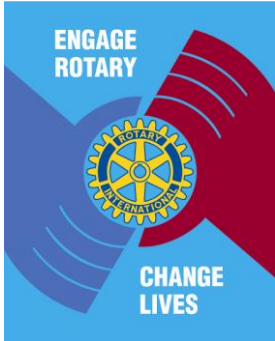




# *The Appleknocker*

## *Sebastopol Rotary Club's Weekly Bulletin*

### **Helaine Campbell--- District Governor Visit**



**Date:** August 16, 2013  
**Volume:** 2013/14—Issue E12-06  
**Scribe:** Yvette Williams van Aggelen  
**Photography:** Karen Daniels/hh/Jack Dunlap  
**Co-Editors:** Tom Boag /Jack Dunlap  
**Club President 2013/2014:** Bob Rogers

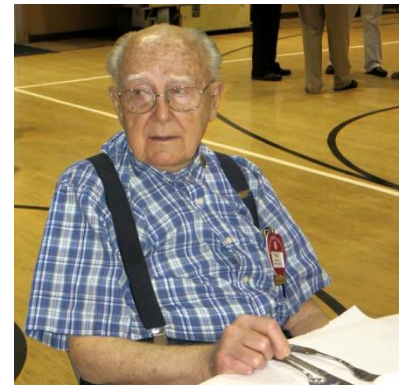


*"All the News that Fits We Print"*



I arrived for today's meeting at the Community Church Memorial Hall to see greeters **Rick Wilson**, **Katy Spyрка**, and **Aldean Noethig**. Not having a free hand, I shook my elbow in their direction, saying we could say we have shaken hands. They smiled and laughed at my weak joke. The glowing **AG Aleia Coate** was in front of me teasing **Mark Fink**, as she was paying for today's lunch. I talked with the always smiling and vivacious **Sally Ewald**, then **Pat Dilley** – telling her I had heard of her world famous Lime Pickles. **Sally** was surprised that **Pat** had the time to can 80 jars. I noticed **Tom Farrell**, sitting beside **Bill Cole**. I went over to say he had been missed at

last week's meeting and to give him a hug. **Tom** was looking very bright eyed and bushy tailed today, which was wonderful to see. I was prepared for my scribe job today to be a bit easier (than last week) since it was the visiting District 5130 Governor Day. Everything would be straightforward – I had my copy of **Bob Rogers'** agenda and I was sitting at the front table – A scribe's life could not get easier than this.



12:15: As **President Bob** tried to start welcoming us; we heard **Mike Long's** voice asking, "**President Bob**, what is day is this?" **President Bob** tried to



answer but, somehow, his mike was again not working. **Mike** continued, "I bet you thought today was the Visiting Governor's Day." **The Prez**, and most of us were thinking, yes that's right. Then suddenly we had **Mike Long**, **Ken Silveira**, up by the podium with **John Blount** bobbing in and out. Things suddenly did not seem to be moving smoothly along. Then **Mike** said to **President Bob**, "This is your Mess-Up meeting, and District Governor Helaine Campbell, is in on the event."



As **Ken Silveira** held out a flight suit, **Mike** asked our President, "Do you know what this is?" By this time, all **President Rogers** could do was shake his head – He had been stripped of his mike. As soon as **President Bob** saw the flight suit, he started taking off his shoes. **Aleia Coate** asked him if he knew how to get into the flight suit. Bruce Campbell, shouted out, "You got something caught there."



