Membership and Extension Month

Rotary International designates August each year as Membership and Extension month. Every club in our District has a desire to increase membership, and the goals set by the clubs this year are very impressive. Generally clubs set membership growth goals of approximately ten percent per year, and this is reasonable, and many clubs do bring in at least ten percent new members each year. However there is another ten percent or more that leave the club each year. So it's really not about recruitment alone, but also about retention.

Recruitment is the word typically associated with attracting new members to our Rotary Clubs, but qualifying new members may be a better choice of words. The Manual of Procedure provides us with the requirements for membership and states: "Each active member of the club must be or have been personally and actively engaged in the business, profession, or community service in which he or she is classified in the club." The Manual of Procedure further states, "to attract more qualified persons to accept membership in clubs and increase member retention, clubs should maintain relevance in their communities, enhance club programs and services to their communities, and take action that will effectively engage, involve and hold the interest of individuals members."

So whether it's recruiting and qualifying new members or retaining our current members, Rotary stories should be part of our strategy. Dedicate a meeting each month to Rotary programs and Rotary stories. Tell your personal Rotary story, ask fellow Rotarians from around the District to share their Rotary story, tell the Polio story, tell a story of a Group Study Exchange experience. Simply tell and share the Rotary story and you'll be surprised how people will respond and say, "Rotary is worthy of my time." I know it's true, because it happened to me! We look forward to seeing you all at the Membership and Foundation Seminar on August 11th in Georgetown. Our Rotary Coordinator, PDG Dave McSpadden will educate and entertain us while exploring ideas and methods to meet our membership goals. Please register at [www.rotarydistrict5870.org](http://www.rotarydistrict5870.org) for this fantastic event. Aloha, DG Rick Price