



## TICKET TO RIDE

Check out [www.rotarydistrict5190.org](http://www.rotarydistrict5190.org) for more event details

- Oct 3-5: Rotary 8th Grade Leadership Session #2
- Oct 7: [REGISTER](#) for Webinar - Business Planning for Rotary Clubs
- Oct 8: [REGISTER](#) for Webinar - Setting up Facebook Page
- Oct 11: Rotary Leadership Institute, Mammoth Lakes, CA
- Oct 15: [REGISTER](#) for Webinar - Council on Legislation 2016
- Oct 18: D5190 Leadership Team Meeting, Incline Village, NV
- Oct 18: District Advisory Board Meeting, Incline Village, NV
- Oct 18: Understanding the Role of District Governor, Incline Village, NV
- Oct 18: RYE Outbound 2015-2016 Candidate Information Due
- Oct 21: [REGISTER](#) for Webinar - Foundation Resources for Clubs
- Oct 25: RYE Outbound 2015-15 Briefing Meeting, Airport Plaza
- Oct 27: [REGISTER](#) for Webinar - Rotary Youth Exchange Boot Camp
- Nov 8: Rotary leadership Institute, Carson City, NV
- Nov 15: Rotary leadership Institute, Reno, NV

## ROTARY EXPRESS

### Conductor's Message



*October is a busy month with Rotary Day in Washington DC, World Polio Day and a month highlighting Vocational Service!*

### President's Club Car

*Mandatory evacuation - deciding what to take or leave during the King Fire*

### Just the Ticket

*More than a decade of success changing lives and creating beautiful smiles*

### I Think I Can, I Think I Can

*Edible Pedal 100® contestants ride hard, eat well and give back*

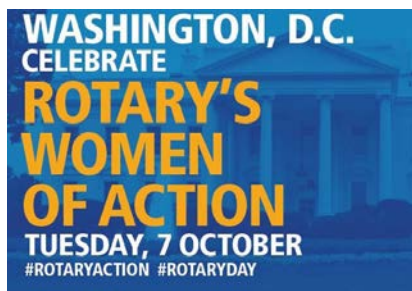
### Opportunity Crossings

*Early bird golf tournament registration*



### RIGHT ON TRACK

For [World Polio Day](#), add you voice and spread the world that we are "this close"



### ROTARY DAY IN WASHINGTON

Women of Action will be honored, watch the live streaming at [www.rotary.org](http://www.rotary.org)



### OPPORTUNITY CROSSINGS

Want to know more about retaining newer Rotary members? Check out - [Membership Tips Blog](#)

# CONDUCTOR'S CORNER

We see fall colors as we travel, there is a nip in the air; It must be October... For Cheryl and I these past 3 months have flown by. With 30 Official Visits completed (as of this writing) we have been hosted by over half the clubs in District 5190. What a wonderful privilege this has been! This experience



has been rewarding, inspiring and educational and most of all, FUN. If we've already visited your club Cheryl and I want to thank you for your gracious hospitality. If we haven't been to your club yet, we

will be soon, and you will reap the benefit of our sharing the great ideas we've picked up along our journey. Whether a big or small club the Rotarian heart looms large throughout our District. Every Rotary Club we have visited is making important contributions to their community!

October is a busy month in our Rotary World.

October 7<sup>th</sup> is Rotary Day in Washington. This year's theme is Rotary's Women of Action.

October 24<sup>th</sup> is World Polio Day. We are so close.....Please keep polio top of mind as we battle the final 1%. Our Goal as you know... Total Eradication, This day will come!

Please see further information on both of these events elsewhere in this newsletter.

Officially it is "Vocational Service" month which may be the most confused of all 5 Avenues of Service. Speech and Music Contests, Dictionary Giveaways and Literacy efforts are all important service projects that crossover between youth and vocational service. As are career days, mentoring programs and ethics training.

Sometimes our focus on serving others causes us to forget Vocational Service as it pertains to our own members. Rotary began as a networking organization; So much so that in the early days they tracked how much business the members did with each other. Please take it upon yourself to know what each fellow member does outside of Rotary. We all gladly sacrifice much in our pursuit of "Service Above Self". Service will always be our key focus, however, when you are ready to go make your next purchase be it a load of lumber, a new TV or perhaps hire a computer tech., consider a Rotarian's place of business.



