

District 5190

Striving Together Achieving Results



A CHAT WITH PAUL HARRIS

Recently I was in Chicago for an Army reunion and paid a visit to Rotary International Headquarters in Evanston. I was surprised to see Paul Harris greeting visitors as they arrived. It was kind of a slow day for visitors so I was able to spend a few minutes chatting with Paul.

I told him our Clubs were working hard to enhance friendship and to have a positive impact on their community. They also are aware of the Centennial celebration for the Rotary Foundation, One Hundred Years of Doing Good in the World and that November was Foundation month. I also mentioned that our members were quite generous with their donations to the Rotary Foundation. In fact, we have a number of new Paul Harris Fellows already this year.

In addition, Clubs are focusing on encouraging all members to make a donation to the Foundation this year. The Presidential Citation suggests a minimum of \$26.50 from each member. Paul of course knew that was the amount of the very first donation to the Foundation. I also mentioned that a number of our Clubs were working on recognition as a 100% Foundation Giving Club which would require a minimum of \$25 from each member and \$100 per capita. Of course this recognition includes donations to any of the Foundations funds, including Polio. I noted some members were signing up for Rotary Direct and are having at least \$10 per month deducted from a credit card or bank account. This would mean they would be a sustaining member. Others were stepping up to the plate to donate \$85 per month which would make them a Paul Harris Fellow in a year. I think I saw Paul smile when I mentioned this.



Our conversation then switched over to Polio and how close we were. Of course we did just have a minor setback in Nigeria with a couple of cases there. However, as I explain in my Club visits, polio is kind of like an invasive weed. Until you eliminate every seed and every sprig it can pop up again. Achieving this goal is possible and I think I heard Paul say keep the goal in sight. I am not sure if he is soft spoken or is unusually quiet for a Rotary President but I think I did most of the talking.

In any event, I think I heard him say to keep up the good work on engaging Rotarians, both new and existing ones, to make sure they stay active in Rotary. I am pretty sure I also heard him congratulate the Rotary Club of Reno on the occasion of their Centennial.

John Sullivan; District Governor

LET'S GET DOWN TO BUSINESS

There are many ways of attracting prospective members to Rotary clubs in District 5190. Club members identify people who are leaders in our communities, hold great events where people gather and have fun to support Rotary, engage in local service projects to help our communities thrive, and help those in need in other countries by completing international projects.

If we look to the founder of Rotary, what were the original thoughts of Paul Harris when he gathered with a small group of like-minded individuals for the first time? They came together as business professionals to network and improve their community. And the rest is history - our history as Rotarians! So what better way to attract prospective members than to include a person's vocation as part of the reason for them to join your Rotary Club.

The Rotary Club of Ione recently gained a new member, Michael Hines, by appealing to his desire to make our community better through service projects and by showing him that our club welcomes all vocations. We made it clear that we appreciate him operating a painting business in our community. As a small business owner, he shows us that he is a leader. As a Rotarian, Michael is a friend and is now doing business with other Rotarians.

Area 7 Assistant Governor Berta Pickett says it best: "I was there when Michael was inducted into the Ione Club and heard that he owned a painting business. When my husband and I decided to have our log home re-stained, Michael was the first person I thought of. We are thrilled with his work and his interactions, which are reflective of Rotary's values. I am pleased to do business with a fellow Rotarian."

I was Michael's sponsor and became well acquainted with him as he decided to join Rotary of Ione. He is a very thoughtful person and a hard worker. Michael says that he looks at Rotary as more of a service organization and likes one of the purposes being to do good things in the local community. A secondary reason to



join was to give his business more exposure, and he noted that in doing his research RI states that Rotary is a "business" organization. I'm glad to have Michael as a friend and fellow Rotarian, and I also utilized his painting services on property that I own. He did state that understanding how much members can talk about their business was difficult to understand initially.