## 🍎 Future Programs 🍎

- August 23**  
**Speaker:** Nick Frey  
**Program:** The Hands and Brains that Work in our Vineyards
- August 30**  
**Speaker:** Naomi Tickle  
**Program:** Face Pattern Recognition
- September 6**  
**Speaker:** Susan Hirschfield  
**Program:** Mindful Life Transitions
- September 13**  
**Speaker:** Kendall Haven  
**Program:** We are Hard-Wired to Learn Through Story  
 – The Art of Communication
- September 20**  
**Speaker:** Tim Zahner  
**Program:** Who's been sleeping in our Sonoma County Beds
- September 6**  
**Speaker:** Jack Demeo  
**Program:** There's Something About the Outside of a Horse That is Good for the Inside of a Man

## 🍎 Future Events 🍎

**Lobster Feed**  
**Saturday, October 5**

**Handy Links**  
[Pinot for Polio Form](#)  
[Scribes and Photogs](#)  
[2013 Lobster Feed Tickets Form](#)

## 🍎 Miscellany 🍎

### **Next Board Meeting**

**Date/Time:** **Tuesday, Sept. 17<sup>th</sup>, 5:30 p.m.**

**Location:** **President Bob's Home** (Address in C/R)  
 (Normally 3<sup>rd</sup> Tuesday of month, except October 8<sup>th</sup>.)

**MAKEUP NOTIFICATIONS – Send to Jack BLASCO**  
[jcblasco@comcast.net](mailto:jcblasco@comcast.net)

**On-line Make-Ups:** [www.RotaryEClubOne.org](http://www.RotaryEClubOne.org)

### **INTERACT MAKE-UPS – HAVE YOU TRIED IT?**

**THE INTERACT CLUBS ONLY MEET WHEN SCHOOL IS IN SESSION.**  
**(Committee Member to call to confirm)**

- Analy High:** 12:40 Most Wednesdays In Choir Room  
 (Check with Bob Hirsch, Jack Dunlap, Ted Baggett)
- Brook Haven:** 12:10 First & Third Thursday, Room 4  
 (Check with Pauline Pellini, Mike Carey)
- Hillcrest:** 12:20 Every Third Tuesday, Room 6  
 (Check with Troy McAdams, Bill Cole, Tony Given)
- Orchard View:** Different meeting times  
 (Check with Mike Carey, Ken Jacobs)
- Twin Hills:** Different meeting times  
 (Check with Dan Rasmus)
- SunRidge:** Different meeting times  
 (Check with Les Crawford)

**For all Interact Mtgs.: CALL AHEAD TO CONFIRM MEETINGS**  
**CHECK IN AT SCHOOL FRONT OFFICE FIRST !!!**



**President Bob** responded, “My tie!” **President Rogers** then realized his bell was missing -- while he was distracted **Bruce Campbell** had “stolen” it. **Our Prez** made a lunge for the bell, but Bruce quickly put it under the table. [**Sources-soon-to-be-on-high** confided, “When I saw that it was my mess up meeting, I immediately grabbed my bell and gave it to **DG Helaine** for safe-keeping. That’s when **Mike** told me she was in on it. I immediately tried to get my bell back, but **Bruce** took it and put it under the table...never to be seen again.” -Ed.] Everyone was distracted as **Mike** said, “**Mr. Cary** is the aircraft ready for takeoff?” We all turned to see **Bob Cary**, guiding an “airplane” on top of a



scissors lift – the kind used to change light bulbs or paint the ceiling. With the “airplane” now sitting in the middle of Memorial Hall, **Mike** and **Ken** continued to instruct **President Bob** on his needed attire – next was the helmet, then the parachute. It was time to put **President Bob Rogers** aboard his aircraft – outfitted with simulated wings, a ship’s wheel, and a toilet as the pilot’s seat. As **President Rogers** boarded his aircraft, **Mike** asked him, “Do you want the lid up or down?” **President Bob** said “Up.” Looking in the toilet, he said, “The toilet is dirty, I am not sitting on that, I want the lid down.” **Mike** put the lid down at once, saying, “(I’ll teach

you to make fun of my toilets.” **Mike** handed him the communication system, a compass for advanced navigation, a urinal for calls of nature, and a basket on a rope in case he wanted lunch or dinner.

District Governor  
Helaine Campbell

then made the plane fly up into the wild blue yonder. She sent him up, then brought him down a bit, then sent him back up higher and higher. [Was it **Mike Long** that operated the controls? -Ed.]



**President Bob** said he now knew why they had given him the helmet – for when his head hit the ceiling.”

**Ken Silveira** had even more fun for mess up day – for \$5 we could buy four darts to shoot at the President. “All the money goes to the Sebastopol Rotary’s Education Fund.”