It is with a great pride that I introduce District 5190 to Rotary's newest addition to our family of wearable's. If you are looking for something new on your lapel, pin-wise that is, this is a great way to show your support to eradicate polio and that you are a proud Rotarian.



Just in Time for World Polio Day October 24, 2014! Wear your DISTRICT 5190 "we are this close" pin First offered at the District Foundation seminar on September 20, 2014 – these are flying off the shelves, if they haven't shown up at your local club - you too can own one of these great pins.

With a minimum \$5 donation to Polio Plus put in your order by emailing your District 5190 Polio Plus Chair - Debbie Nelson ([debyoung.nelson@gmail.com](mailto:debyoung.nelson@gmail.com)) to have one in your pin collection today!

Hurry supplies ARE limited – don't wait email today and Eradicate Polio NOW!

Debbie Nelson  
District 5190, Polio Plus Chair

## FROM THE PRESIDENT'S CLUB CAR

### King Fire - Way Too Close!

The King Fire started on the evening of Saturday, September 13<sup>th</sup> near a residence in the "King of the Mountain" development where numerous homes are located along a ridge northwest of Pollock Pines, California. King of the Mountain ridge parallels precipitously steep, heavily forested slopes of the South Fork of the American River canyon.

The original fire on Saturday night was extinguished but apparently, lingering embers re-ignited late Saturday night or early Sunday morning, fueled by high winds, inaccessible topography and extremely dry forest conditions. By mid-day Sunday, numerous neighborhoods of Pollock Pines along the ridges and ravines that overlook the American River were evacuated and 1,200 homes were threatened by the end of the day.

Upon mandatory evacuation of your dream home, what do you take or leave after 47 years of marriage? Fortunately, we have a travel trailer, upon which in all my wisdom, I had installed a theft resistant lock on the hitch—I couldn't find the key! As I was beating off the lock while smoke was billowing ominously nearby, JoAnne, who is on crutches because of a knee injury, was removing family pictures from the walls and gathering clothes, jewelry, dogs, tax/ insurance files and a case of wine. We loaded up the trailer and headed to the nearest KOA where we camped for four days—returning daily to Pollock Pines, which was a "war zone" buzzing with emergency vehicle, spectators, helicopters, planes and fire fighters.

Our house, located on the defensive fire line of Deep Haven Road, was saved, as were others in neighborhood, because of

fire resistant construction, ample defensive space, a source of water (5,500 gallon tank with electric generator and well) and the gallant efforts of the fire fighters. These heroes were able to save numerous homes because of prior planning. Please visit [www.readyforwildfire.org/pre-evacuation\\_preparation/](http://www.readyforwildfire.org/pre-evacuation_preparation/) for helpful tips.

Unfortunately, in the White Mountain area east of Pollock Pines, twelve homes were lost. Donations for these displaced souls, who have lost everything, can be made through SRCF/ King Fire Fund, 955 University Ave., Suite A, Sacramento, CA 95825 or contact Tina Brice (916) 921-7723 or [tina@sacregcf.org](mailto:tina@sacregcf.org).



Next time you see a forest fire fighter tell them thanks for their service!

David K. Rogers  
Rotary Club of Pollock Pines-Camino, President

### Rotary Day in Washington—Tuesday, October 7th 2014

Rotary International will once again be center stage at The White House during the 2014 Rotary Day in Washington. This year's theme is Rotary's Women of Action. In recognition of the important role that women play in advancing economic development and in keeping with the international community's focus on the empowerment and promotion of women and girls, Rotary International and The White House will honor 6-8 Rotary club members from across the United States as "Women of Action" during this event. These distinguished individuals will be recognized both for their professional achievements and for their volunteer efforts to improve the lives of others in their communities and/or around the world.

**This event is usually streamed live at [Rotary.org](http://Rotary.org)**



# JUST THE TICKET

## More Than a Decade of Success - That's Commitment

A little more than ten years ago, dentist and Rotarian Steve Leighty joined the Nevada City '49er Breakfast Club. Steve, another dentist, and three others took a notion, and piled in the car and drove to Ensenada, Mexico one weekend to check out a cleft lip and palate clinic that they had heard about. Steve, an oral surgeon, was able to assist in the operating room and the other dentist worked on patients in the clinic. The clinic was owned by the Thousand Smiles Foundation, started by Rotarians in National City and other area clubs many years ago. Thousand Smiles used the clinic on a quarterly basis to provide much needed cleft lip/palate and dental work to disadvantaged people in the area.

