



ROTARY STEAMING AHEAD

Five Must-Do's to Get Your Event Noticed on Social Media

A little bit of social media know-how can go a long way to spread the word about a club activity, fundraiser, and the good the Rotary is doing in the world. [Read more...](#)

1. Create a page for your event on Facebook
2. Use active photos that show people doing things
3. Use Twitter and hashtags often
4. Get all members involved in social media
5. Spend a little money on a Facebook ad

TICKET TO RIDE

Check out www.rotarydistrict5190.org for more event details

- Dec 5: Assistant Governor Training, Carson Valley Inn
- Dec 6: Rotary Leadership Institute I, Cameron Park, CA
- Dec 13: RYE District Outbound Interviews
- Dec 31: RYLA Camp Reservations Due
- Jan 10: District Leadership and District Advisory Board
- Jan 14: [WEBINAR](#) - Rotary Youth Leadership Awards
- Jan 17: Rotary Leadership Institute Training, Incline, NV
- Jan 24: Rotary Leadership Institute Training

ROTARY EXPRESS

Conductor's Message



Bonds become stronger when we share experiences in service

President's Club Car

Understanding the anxiety, fear and loneliness of a "Blue Star" family

Opportunity Crossings

Alone we can do so little, together we can do so much

Honoring Veterans Service

Without heroes we are all plain people, and don't know how far we can go

Right On Track

The fine print reveals all that glitters is a true gem



RECORDED WEBINARS
District 5190 recorded webinars are available to you at www.rotarydistrict5190.org



SUPPORTING OUR VETERANS
Learn about providing emotional support, information and a fighting voice for veterans at www.mfsgonline.org



DISTRICT GOLF TOURNAMENT
Lock in the \$500 rate by registering and paying by December 31 - Contact Cheryl Z at Cherylz@tdrotary.com

CONDUCTOR'S CORNER



December is family month in Rotary and during the holiday season our focus often turns to those closest to us.

Over the years Rotarians have become our closest friends, our extended family or “*ohana*” as it is referred to in Hawaii (Cheryl reminds me). Spending time with others who share our values and principals is quite natural and fulfilling. That’s why we welcome and encourage family involvement at all Rotary events. Bonds become stronger when we share experiences in service.

Soon Rotarians throughout District 5190 will be holding holiday parties for those less fortunate, providing meals for seniors, and fitting needy families with winter clothing. Bells will be rung, food pantries stocked, angel tree wishes granted, and Santa will be visiting. Rotarians will be honoring Veterans by laying wreaths on the gravesites of those who have passed.

The *ohana* of Rotary includes Rotarians, Interactors and Rotaractors and the alumni of our programs. RYLA and REGL grads, scholars and RYE students have become very close to many of us, further enriching both our lives and theirs.

Cheryl and I wish you and your *ohana* a safe, happy and fulfilling Holiday Season.

Land of Free and Home of Brave



Thanks to the incredible outpouring of support from Rotarians and others to support the Wreaths Across America project, we will have a wreath for every grave site in the Northern Nevada Veteran’s Cemetery in Fernley, Nevada on December 13, 2014!

In 2012, it was 1,200 wreaths. In 2013, it was 3,600 wreaths. In 2014, we will have over 5,000 wreaths.

Many thanks to those who sponsored wreaths to honor our fallen heroes. And many thanks to those who sponsored wreaths to also honor Sparks Rotarian Bob Lord, who led the effort in 2013. Bob Lord had a vision before his passing that we would place a wreath on every grave site in Fernley, and on December 13, 2014, we will do just that.

Every Rotarian along with your family and friends are invited to join us at the Northern Nevada Veteran’s Cemetery in Fernley for the ceremony that will begin at 9 a.m. on Saturday, December 13 and to participate in placing wreaths on the grave sites of veterans to honor and remember each of them.

We suggest you arrive early (8 to 8:15) and dress warmly for the anticipated cold temperatures.

Contact Brian Roberts, past president of the Rotary Club of Fernley at 925-768-1606 or me for more information.