**Brian Langermann**, lead us in the *Pledge of Allegiance*.

Golden toned **Karen Daniels** led us in *God Bless America*. **Yvette Williams van Aggelen**, provided two Thoughts of the Day from one of her favorite authors and her favorite philosopher George Santayana,

“The family is one of nature’s masterpieces.”

“Those who do not remember the past are condemned to repeat it.”

**President Rogers** said, “Enjoy your lunch.” He had to work hard to stay on task as it seemed that at least 25% of the Club was shooting darts at him from all directions.

**12:30: President Bob Rogers** tried to start the meeting but **Mike Long** told him that it was too early to start the meeting as we were still eating.

**12:35: John Blount** stepped up to the podium and said there was another way to make a donation to our club’s Education Fund – Two tickets had been donated for the Dave Koz & Friends Summer Horns Concert at the Rodney Strong Winery for this Saturday, August 17<sup>th</sup>. **John** started the bidding at \$100 – no takers. Next, he asked for an opening bid of \$50...it quickly went to \$75...then \$100. Then **Frank Mayhew** (bidding against himself!) brought the bid to \$125. **Frank** won.



**President Rogers** got the reins back in his hands and asked **Bud Daveiro** to introduce our visiting Rotarians.



## Visiting Rotarians and Guests



**Bud Daveiro** introduced the visiting Rotarian, Jill Lawry, from the Rotary Club of Hanalei Bay, HI. **President Rogers** said, from his perch, that it was great to see her back for another visit. **Bud** then introduced Michael McLaughlin, from the Sebastopol Sunrise Rotary Club, Travel, and Past District Governor, Bruce Campbell.



There was a loud shout to **Bud** – He had forgotten to introduce two visiting Rotarians, Ginny and George Riley, from the Rotary Club of South Padre Island, Texas, senior active – and former members of our club.







### Introduction of Member's guests

**Tom Dilley** introduced his best friend and bride of 49 $\frac{3}{4}$  years, **Pat. Keller McDonald** introduced Linda Irving, Superintendent for Sebastopol Union School District. **Mia Del Prete** introduced her husband **Jim. Mike Long** introduced his wife **Vicki. Ginny Riley** introduced her son Aaron Meininger. **Tom Lambert** introduced the Club's guest Robin Maybury.



Last but not least, **the voice from above** introduced his wife **Peggy** and daughter Cathy Ritter. All were welcomed with warm round of applause.



## Announcements



**President Bob** reminded us all that Heidi Zimmer's Service will be here at The Community Church of Sebastopol, tomorrow at 4PM.

**Bob Cugini's** condition is still up and down and he is in and out of ICU. **Julie**, his wife, is at the hospital everyday with **Bob**. **Julie** would like company two days a week, twice a day, 9-11 & 3-5. **President Bob Rogers** has set up a calendar at CaringBridge (The URL to take you directly to Julie's schedule is [www.caringbridge.org/visit/juliescalendar](http://www.caringbridge.org/visit/juliescalendar) so you can check what days she needs company and schedule yourself. The first time you go to the site you'll be asked to register – nothing personal asked.) [Update: **President Bob Rogers** visited **Bob Cugini** on August 20 and he is better, even offering an idea for the Lobster Feed! See **Bob Rogers'** separate email. –Ed.]

**President Bob** said he had been thinking about what **Steve Prandini** had said when **Bob** fined **Tom Farrell**, \$5 for his birthday. **Steve** had said, "Rather than fining **Tom**, the Club should be giving **Tom**, \$5 for his birthday." **President Bob** said, after thinking about it, that he agreed with **Steve**. With that, he told **Steve** to give **Tom** \$5.

### LOBSTER FEED

**J.T. Martin** gave an update on the Lobster Feed. Ticket and table sales are going well. J.T. is expecting an early sell out, so check with your friends and get your reservations in early.