Over time, Steve and others developed a great relationship with the Board of the Thousand Smiles Foundation. As time went by, they developed a great working relationship with a lot of mutual trust. Beginning in 2004, the



Foundation allowed Steve and others working with him, to use their clinic to treat dental patients from Ensenada area when they were not in town. Steve and others have been working there twice a year (usually April and October) for the last 10 years. The volunteers pay their own travel and lodging costs and food is supplemented by Ensenada area Rotary or other service clubs.

150 patients on a fully staffed weekend.

According to Steve Leighty, "It's the easiest International experience a dental professional could possibly get, and the Rotary cost is minimal." This is a great example of how much we can change the future of a child or a family or a village with service – at a low cost.

Helen Hankins  
D5190, International Service Chair

## I THINK I CAN, I THINK I CAN

### Ride Hard, Eat Well, Give Back

This year, September 21<sup>st</sup> marked the 4<sup>th</sup> annual Edible Pedal 100<sup>®</sup> hosted by The Rotary Club of Reno Sunrise. Named by the Nevada Commission of Tourism as one of "Nevada's Sesquicentennial Events" it is a



community wide success.

The Edible Pedal 100<sup>®</sup> is an organized 100 road bike ride with rest stops every 15 to 20 miles. Additionally, The Edible Pedal 100<sup>®</sup> course includes a 50 a 10 mile family ride. The ride begins and ends at Bowers Mansion. The route progresses through scenic Franktown Road, Carson

City, Jack's Valley, Genoa, Kingsbury Grade, and the Eastern Rim of Lake Tahoe. All types of riders, regardless of age or ability join in. This year the 1014 riders, their families and the over 200 volunteers were treated to a delectable post ride BBQ that



featured locally grown food and locally created drink. The ride stops feature tasty and nutritious culinary creations prepared by the culinary high school students from three Western Nevada School Districts. These unique features set The Edible Pedal 100® apart from any other organized ride in Western United States.

Four years ago, Reno Sunrise Rotary kicked off this inaugural fundraiser, "The Edible Pedal 100®", with a vision to reach a broader demographic and focus on health and fitness. Thus, the genesis of the rides motto, "Ride Hard. Eat Well. Give Back." This incredible community event not only promotes healthy life style

choices for kids and adults but also showcases Northern Nevada as a destination cycling venue.

The "Giving Back" portion of the event is far reaching and one could think of this as cyclical. A committee of very dedicated Rotarians manage and oversee the intricate details involved in planning Edible Pedal 100®. This includes involving every member of Reno Sunrise Rotary and many family members in completing essential behind the scene tasks all year long, and additional hours the months just before the event. Additionally, a countless number of individual and volunteer groups, The University of Nevada and local high school students help provide needed manpower and expertise for the success of the event. Local farmers, ranchers, vintners, brewers, bakers and other food artisans contribute products, which enhance the event. The countless hands-on volunteer hours and in-kind donations



generate a successful event, build good will among all who participate and provide opportunities to help develop real-life leadership skills for the youth in our local communities.

The funds raised from the event benefit both Northern Nevada and the world at large. Please visit [www.ediblepedal100.org](http://www.ediblepedal100.org) for a list of our many sponsors and



beneficiaries.

I am very proud to belong to a Rotary Club where the membership has developed an exemplary event and model of operation that builds good will among community groups and gives back to the both the local and international community. Feedback from participants and volunteers alike is very positive and they are looking forward to next year's event, which will be held on Sept. 20, 2015.

Sue Collins  
Rotary Club of Reno Sunrise  
President

## The secret of getting ahead is getting started!

It's not too early to reserve your sleeping berth on the District Conference 5190 Starlight Express. Reserve your berth (aka room) at Harrah's, South Lake Tahoe, with block code S05RID5 (the second character is a zero, the fifth is a capital I) or at <http://tinyurl.com/2015DistConf>.



# OPPORTUNITY CROSSINGS

## Foundation Tip

### Rotary Direct Testimonial

“ I received my Gift Acknowledgement from Rotary International today recognizing the contributions I made on a credit card through Rotary Direct in 2013. This is one more reason to give by Rotary Direct - you get one gift statement at the end of the year rather than each time you mail a check. That’s in addition to the fact that it is automatic, it’s easy - no checks to mail, no stamp cost, and the fact that Rotary has determined that it costs them less to process contributions from credit cards, plus VISA offers a rebate of \$ millions currently going to Polio Plus.” [Learn more and Give Now](#)

## Membership Tip

How many times have you brought in that new member only to see them leave within a few years? Unfortunately this is all too common. Our highest attrition rate in Rotarians is within the first two years. It is not unusual to find clubs that have said goodbye to enough new members over the last 5 years to DOUBLE THEIR CLUB SIZE.