Thank you,

PDG Vicki Puliz

vickipuliz@puliz.com

775-378-5914

Recorded Webinars available to YOU at

www.rotarydistrict5190.org

New webinars are scheduled to begin in January 2015

- ☀ **Rotary Academy**
Carol Sharp and Alan Cain
- ☀ **Financial Literacy Project**
Sue Lyndes and Josh Ingram
- ☀ **Club Treasurer’s Online Training**
Cheryl Zarachoff and Randy Van Tassell
- ☀ **Rotary Leadership Institute**
Dave Bianchi and Elizabeth Cavasso
- ☀ **Ignite Tools for Membership**
Richard Forster and Karen Grosz
- ☀ **Business Planning for Rotary Club**
Bob Conner and Barbara Besana
- ☀ **Setting up Your Club Facebook Page**
Stacy Graham and Dave Zybert
- ☀ **Council on Legislation**
Wyn Spiller and Steve Lewis
- ☀ **Our Rotary Foundation Resources for Clubs**
Wyn Spiller
- ☀ **Rotary youth Exchange Boot Camp**
Tim Lukas and Steve Mestres
- ☀ **Facebook Session 2 - Highlighting Club Members and Events**
Stacy Graham and Dave Zybert

FROM THE PRESIDENT'S CLUB CAR

Celebrating Veterans Day 2014



The Cameron Park Rotary Club observed Veterans Day with an enthusiastic program filled with song, recognition, program and new member induction all focused on the club and community Veterans.

Following the welcome by President Bill Hughes, and the Pledge of Allegiance by Barbara Raines, Tenor Ben Foulk led the Club in "America the Beautiful." Beyond Words of Wisdom, Ben recognized those who served in any capacity, those with close relatives who served or are serving to stand for Club recognition. It is an honor to have those persons in our Club and in our Community.

A bonus for the meeting was the induction of Scott McNeil, a Veteran, former Air Traffic Controller, and small business owner. Scott was welcomed into the Club as a Red Badge by Membership Chair Michael Dugan. Scott spoke about his commitment to Service Above Self and to the community where he serves as a Director of the Community Service District. He has been actively involved in the Rotary/Soroptimist Show n' Shine fund raising event, the Annual Rotary Dinner and Auction, and several other Rotary service projects. Scott was joined by his wife Rachael, daughters Victoria and Kathryn, co-sponsors Dave Johnson and Alan Clarke.

A Club focus for 2014-2015 is to assist Veterans and their families with successful reintegrate back into civilian life. Our guest speaker, Julie Leconte, a military mother, spoke about what to expect being a part of a military family, the need for emotional support, and also the need for an active voice for veterans.



Julie Leconte from Military Family Support Group

Julie shared that there are 14,000 veterans in El Dorado County, from WWII to the present. Thinking that she was alone, she sought out others in the same situation. She joined with other military families through the County Veterans Memorial meetings and became an advocate for the Military Family Support Group (MFSG), a non-profit organization focused on supporting "Blue Star" moms. Together, "they share the burden of having a loved one who is currently serving or has served in the armed forces." The group also shares news from veterans, provides links to resources, and educates each other about military family special needs and coping strategies.



Veteran Scott McNeil (Left) being inducted into the Rotary Club of Cameron Park

Julie shared personal "aha-experiences" when her son returned from the combat zone. If you haven't experienced a loved one returning from combat, you have not experienced the anxiety, loneliness, and fear of a Blue Star military family.

The MFSG partnered with the Dorcus Quilters of Church of the Foothills to make personalized handmade quilts for returning veterans. These often, reclusive young veterans draw comfort knowing that someone cared enough to make them a quilt. Fundraising for this project comes from selling Christmas trees. More information is available at www.mfsgonline.org.

Julie concluded by sharing that the El Dorado County Board of Supervisors has allowed for a Veterans Affairs Office not associated with the Veterans Administration in Placerville. Find out about their services at veterans.questions@edcgov.us.

Bill Hughes
Rotary Club of Cameron Park, President

Penn Valley Veterans Celebration

What better way to honor Veterans Day than to hear from veterans themselves? We didn't have to look far, as our own club's membership is rich with veterans.



Barry Gray

Barry Gray shared his experiences as a pilot in the Marines confirming the saying that flying is many hours of boredom interjected with moments of sheer terror. He is definitely and rightfully proud of the Marines. Semper Fi!

CAPT Bob Kline, USN (Ret.), was a commander in the Navy. His parents, Stanford and UC Berkeley partisans, were taken aback when Bob announced he was entering the Naval Academy. His attempts to become an aviator were met with visual challenges that many meals of carrots and vitamins did not correct. He held multiple command positions on destroyers and frigates as well as on land, leading to his "Shipfix" moniker.