**President Rogers** said, "Greg will not "Whine for Wine" as he has in the past. This year's motto will be 'Soliciting for Spirits.' [Get it? -Ed.] **Greg Jacobs** said that the club had not offered the Wine Cellar at last year's Lobster Feed Live Auction but would be again this year. This year he is asking for just one bottle from each member costing \$20, or more. [Of course, if you are so inclined, a second bottle (or more) would be great. -Ed.] **President Bob** asked **Greg** if he himself had not bought the Wine Cellar for two of the Auction years. **Greg** said he had, the last time it was offered – because, "since he knew the worth was well over the prices being bid, he felt he had gotten a good value." He was not sure if he had bought it twice, however. He did think that **Mike Long** had bought it one year.



**Pauline Pellini** kicked off this year's Silent Auction as the Chair for this very important section of the Lobster Feed. **Pauline** asked everyone to look on his or her table for the flyers she had placed there. Please fill out the Silent Auction Donation Form and return it to her, another committee member, or mail it to the address on the bottom of the form. She asked for everyone's help in collecting items for the Silent Auction.

Again, **the voice** came from high above asking **J.T.**, "When is the next Wednesday Concert in the Park?" **J.T.** said this coming Wednesday (8/21) – that Blue Moon Band and the fabulous Luv Rustlers would be performing, starting at 5PM. These concerts were started with seed money from the Rotary Club of Sebastopol's Community Grant of \$1,000 to "Mr. Music", Jim Corbett. **The voice from above** said to bring your lawn chairs to the park and enjoy this great evening of music.

## 🍎 Paul Harris Awards 🍎

**President Bob** asked **Sally Ewald** to step up to the podium. **Sally** then asked District Governor Helaine Campbell, and **Richard Power** to step up the Podium. **Sally Ewald** said that **Richard and Trish Power** had made a commitment to the Paul Harris Foundation, becoming a member of the Bequest Society, Level 1. **Sally** thanked him for his generous donation, then District Governor Helaine Campbell, pinned him and gave him a lovely crystal award plus a pin with two stones. District Governor Campbell explained that, as a Bequest Society member, you might choose how your bequest is used. The following are some of the areas of service that the foundation supports. (Ask if you can designate for your bequest.):

- Peace and conflict prevention/resolution
- Disease prevention and treatment
- Water and sanitation
- Maternal and child health
- Basic education and literacy
- Economic and community development

If you want to know more about making a bequest ask **Foundation Chair Sally**. If you want your trust altered, **Ken Jacobs** can do it.



**Sally** next called up **Paul Yeomans**, **President Bob Rogers**, and then (since **Bob** was stranded above) his wife **Peggy**, Cathy Ritter, **Kathie Mayhew**, **Marilyn McHugh**, Ginny Riley, and Aaron Meininger.

**Paul Yeomans** received two pins – for each of his two sons, Ryland and Tyler. DG Helaine told **Paul** to “let his sons know that their Paul Harris donation may have gone to provide a computer for a school or a cow to a family, or clean water for a village.” **Peggy** was awarded by DG Campbell, her and **Bob**’s fourth Paul Harris Foundation pin. **Peggy** then pinned their daughter, Cathy Ritter, with her Paul Harris pin. DG Campbell told Cathy that “the funds donated in her name may go to put in a well for clean water for a village in Uganda, or go towards the **Mayhew’s Adopt-A-Village** projects located around the world.”

**Kathie Mayhew** presented **Marilyn McHugh** her second Paul Harris Foundation pin. **Kathie** said, as she pinned **Marilyn**, “When she had first gone to visit the new maternity hospital in Uganda, the nurse told her that many of the women showed up to deliver without anything to wrap their new born in.” **Kathie** then repeated the story that **Marilyn** started making 45”x45” baby blankets, then added an onesie for each newborn. She wraps the onesie inside each blanket and then wraps that inside saran wrap to keep it clean. Since that first conversation, **Marilyn** has made 700 blanket/onesie packages for the new mothers in Uganda. “**Marilyn** certainly exemplifies service above self. Thank you!” Next, DG Campbell turned to Ginny Riley, who pinned her son,



Aaron Meininger, with his first Paul Harris

Foundation pin and draped around his neck the Paul Harris Medal. [This was a special “remote award” (a special favor to an ex-member.) for Aaron, as he lives near Sebastopol and could not get down to Texas for Ginny’s club to award. –Ed.] DG Helaine Campbell thanked them all for their giving of self to their community.