You can stop the revolving door by treating your members as a successful business treats its customers. How many highly successful businesses operate by simply assuming that new customers are totally satisfied, and will forever keep coming back? Not many. We need to know what our current membership wants, and then have the courage to make changes in the club to satisfy those "customers".

This may seem difficult, but it's not. Member satisfaction surveys are one approach, another is just making a point to communicate with your newer members by asking them the question: "How's it going??"

This is a key factor to helping your club hang on to its newer members, so they can become long time established members. For a little more on this, check out our Membership Tips Blog at <http://memberships5190.blogspot.com/2014/02/treat-your-members-as-customers.html>.



## Rotary District 5190 2015 Golf Tournament Edgewood Lake Tahoe

Thursday, May 14, 2015 - 1p Tee Time

Early-Bird Registration Form - Register by December 31, 2014, and pay only \$500 per foursome

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 of \$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](mailto: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.

# POLIO THIS WEEK

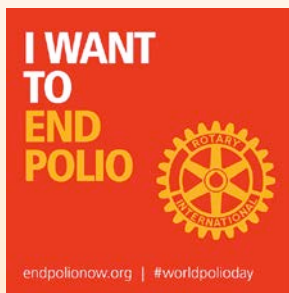
## As of 24 September 2014

Year-to-date 2014: 201

Year-to-date 2013: 270

Total in 2013: 416

Learn more about a precarious journey delivering polio vaccines to high risk children in Jordan, through a photo essay.



# RIGHT ON TRACK

Join the End Polio Now Team for World Polio Day October 24.

Rotary will host a live-streamed global status update on the fight to end polio. Guests include Global Polio Eradication Initiative partners, celebrity ambassadors, polio survivors, and Rotary members. Watch the event live and join the conversation at: <http://www.endpolio.org/worldpolioday>

Today, the vast majority of the world is polio-free. Nearly 80 percent of all polio cases are concentrated in just one country: Pakistan. The two other remaining polio-endemic countries – Afghanistan and Nigeria – continue to show progress. Nigeria has decreased polio cases by 87 percent and Afghanistan has recorded only 10 cases of this devastating disease.

Take Action:

- Let everyone know that you want to end polio with this [badge of support](#).
- Share a photo of yourself making the “this close” gesture or tell us why you want to end polio with the #WorldPolioDay hashtag to join our gallery. [View the gallery](#).
- Post your support on Facebook and Twitter. [Click here to share](#).
- Download these [tools and graphics](#).
- Watch the live global update on October 24. [Add to your calendar](#).

Wiping a disease from the face of the earth is not easy, and the final push is the most challenging. With your support and your voice, we can end polio now.

# FULL STEAM AHEAD

**Vino for Reno**

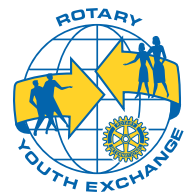
CELEBRATING Nevada's 150<sup>th</sup>

**Sunday, October 19<sup>th</sup>**  
 4-8 PM IN WILD RIVER GRILLE

BEER & WINE TASTING WITH APPETIZERS  
 \$35 PER PERSON / \$65 PER TWO  
 DRESS: NEVADA THEMED, CLASSY  
 RAFFLE PRIZES FROM LOCAL DONATIONS

To purchase tickets, contact [treasurer@renorotact.com](mailto:treasurer@renorotact.com)

Each year the District 5190 Rotary Youth Exchange program provides approximately 30 young people with the opportunity to experience the cultures, challenges and accomplishments of people in other countries. At the same time the our district clubs host approximately 30 inbound students from over 16 foreign countries who have the opportunity to bring their cultures to our communities and schools while learning our language and American culture. Through this program students return with a broader view of the world and a deeper understanding of themselves.



The Rotary Youth Exchange (RYE) year is now in full swing. Inbound students have arrived and our Outbounds have departed for their host countries. This is going to be another great and exciting year! However, not to rest on our laurels, it is also time to recruit candidates to go on exchange next school year, 2015-2016.

Candidate information is due as of October 18. If you have questions please contact me at: [775 327 3023](tel:7753273023), [775 848 9996](tel:7758489996) Cell or [tlukas5190@gmail.com](mailto:tlukas5190@gmail.com).