Bob Kline



Dick Landis

Dick Landis had an illustrious career in the Air Force flying P-38's and P-51's during World War II to include the Battle of the Bulge. Always with the mindset of "making a difference," Dick negotiated with a local Frenchman's wife to do his laundry in exchange for K-rations. He also made sure to share his flight

victories with his ground crew, reminding them that their significant role in maintaining the airplane directly affected his success. He was decorated with the Air Force Medal with 3 Oak Leaf Clusters.

These gentlemen have been living the "Service above Self" Rotarian life long before becoming Rotarians.

A beautiful invocation was shared by Mike Heuser, honoring the military and their service to our country followed by a moment of silence in honor of those who have given their lives for our freedom. We also recognized all present that had a family member serve in the military for their support role and sacrifices they endured in their family member's absence or tour of duty.

Doug McDonald
Assistant Governor, Area 4

150 Years and Counting

Rotarians from throughout District 5190 helped Nevada celebrate its Sesquicentennial – 150 years of statehood, with a weekend of fellowship and entertainment, Oct. 31–Nov. 2. The 150-year anniversary featured yearlong events, but culminated with a larger-than usual Nevada Day Parade in downtown Carson City, an annual tradition in the state capital.

The Rotary Club of Carson City created its float for the annual parade, featuring a nearly life-size version of the Rotary Bicentennial Clock that stands in front of the Nevada Legislature complex. Led by District Governor Joe and Cheryl Zarachoff at the front, the float was colorful and full of waving Rotarians. Best of all, there were four different stages along the parade route where announcers told large crowds about the value of Rotary, and crowds cheered and waved at each mention. Great marketing!



The Rotary Club of Carson City and Carson City Sunset Rotary Club co-hosted 25 District 5190 international exchange students from 16 countries for the weekend. The students led the Rotary parade entry, holding colorful flags and waving to a very large crowd over the 1.5 mile route. Sunset Rotary Club members fed the students after the parade, and later in the day, Rotarians, guests and exchange students trooped over to the home of Carson City Rotarian Katie Leao, who hosted a terrific potluck.



Visiting Rotarians came from around the district to take part, and enjoy fellowship. It was a day to be proud of. On Sunday, Carson City and Carson City Sunset Rotarians gave our RYE students a wonderful look back at the frontier American West with a daylong trip to Virginia City.

SIDE NOTE: If you or your community have a special event coming up, consider inviting the District 5190 RYE students to your community for the day/weekend. It will be a wonderful, memorable experience for all!

Anne Hansen
Rotary Club of Carson City, President



**Rotary District 5190
2015 Golf Tournament
Edgewood Lake Tahoe**

Discount Period Is Running Out

Registration with Payment is necessary by December 31st
to Save \$100 on your Foursome
Price increases to \$1000 for a Foursome come January 1.

Thursday, May 14, 2015 - 1p Tee Time
Price includes 4 Rounds of Golf, 2 Carts, Range Ball and Lunch
Unable to get a foursome together....
you still qualify for the special rate of \$125/per person

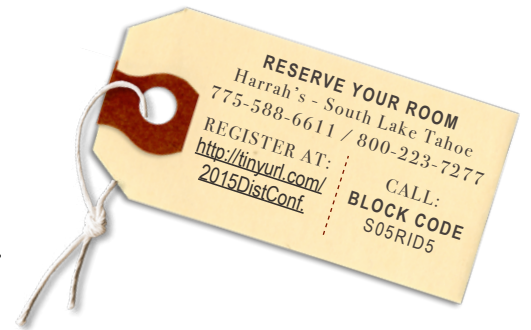
This event is only available to the first 84 registrants so register and pay early.
No registration will be considered complete without payment.