Let's make it easier for all prospective members to understand. All clubs in District 5190 will soon receive information on a Rotary Means Business Mixer (a business networking mixer for local Rotarians & prospective members) & ABC's of Rotary Presentation (a membership play promoting the vocational benefits of belonging to Rotary, attraction of prospective members and engagement of new members) by Past District Governor, Laura Day. This was sponsored by the Presidents of the 10 North State Rotary Clubs, AG Amelia Ward and Membership Rep Dave Ercolano. It can be easily duplicated on the same or smaller scale by clubs in District 5190. It was easy to do, inexpensive, and lasted 2 hours. The key is for Club Presidents, AG's, and members to work together and make sure the room is full of Rotarians and prospective Rotarians.

Another key is to dispel the myth that "You can't talk about your business." Rotary was founded on Business Networking, and all Rotarians should use the example of Paul Harris to encourage business leaders to join together to improve our communities.

Richard Forster
Membership Chair
Rotary of Ione

Attention Rotarians!



Join The Fundraising Revolution

Through The Rotary Global Rewards

Today we understand that personal budgets are stretched and fundraising is more difficult. Club member retention and recruitment is down and therefore funding is down. It seems like this is a trend that will continue into the future – we need to find some new and different ways to keep the funds that we use to make a difference in the world coming in.

Paul Newman started it back in 1982 – “Let’s give it away to charity” – profits that is, being one of the first to participate in what would later be known as Cause Marketing. Cause Marketing, asking people to change brands to support a cause, is seen everywhere today. Why? Because it creates sustainable funding for non-profits as quality consumables are repurchased on a regular basis.

As you compare the Old Nonprofit Model to the New Nonprofit Model below you will notice the huge difference in the amount of donations that are funneling in online. The trend today is to introduce your members to the concept that shopping online for products they need and want can become an engagement with doing good in the world!

<h4 style="text-align: center;">The Old Nonprofit Model</h4>  <ul style="list-style-type: none"> • 5% online. • Heavily reliant on major donors. • Recurring annual gifts. • Paranoia about operational overhead. • Disconnect between <ul style="list-style-type: none"> • Fundraising • Marketing (interruptive) • Product / Services. • <i>Feast or famine revenues</i> 	<h4 style="text-align: center;">The New Nonprofit Model</h4>  <ul style="list-style-type: none"> • 75% online & mobile. • Lots & lots of smaller donors. • Monthly recurring online donations. • Invests in operations more like a business. • Alignment across <ul style="list-style-type: none"> • Fundraising • Marketing (permission-based) • Products / Services • <i>Sustainable revenue growth!</i>
--	--

There are many examples of this trend making a difference for nonprofits today according to an article in *The NonProfitTimes* entitled [Charities Profiting Via Online Retail Sites](#) by Chris Bernard. From direct engagement with a retail site to search engine sites connecting customers with a variety of merchants, a portion of consumer spending is making its way to nonprofits without any other effort than the click of a mouse. A far cry from the activities of the old nonprofit model which often included hours of work by a few of the members to accomplish.

With Global Rewards, Rotary International Foundation has joined the Fundraising Revolution! As members use the site to connect with various types of retailers from Hertz to Office Depot, a portion of their dollars spent are given back to Rotary International Foundation. In addition, Rotary members receive a discount for using the site to shop, so it’s a win win. The percentage of proceeds that are given back begins at 3% for some companies and may go up to as much as 20% that may be earned by the nonprofit relationship we have established with the Shaklee Corporation. In the case of the Shaklee Corporation, individual clubs may also sign up for their own fundraiser which benefits Rotary International as well.

Check out ROTARY.ORG/GLOBALREWARDS/ Shaklee Claim Offer and put your consumer dollars to work for the benefit of Rotary Clubs and Rotary International.

For more information on Rotary Fundraising, go to rotaryfundraisinglg@gmail.com.