**Sally Ewald** said that there would be more Paul Harris Foundation recognitions in the future.







## The Raffle



**AG Aleia** walked to the front with the raffle tickets. She had **Cathy Ritter** pull a ticket. **Mel Davis**, **Brian Langermann**, and **Dorothy Rodella** were already sitting in the chairs – with the raffle bags. **Cathy** pulled one ticket – no winner, then another ticket, and then another ticket. At that point, **Aleia** said, “I think these are last week’s tickets.” Another ticket was pulled and **Brian Langermann**, yelled out “I’ve got it.” The raffle slide never appeared but each hand went into its bag and each came out... with a zucchini. **Brian** was the winner, which makes two “big” winners in three weeks. [President **Bob** asserts, “**Brian** never collected his winnings...we suspect it was because there was “collusion” among the three “slot machine wheels” when it was learned that **Brian** had the winning ticket...Messin’ with the Prez’s game. –Ed.]



## The Program



**Assistant District Governor, Aleia Coate**, said, “It is my pleasure to introduced District Governor Helaine Campbell. DG Campbell was President of the Sunrise Rotary Club of Sebastopol 2007-08, Assistant District Governor 2008-09. She has attended 11 Rotary International Conventions, 12 Festivals of Brotherhood in Mexico, and hosted four Peace Fellows. DG Helaine and Past DG Bruce Campbell are major Paul Harris Foundation donors. She has been a registered nurse and a traveling IBM wife. She and Bruce have been married for 51 years; they have 3 children and 11 grandchildren. In her spare time, she likes to quilt, shop for quilting fabrics, traveling, and spending time with her family and friends.”



District Governor Helaine said, “**Bob**, I have known about your mess-up meeting for the past three weeks, since the committee called me and asked if it would be alright with me. I said, sure! Your club is amazing, not just in their service to the community, but at having fun. I have seen some amazing mess-up meetings at this club: **Tim Moore**, in Speedos, sitting over a dunking tank, trying to conduct a meeting while members were trying to dunk him; **Becky Smith**, confined to a hotel bed as she tried to run her meeting; **Paul Thielen** on a surf board. We will not go into your debunkings.”

She continued, “When you joined Rotary, you did not just join the Rotary Club of Sebastopol, you joined an international club. Anywhere you go in the world that there is a Rotary Club; you will be welcomed at that club. Some of you may have never attended any other Rotary club, other than your home club. Please visit other clubs, here locally, across the country or internationally, not only will you be welcome, you will meet people like yourselves, who put service above self. You will find that clubs are run differently, some more formal, some less, however all are run based on the Four-Way Test and volunteering in communities at home and abroad to support education and job training, provide clean water, combat hunger, improve health and sanitation, and eradicate polio.”

“Remember, someone invited you to become a Rotarian so please extend that hand to someone else to share the Rotary experience. Some people would want to join Rotary, but they know nothing about it. Some want to join, but they procrastinate. Some leave Rotary because of family, work, or life’s circumstances... and then return.”

DG Campbell said she wanted to tell us a true story of a young lady. “The summer she was 11, she took swim lessons. She learned to swim, and then she volunteered with Rotary Club’s



swim program teaching children to swim. She got to know the Rotary Club's members, and thought they were people she could trust, felt safe with and could learn from. Her father was a Rotarian, her husband was a Rotarian, and then her father-in-law moved in with them and he was a Rotarian. After 41 years, she was finally asked to become a Rotarian. She was thrilled to finally be asked, that girl was me, do not make anyone else wait 41 years."