All registrations received after January 1, 2015 will be \$150/per person or \$600 per foursome

Player 1 _____	Index _____	Phone _____	Email _____	Rotary Club if any _____
Player 2 _____	Index _____	Phone _____	Email _____	Rotary Club if any _____
Player 3 _____	Index _____	Phone _____	Email _____	Rotary Club if any _____
Player 4 _____	Index _____	Phone _____	Email _____	Rotary Club if any _____

Make checks payable to:
District 5190
PO Box 2175
Stateline, NV 89449

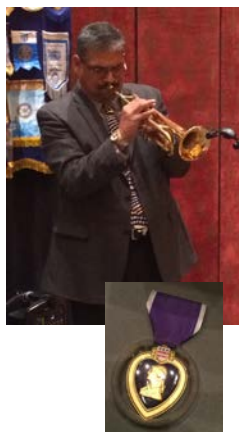
To pay by credit card or for further info contact:
775-588-1142 or
Cherylz@tdrotary.com



Tee Sponsors and Hole in One opportunities will be announced at a later date.
In case of a cancellation due to snow - all prepaid fees will be refunded.

Honoring Veterans - A Debt We Can Never Fully Repay

The Rotary Club of Reno Central spent Veterans Day with special guests. The meeting started off with beautiful patriotic songs played by a well-respected bugler, followed by Bill Farr, a World War II veteran, who shared his story and Purple Heart with the club.



Bill Farr with Regina Lockwood's father

Regina Lockwood
Rotary Club of Reno Central,
President



Karen and her father

OPPORTUNITY CROSSINGS

Foundation Tip

What is a Paul Harris Fellow?

Paul Harris Fellow recognition is given in appreciation to anyone who makes a gift of US\$1,000 or more cumulatively to the Annual Fund, PolioPlus Fund, or an approved global grant. The recognition consists of a certificate and pin. Other optional items include a medallion for \$15. Paul Harris Fellows can also be given on behalf of someone through Foundation Recognition points or through a combination of points and outright donations.

Since the creation of the Paul Harris Fellow over 1.4 million people have become Paul Harris Fellows.

Aren't you ready to become a Paul Harris Fellow and join your fellow Rotarians in financially supporting The Rotary Foundation?

Membership Tip

Getting Younger People Interested in Your Club

1. Organize interesting meetings
2. Look at your traditions
3. Update how and where you talk about Rotary
4. Examine your club dues
5. Provide alternatives to weekly attendance
6. Plan events that members can attend easily
7. Involve young members early to build club loyalty
8. Plan family-friendly projects and activities.

Proof of Positive Partnering

It might seem like it is a long way between Auburn, California and Meru, Kenya, but it is close as the connections between the people who live in these places. Vickie Winkler, the Executive Director of HEART (Health Education Africa Resource Team) once lived in Auburn. For the past several years, home has been split between Auburn and Nairobi. She is an active member of the Rotary Club of Nairobi and of District 9212 in Africa. She and Bob Dunstan from the Rotary Club of Auburn put their heads together and came up with a water project that eventually became a global grant.



Leeta School

Simple in concept and wide-reaching in scope – drill a deep water well and install a hand washing station, a water collection and distribution system at the Leeta School – about six hours by car from Nairobi. Greenhouses will be included to grow vegetables. HEART and local officials, through an MOU for the project, will ensure sustainability of the project through training of a water users association. This will include the services of an on-site agronomist for six months after the project is completed.

Bob Dunstan visited the Meru area for a month in late 2013. His efforts and those of Vickie Winkler, have built strong partnerships with village chiefs and local officials.

The Rotary Clubs of Nairobi, Auburn, Gold Country, and Auburn Daybreak collaborated and combined resources to raise needed funds. When matched by the districts and Rotary International grants, the clubs secured funding for this \$95,000-plus project. "We now just need to hit water", says our committee chairman George Graziano of the Gold Country Club.

When implemented, the project is expected to provide clean water to more than 5,000 people in a remote region of Africa, including the 1,900 children who attend the Leeta School. Connections and partnerships make the difference.

Helen Hankins
Rotary District 5190, International Service



POLIO THIS WEEK

As of 26 November 2014

Year-to-date 2014: 306

Year-to-date 2013: 347

Total in 2013: 416

Learn about parents who are defending their children’s right to life. Sometimes under the cloud of fear, parents seize the opportunity for crucial drops of oral polio vaccine.



RIGHT ON TRACK

Fine Print Reveals Great News

I always find remarkable tidbits of information while preparing the newsletter. This month I stumbled upon special news on page 71 of *The Rotarian*, Vol. 193 No. 5. Rotary announced the winners of the 2013-14 *Citation for Meritorious Service*. This recognition is presented to Rotarians who have demonstrated outstanding active service to The Rotary Foundation for more than a year. Out of 1.2 million Rotarians, 176 achieved this high honor, including our own Steve W. Lewis.