Tim Lukas  
District 5190 RYE, Chair

# ALL ABOARD: AUGUST 2014



	Rotary Club Central Goal	Current # Members	Attendance	Annual Giving YTD	Restricted Giving YTD		Rotary Club Central Goal	Current # Members	Attendance	Annual Giving YTD	Restricted Giving YTD
Alturas Rotary	32	29	78.00%	\$1,593	\$0	Nevada County South	35	27	NR	\$0	\$0
Alturas Sunrise	30	28	81.00%	\$694	\$0	Penn Valley	37	34	85.00%	\$1,675	\$0
Amador Upcountry Rotary	27	21	64.00%	\$50	\$25	Placerville	45	37	NR	\$0	\$0
Auburn	111	111	81.77%	\$3,951	\$2,000	Plymouth-Foothills	33	31	81.00%	\$422	\$25
Auburn Daybreak	14	14	100.00%	\$20	\$0	Pollock Pines-Camino	20	15	NR	\$25	\$0
Auburn Gold Country	45	41	88.89%	\$1,150	\$120	Portola	26	23	93.51%	\$120	\$280
Bishop	40	34	50.71%	\$1,285	\$680	Quincy CA	53	49	83.43%	\$100	\$0
Bishop Sunrise	32	28	61.61%	\$1,640	\$650	Reno	196	177	72.92%	\$3,645	\$50
Cameron Park	63	54	77.20%	\$1,155	\$0	Reno Centennial Sunset	31	29	57.26%	\$419	\$0
Carson City	80	78	61.45%	\$565	\$0	Reno Central	75	70	NR	\$275	\$0
Carson City - Sunset	20	14	51.79%	\$170	\$1,000	Reno Midtown	24	25	100.00%	\$25	\$0
Chester	23	20	57.00%	\$2,150	\$100	Reno South	63	54	69.60%	\$515	\$335
Elko	83	77	63.12%	\$1,549	\$632	Reno Sunrise	54	50	NR	\$1,387	\$1,815
Elko Desert Sunrise	34	32	61.72%	\$77	\$1,308	Smith Valley	32	29	76.47%	\$242	\$25
Ely	36	33	NR	\$0	\$0	South Lake Tahoe	50	43	52.00%	\$220	\$0
Fallon	45	44	38.00%	\$1,025	\$0	Sparks	129	121	89.08%	\$45	\$0
Fernley	28	26	85.58%	\$385	\$175	Sparks Centennial Sunrise	39	33	81.20%	\$1,480	\$300
Georgetown Divide	37	34	NR	\$0	\$0	Surprise Valley	19	18	80.00%	\$0	\$0
Grass Valley Rotary	71	64	73.00%	\$1,120	\$315	Susanville Rotary Club	68	64	NR	\$0	\$0
Greenville	12	9	74.00%	\$840	\$500	Susanville Sunrise	35	32	55.91%	\$0	\$170
Incline Village	32	29	92.38%	\$650	\$0	Tahoe City	34	29	96.15%	\$100	\$0
Ione	30	28	NR	\$200	\$0	Tahoe-Douglas	60	50	56.36%	\$1,650	\$0
Jackson	70	52	77.84%	\$4,230	\$230	Tahoe-Incline	51	51	68.37%	\$1,950	\$250
Loyalton	23	21	NR	\$510	\$0	Tonopah	21	16	0.00%	\$0	\$0
Mammoth Lakes Noon	43	38	NR	\$250	\$225	Truckee	100	91	78.14%	\$725	\$0
Mammoth Lakes Sunrise	18	12	NR	\$0	\$0	Truckee Sunrise	25	20	0.00%	\$0	\$0
Minden	38	30	71.26%	\$20	\$250	Westwood-Lake Almanor	13	11	81.00%	\$0	\$0
Nevada City	45	39	79.20%	\$2,729	\$0	Winnemucca	31	38	37.84%	\$800	\$0
Nevada City 49 Breakfast	93	91	86.89%	\$3,845	\$250	Yerington	55	52	63.02%	\$0	\$0
NR - No Attendance Report Filed Last Known Member count used						<b>TOTALS</b>	<b>2709</b>	<b>2450</b>		<b>\$47,673</b>	<b>\$11,710</b>

## 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 Zybent

### 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](mailto:ecavasso@gmail.com) by the 20th of the month.