DG Helaine went on the club's fishing trip – "Four women (and 27 men) attended. Three women caught fish (out of total seven fish), she did not catch anything, but she would go again because of the enjoying the fellowship of Rotary. Rotary is a life changing organization – not just for the service above self – but because, in Rotary, anything is possible." She said she knew three couples who had met at Rotary meetings, conferences, or assemblies and then married. She could not begin to estimate the number of friendships that have been formed.

DG Helaine encouraged us to attend this fall's Rotary Foundation Dinner South on November 2<sup>nd</sup>, at Sally Tomatoes in Rohnert Park, where we will celebrate all the good we have accomplished in the past year and learn more about the Paul Harris Foundation. "The Rotary Foundation Dinner North will be on November 9<sup>th</sup>, in Fortuna. The District Assembly will be held on April 5, 2014 in Ukiah, the District 5130 Conference will be May 16-18, 2014, at the Doubletree Hotel, Rohnert Park."

Rotary changes lives locally in many different ways: food drives, scholarships, rebuilding together, and Christmas dinners. As most of you know, the Sunrise Rotary Club of Sebastopol does Christmas dinner every year, on Christmas Day, in the room we are in today. Two Christmas Days stand out in my memory: One family came in with three daughters. After eating, the mom went up with her three daughters, to look under the tree at the presents. They had been looking for quite a while and I went up to see if there was anything I could do to help. The mom said 'the girls' were trying to make-up their minds which gift to pick.'" Helaine, told the mother they did not have to pick on present for them all, that they could each pick out a present for themselves. "The mother just beamed, as she whispered to me, "Thank you, this was the only gift they were getting this year."

"Last Christmas Day, a young man came in for dinner, in a light fleece jacket. After he had eaten, he was looking at the rack of winter coats, which were against the wall. I walked up to him and said help yourself; these coats are here for you to take. He left with a full tummy and a warm winter coat."

"What a warm and powerful organization Rotary is. The Bill and Melinda Gates Foundation is now giving \$2 for every dollar Rotary International gives to End Polio Now. I have seen up close the cruelty of polio when I was a senior in Massachusetts and I visited a Polio ward with a friend who was a nurse. When I went through my R.N. training, I did a two-month rotation in a polio rehabilitation center. The End of Polio campaign is a proof of the force of one man. Dr. Santos in the Philippines wanted to see the end of the 40,000 cases of polio that were happening every year in his country. He presented the idea to his local Rotary club – which took the idea forward to Rotary International, asking for \$6 million for the vaccine. He pledged that he would line up local Rotarians to deliver the vaccine and give the injections. Our District 5130's members, including Dale Knight and **Frank and Kathie Mayhew**, have brought forward projects that have been funded. Our district raised over \$108,000 (...for Polio Plus alone.) (Total giving for the district was much more.) in 2012-13 -- top amount in our Region – the top amount we have ever raised -- for the second year row."

"I Hope this helps you to realize the power of the organization to which you belong. I am not asking you to give Rotary your all, but to give Rotary your best."

"I am especially fortunate to serve as District Governor with an outstanding group of Club Presidents, Assistant Governors, and Committee Chairs. At the District level, we are working to bring it into the 21<sup>st</sup> Century. District 5130 is now a non-profit. We are working to revamp our web site <http://www.rotary5130.com/> -- Please visit it to find out what is happening and to find dates, times, and locations. Please come and participate. The District is asking each club to do a river project – Involve your youth and your seniors. Assistant District Governor Aleia is here to help you. If you have an idea, a suggestion, or if you would like to serve on a District committee, contact **AG Aleia**, myself, or the committee Chair."

"Get involved in your Club. No member is too young or too old to participate. The life you change will be your own."

The **voice of President Bob** came down from above, saying, "You know, one of the advantages of being up here is I can see everything", whereby he fined **Greg Jacobs** \$10 for falling asleep during the DG's speech. He asked **Tom Dille** if he wanted him to change any light bulbs while he was up there.