Congratulations Steve!

The Destiny of Hard Work

The District Nominating Committee has unanimously selected Doug McDonald to serve as our District Governor in 2017-2018.

Doug became a Rotarian in 1972 and has been a member of various Rotary clubs in California. He is currently a member of the Rotary Club of Penn Valley and has been Treasurer, Club President (2010-11), Board Member, webmaster, bulletin advisor, Administration Chair and founding Secretary of the Penn Valley Rotary Foundation. Doug was also the initiator and organizer of the Distinguished Citizens Dinner, the club’s major fundraising project.



Since 2009, Doug has served the District as the Scouting Chair (2009-12), Assistant Governor for Area 4 (2012-15), trainer at the District Training Assembly, and a RLI trainer.

Doug’s commitment to The Rotary Foundation is strong. He is a Paul Harris Fellow +7, Paul

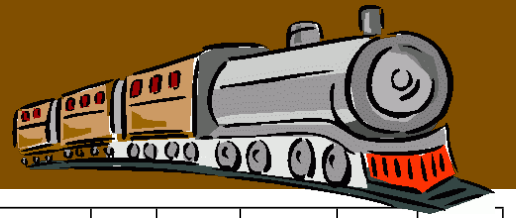
Harris Society Member, Bequest Society Member, and Benefactor to The Rotary Foundation. His wife Karen is also a Paul Harris Fellow.

Doug has served as a board member of the United Way, Planned Giving Council, Professional Fundraising Executive member, Conservation Corps advisory board, to name just a few. His civic commitments focus on the Nevada County Habitat for Humanity and volunteering for the Nevada County Sheriff’s Office. Doug is a recipient of the Cliff Dochterman Rotary Scouting Award; Eagle Scout, and the St. George Roman Catholic Scouters Award.

It simply feels good to be a volunteer

Doug graduated from Stanford University with a BA in Biological Sciences and from Santa Clara University with a Master’s degree in Business Administration. His professional career spanned 33 years as an executive for the Boy Scouts of America. Doug is well qualified to lead our District in 2017-18 and is looking forward to meeting as many Rotarians in D5190 as possible.