THE PLEDGE OF ALLEGIANCE TO THE FLAG OF THE UNITED STATES

By
Jon S Greene, Executive Secretary, Rotary Youth Exchange

I have attended Rotary functions and club meetings where the person leading the Pledge of Allegiance to the Flag of the United States started by saying “Everyone please join me in the Pledge...” or “Rotarians and guests, the Pledge of Allegiance to our flag”. And as proud citizens of the United States of America, we show our respect for our flag, and our support for our elected government by reciting the Pledge.

However, we must remember that we are Rotary **International**. And because we are an **International** organization, we may have visitors present (or even club mem-

SAVE THE DATE

January 7, 2017 District Leadership Meeting in Reno

February 3, 2017 Grants Management Training

February 4, 2017 Pre-PETS in Reno

March 3-5, 2017 PETS in San Jose

March 31, 2017 Grants Management Training

ROTARY MONTHS

July-New Rotary Year Starts

August-Membership and Extension Month

September-Basic Education and Literacy

October-Economic and Community Development

November-Rotary Foundation Month

December-Disease Prevention and Treatment

January-Vocational Service Month

February-Peace and Conflict Prevention/Resolution

March-Water and Sanitation

April-Maternal and Child Health

May-New Generations Month



**ROTARY
SERVING
HUMANITY**

	September Attendance		September Giving Data		
	Official Start Number	Current # Members	Attendance	Annual Giving YTD	Restricted Giving YTD
Alturas Rotary	26	26	78.00%	\$1,152	\$0
Alturas Sunrise	28	27	62.00%	\$724	\$2,650
Amador Upcountry Rotary	22	23	NR	\$682	\$125
Auburn	110	108	92.62%	\$3,067	\$2,800
Auburn Daybreak	NR	NR	NR	\$0	\$0
Auburn Gold Country	33	30	82.45%	\$1,330	\$100
Auburn Sunset	16	16	NR	\$53	\$0
Bishop	34	34	51.47%	\$2,740	\$45
Bishop Sunrise	32	34	56.62%	\$685	\$100
Cameron Park	58	56	71.00%	\$2,497	\$1,100
Carson City	70	71	60.63%	\$5,760	\$0
Carson City - Sunset	13	13	51.92%	\$1,091	\$91
Chester	18	15	63.00%	\$0	\$0
E-Club	21	21	70.24%	\$0	\$0
Elko	72	73	48.78%	\$1,470	\$505
Elko Desert Sunrise	34	33	59.74%	\$1,970	\$1,369
Ely	29	30	NR	\$0	\$0
Fallon	38	38	40.63%	\$430	\$50
Fernley	33	34	64.71%	\$950	\$50
Georgetown Divide	35	35	46.00%	\$126	\$0
Grass Valley Rotary	59	61	75.90%	\$1,255	\$75
Grass Valley South			NR	\$1,982	\$500
Greenville	7	7	70.00%	\$536	\$250
Incline Village	25	25	NR	\$0	\$0
Ione	34	34	NR	\$1,675	\$0
Jackson	55	56	77.51%	\$2,620	\$2,650
Loyalton	18	16	NR	\$340	\$588
Mammoth Lakes Noon	40	40	NR	\$740	\$100
Minden	35	34	75.18%	\$60	\$0
Nevada City	33	33	76.00%	\$155	\$0
Nevada City 49 Breakfast	93	91	89.66%	\$2,340	\$2,270
Penn Valley	30	31	73.50%	\$2,182	\$300
Placerville	31	30	43.00%	\$2,424	\$0
Plymouth-Foothills	42	41	62.00%	\$1,223	\$0
Pollock Pines-Camino	NR	NR	NR	\$271	\$0
Portola	NR	NR	NR	\$200	\$0
Quincy CA	45	45	81.51%	\$290	\$0
Reno	190	192	60.57%	\$3,700	\$27,045
Reno Centennial Sunset	35	38	80.85%	\$300	\$75
Reno Central	NR	NR	NR	\$9,043	\$225
Reno Midtown	24	24	57.50%	\$25	\$1,000
Reno South	53	53	75.30%	\$2,243	\$515
Reno Sunrise	50	50	56.46%	\$1,351	\$545
Smith Valley	30	35	86.29%	\$2,181	\$148
South Lake Tahoe	32	32	42.86%	\$702	\$25
Sparks	111	111	81.51%	\$8,760	\$7,142
Sparks Centennial Sunrise	34	33	55.56%	\$4,050	\$100
Surprise Valley	16	16	73.00%	\$0	\$0
Susanville Rotary Club	NR	NR	NR	\$0	\$0
Susanville Sunrise	32	33	53.33%	\$291	\$623
Tahoe City	28	31	NR	\$655	\$500
Tahoe-Douglas	58	56	44.27%	\$6,844	\$0
Tahoe-Incline	NR	NR	NR	\$1,410	\$360
Tonopah	19	21	44.04%	\$0	\$500
Truckee	92	89	73.72%	\$2,152	\$0
Truckee Sunrise	14	13	53.85%	\$0	\$0
Westwood-Lake Almanor	16	8	60.00%	\$0	\$0
Winnemucca	50	51	49.25%	\$1,820	\$0
Yerington	43	41	71.15%	\$250	\$0
TOTALS	2196	2188		\$88,797	\$54,521