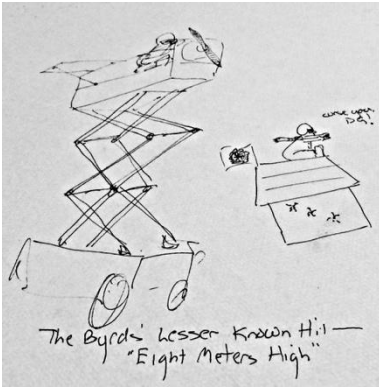
**President Bob Rogers** thanked District Governor Helaine Campbell for speaking to our Club, saying, "As a thank you gift, we have made a \$100 donation to the Peace Fellows Program in your name."

He added, "Don't forget the Happy Hour/DG Reception tonight at 5:30 at EightCuisine Restaurant in Sebastopol."





## The Closing Bell



The meeting was adjourned but **President Bob** was still high above us all. As I turned around to leave, **Patti Blount** was loading up the **President's** basket with the dart shooter and darts – which **President Bob** started shooting at those who had tormented him during the meeting. **Peggy Rogers** was standing around after the meeting and **Mike Long** told her to go on home – It was going to be quite a while before the **President's** plane would be landing. (After that, **Mike** walked over and removed the key from the **President's** “plane”.) When **Your Scribe** left, our **President** was still up in the “Wild Blue Yonder”. Hopefully, he did not have to sleep in his plane.



## After the Bell



**Bob** made it to the Happy Hour and reception for DG Helaine Campbell so his plane landed sometime between the end of the meeting and the reception. **Tom Dilley** said it was 2:15 pm.

### Corrections/Additions:

The AppleKnocker omitted the proposed member notification for Robin Maybury last week. (No objections were received by the end of the objection period on Friday, 8/16.) [We're including it this week. Welcome Robin. –Ed.]

We reported last week that **Harry Polley** was fined for celebrating his 70th Birthday on August 3<sup>rd</sup> – Of course he wasn't, since he was not present... Congratulations, **Harry**... You are still eligible.



## New Member Proposal – Robin Maybury



### Membership Proposal

**Robin Maybury** has been proposed for membership by **Tom Lambert**, with the classification of **Information Technology: Management**. This proposal has been approved by the Membership Committee and the Board of Directors. The objection period ended on Friday, August 16<sup>th</sup>, and no objections were received. Therefore the Club Secretary has notified the Club President to proceed with the induction of the new member. [This announcement was received on August 9<sup>th</sup> and should have been included in last week's AppleKnocker. –Ed.]



## **THE ABC's of Rotary**

**(Taken from "The ABCs of Rotary", a Rotary International publication originally prepared by Dr. Cliff Dochterman who was RI President in 1992-93)**

### **#78: Special Rotary Observances**

In the annual Rotary calendar, several months and weeks are designated to emphasize major programs of Rotary International

- January is Rotary Awareness Month. This is a time to expand knowledge of Rotary and its activities among our membership and throughout the community.
- February is designated as World Understanding Month. This month was chosen because it includes the birthday of Rotary International, 23 February. During the month, Rotary clubs are urged to present programs that promote international understanding and goodwill, as well as launch World Community Service projects in other parts of the world.
- World Rotaract Week is the week in which 13 March falls. It's a time when Rotary clubs and districts highlight Rotaract by joining in projects with their Rotaract clubs.
- April is set aside as Magazine Month. Throughout the month, clubs arrange programs and activities that promote the reading and use of The Rotarian magazine and the official regional magazines of Rotary.
- June is Fellowships Month, a time to increase interest and membership in one of the dozens of Rotary Fellowships and celebrate the ideal of service through common hobbies and professions.
- July is Literacy Month, a time for clubs to develop their own literacy projects, as well as raise awareness of Rotarians' efforts worldwide to eradicate illiteracy.
- August is Membership and Extension Month, a time to focus on Rotary's continuing need for growth, to seek new members and form new clubs.
- September is New Generations Month, when Rotary clubs of the world give special emphasis to the many Rotary-sponsored programs that serve children and young people.
- October is Vocational Service Month. During this period, clubs highlight the importance of the business and professional life of each Rotarian and emphasize the Rotarian practice of high ethical standards.
- November is Rotary Foundation Month. Clubs and districts call attention to the programs of The Rotary Foundation and frequently cultivate additional financial support for the Foundation by promoting contributions for Paul Harris Fellows and Sustaining Members.
- World Interact Week, the week in which 5 November falls, is a time for sponsoring Rotary clubs to plan joint projects with their Interact clubs.