ALL ABOARD: OCTOBER 2014



	Rotary Club Central Goal	Official Start #	Current # Members	Attendance	Annual Giving YTD	Restricted Giving YTD		Rotary Club Central Goal	Official Start #	Current # Members	Attendance	Annual Giving YTD	Restricted Giving YTD
Alturas	32	29	28	78.75%	\$4,721	\$1,195	Nevada County South	35	27	25	83.00%	\$0	\$10
Alturas Sunrise	30	28	28	NR	\$864	\$0	Penn Valley	37	34	36	NR	\$1,675	\$0
Amador Upcountry	27	21	23	76.00%	\$1,610	\$290	Placerville	45	38	35	43.00%	\$0	\$0
Auburn	111	106	112	84.38%	\$7,340	\$2,750	Plymouth-Foothills	33	31	36	61.00%	\$794	\$50
Auburn Daybreak	14	13	13	96.36%	\$80	\$0	Pollock Pines-Camino	20	16	16	70.83%	\$60	\$20
Auburn Gold Country	45	40	41	80.68%	\$1,150	\$120	Portola	26	24	22	88.73%	\$290	\$583
Bishop	40	36	34	59.56%	\$4,360	\$1,140	Quincy CA	53	48	51	83.72%	\$950	\$0
Bishop Sunrise	32	28	28	60.28%	\$1,810	\$650	Reno	196	177	186	49.24%	\$4,580	\$1,205
Cameron Park	63	58	54	77.80%	\$1,470	\$1,305	Reno Centennial Sunset	31	29	31	75.44%	\$1,794	\$91
Carson City	80	76	76	63.00%	\$905	\$175	Reno Central	75	68	70	NR	\$4,924	\$476
Carson City - Sunset	20	15	14	65.71%	\$340	\$1,090	Reno Midtown	24	22	24	NR	\$50	\$0
Chester	23	20	20	55.00%	\$2,150	\$1,814	Reno South	63	52	54	74.50%	\$1,889	\$695
Elko	83	78	78	58.67%	\$2,197	\$848	Reno Sunrise	54	52	49	NR	\$1,722	\$2,114
Elko Desert Sunrise	34	31	32	60.00%	\$1,527	\$2,553	Smith Valley	32	30	29	93.10%	\$347	\$25
Ely	36	32	32	51.00%	\$0	\$0	South Lake Tahoe	50	42	42	47.73%	\$970	\$50
Fallon	45	43	45	57.72%	\$1,050	\$100	Sparks	129	127	118	89.38%	\$3,170	\$126
Fernley	28	25	26	80.77%	\$485	\$252	Sparks Centennial Sunrise	39	32	32	81.20%	\$4,113	\$400
Georgetown Divide	37	32	31	NR	\$0	\$0	Surprise Valley	19	18	18	80.98%	\$0	\$240
Grass Valley	71	65	64	70.00%	\$1,265	\$697	Susanville	68	65	64	NR	\$0	\$0
Greenville	12	9	8	61.00%	\$1,180	\$500	Susanville Sunrise	35	31	32	68.00%	\$0	\$431
Incline Village	32	29	30	92.41%	\$650	\$0	Tahoe City	34	32	29	51.90%	\$200	\$0
Ione	30	28	29	81.60%	\$1,275	\$50	Tahoe-Douglas	60	50	54	50.87%	\$8,960	\$149
Jackson	70	52	56	68.75%	\$7,502	\$2,150	Tahoe-Incline	51	48	51	NR	\$3,800	\$520
Loyalton	23	21	21	79.00%	\$1,020	\$0	Tonopah	21	16	16	NR	\$0	\$130
Mammoth Lakes Noon	43	37	39	62.80%	\$450	\$585	Truckee	100	93	83	92.13%	\$1,225	\$400
Mammoth Lakes Sunrise	18	9	12	55.90%	\$0	\$0	Truckee Sunrise	25	20	20	NR	\$0	\$0
Minden	38	34	30	73.33%	\$40	\$500	Westwood-Lake Almanor	13	13	9	89.00%	\$0	\$0
Nevada City	45	37	39	65.50%	\$3,549	\$0	Winemucca	31	38	36	38.29%	\$2,750	\$0
Nevada City 49 Breakfast	93	91	93	82.90%	\$7,600	\$500	Yerington	55	50	53	60.80%	\$0	\$0
NR - No Attendance Report Filed Last Known Member count used													
							TOTALS						
							2709 2446 2457 \$100,853 \$26,979						

Rotary Officers 2014-15

Rotary International

President: Gary C.K. Huang
 President-elect: K.R. Ravindran
 Vice President: Celia Elena Cruz De Giay
 Treasurer: Holger Knaack
 Director Zones 25/26: Steven A. Snyder

Rotary District 5190 Advisory Board

District Governor: Joe Zarachoff
 Immediate Past District Governor: Vicki Puliz
 District Governor Elect: Gail "Virus" Ellingwood
 District Treasurer: Charlie Litton
 District Secretary: Phil Mahoney
 District Administration: Wyn Spiller
 Service: Lindy Beatie
 Foundation: Steve Lewis
 Membership: Sam "Woody" Wilbanks
 Youth Service: Steve Mestre
 Club Administration: Larry Harvey
 Technology: Oliver Grosz
 Public Image: Dave Zybort

Non-Voting Advisory Board Members

District Governor Nominee: John Sullivan
 District Governor Nominee Designate: TBD November 2014
 District Conference Chair: Tom Hardy
 District Executive Assistant: Ginny Lewis

Assistant Governors

Area 1: Penny Artz
 Area 2: Ralph Taylor
 Area 3: Jim O'Brien
 Area 4: Doug McDonald
 Area 5: Jim Greenlee
 Area 6: Doyle Patrick
 Area 7: Roberta Pickett
 Area 8: Gary MacDonald/Tina Spencer
 Area 9: Bob Conner
 Area 10: Jay Recanzone
 Area 11: Anita Franzoia
 Area 12: Edie Asrow
 Area 13: Randy Van Tassell

The Rotary District 5190 newsletter is published monthly by District Governor Joe Zarachoff. Submit stories and photographs (300 dpi resolution digital images only) to Editor Elizabeth Cavasso at ecavasso@gmail.com by the 20th of the month.