NR - No Attendance Report Filed Last Known Member count used

THE PLEDGE OF ALLEGIANCE TO THE FLAG OF THE UNITED STATES

Con't from Page 3

bers) who are not citizens of the United States of America, but are proud citizens of their country. At some of the Rotary meetings and functions that I have attended there have been Rotarians visiting from Belgium, Brazil, Canada and India, and inbound Rotary Youth Exchange students.

When we introduce the Pledge with a statement as in the examples above, we are forgetting that our foreign guests should not be asked to join us in the Pledge. (After all, when we are visiting a foreign nation, we are not expected to express loyalty to their government/nation.) Therefore, when we introduce the Pledge, we need to use words that invite citizens of the United States of America to Pledge. Examples of such introductions are: "My fellow Americans, please join me in the Pledge to our flag..." or "Will all citizens of this great nation join me in the Pledge..."



Rotary & District Officers 2016-2017

Rotary International

President: John F. Germ
President-elect: Ian H.S. Riseley
Vice President: Jennifer Jones
Treasurer: Hsiu-Ming
Director Zones 25/26: Bradford R. Howard

Non-Voting Advisory Board Members

District Governor Nominee: Tina Spencer-Mulhern
District Governor Nominee Designate: TBD
District Conference Chairs: Randy Van Tassell & Stacy Graham
District Executive Assistant: Ginny Lewis

Rotary District 5190 Advisory Board

District Governor: John A. Sullivan
Immediate Past District Governor: Gail "Virus" Ellingwood
District Governor Elect: Douglas McDonald
District Treasurer: Cheryl Zarachoff
District Secretary: Phil Mahoney
District Administration: Wyn Spiller
Service: Stacy Graham
Foundation: Vic Slaughter
Membership: Richard Forster
Youth Service: Bill Boon
Communication: Oliver Grosz
Club Administration: Larry Harvey
Public Image: Dave Zybert

Assistant Governors

Area 1: Fred Autenrieb
Area 2: Pete Hochrein
Area 3: Sherilyn Laughlin
Area 4: Dennis Geare
Area 5: Jim Greenlee
Area 6: Donna Mullens
Area 7: Roberta Pickett
Area 8: Joel Muller & Tina Spencer-Mulhern
Area 9: Bill Kirby
Area 10: Mel Foremaster
Area 11: Helen Hankins
Area 12: Edie Asrow
Area 13: Ramona Delmas

The Rotary District 5190 newsletter is published monthly by District Governor John Sullivan. Submit stories and photographs (300 dpi resolution digital images only) to Editor Dirk Wentling at dirk@wentlingstudio.com by the 20th of the month