Each of these special times serves to elevate the awareness among Rotarians of some of the excellent programs of service to be found in the world of Rotary.

Organizing New Clubs and Extending Rotary Steady growth in new clubs is extremely important in extending the worldwide programs and influence of Rotary International. In fact, in recent years, new clubs have been the impetus in supporting membership increases. New Rotary clubs may be established anywhere in the world where the fundamental principles of Rotary may be freely observed and wherever it can reasonably be expected that a successful club can be maintained. For example, many of the new clubs formed since 1990 have been in the emerging democracies in Eastern Europe. The RI Board of Directors must approve the extension of Rotary into countries where clubs have not previously existed.

A club must be organized to serve a specific "locality" in which there are enough business or professional persons of good character engaged in leadership, proprietary, or management positions and where there are opportunities for Rotary service. A minimum of 40 potential classifications is necessary for a proposed new club, and from that list a permanent membership of at least 20 members must be enrolled.

District governors are responsible for approving and monitoring the formation of new clubs. The governor appoints a special representative to guide the organization of a new club, with the first step being to conduct a survey of the locality to determine the potential for a new club. Among the requirements for a new club is the adoption of the Standard Rotary Club Constitution, a minimum of 20 charter members with clearly established classifications, election of officers, payment of a charter fee, weekly meetings of the provisional club, and the adoption of a club name that will distinctly identify it with its locality. A provisional club becomes a Rotary club when its charter is approved by the RI Board of Directors.

It is a great opportunity and special duty of all Rotarians to assist and cooperate in organizing new clubs. New clubs strengthen Rotary's long-term viability and its commitment to humanitarian service throughout the world.

# RI Reading: ENGAGE YOUR MEMBER

[Check out these links:](#)

[Get the internet Version...Click Here](#)



### Engage your members

Keep your club active and thriving. Check out the Membership and Extension Month activities we've planned to help you get your club involved and share your passion for Rotary.

- [Learn more](#)
- [Join our Thunderclap](#)
- [Watch RI President Ron Burton's membership message](#)

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### In other news

#### [The power of Rotary on display in Africa](#)

Marion Bunch lost her son to AIDS. Rotary gave her the means to help other mothers avoid the same fate.

#### [Why we don't want Rotary to be like baseball](#)

Rotaractor David Postic shares a few thoughts on what would make Rotary appealing to young people.

#### [Surplus equipment saves lives](#)

Rotary members in Vancouver, Canada, send medical supplies to Iquique, Chile.

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### Announcements

#### [The deadline for nominating your fellow Rotarians for RI's Service Above Self Award is 1 September.](#)

For more club and district deadlines, see the latest issue of *Rotary Leader*.

#### [Take steps to expand your club for Membership Month](#)

#### [Register early for Sydney convention and save](#)

#### [Ravindran is choice for 2015-16 RI president](#)

### Resource guide



#### [2013 Lisbon Convention Speeches DVD set](#)

This multi-DVD set features speeches from the 2013 RI Convention in Lisbon, Portugal. Available in August. Pre-order now.



#### [Rotary Media Center](#)

Your online resource for public service announcements, videos, and more.



#### [Rotary Video Magazine Collection 6](#)

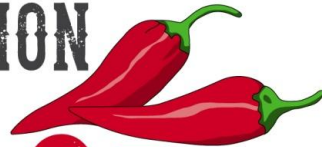
Includes six inspiring videos on one DVD.

Weekly Update brings you the latest Rotary news, features, and links to resources that will equip you for all your Rotary activities. Use this content free of charge in any of your Rotary communications, including club or district newsletters and websites. Download free photos at [Rotary Images](#).



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6 TO 10PM**

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