

# The Peace Arch Journal

The Monthly Newsletter  
District 5050  
Volume 31 Issue 02  
August, 2017



**50% American,**  
**50% Canadian,**  
**100% Rotarian**

## August is Membership Month

*No members, no club; No clubs, no Rotary*

We all know that membership is every Rotarian's responsibility. But what does that mean? I suggest that, **in part**, it means:

- ◇ Wearing your Rotary pin always.
- ◇ Talking to people about Rotary and being prepared to say why you joined and why you stay. This includes family and friends. Just talk about Rotary and what you do in Rotary. No push, no sell, just conversation.
- ◇ Inviting family and friends to events, projects and club meetings. Expose them to your Rotary experience.
- ◇ Being patient and not writing off a person just because they do not join right away. It took me three years of exposure before I joined Rotary.
- ◇ Think Rotary, not only your club. I firmly believe there is a Rotary club fit for everyone.

Did you know that from 1 July 2016 through 30 June 2017, RI received **18,770 valid membership leads**. In that time, only 39% of leads were followed up by districts and 25% of those actually assigned to clubs. While this was an improvement over the previous year, think about this: 61% of potential leads were not followed up last year.

While that is a worldwide number, since July 10 our district has received 7 referrals. The AGs are sending the names and information to their area clubs. It is the responsibility of the clubs to make contact. I suggest that you be persistent in making that contact. And if you do not at first make contact, go back to the person at a later date. So why do we want more members? So we can do more, have more diverse talents, and have more people to share the workload. Reframing our mindset from recruitment to attraction and retention to engagement will help keep the focus on what we do and how we interact, both with our own club members and potential members. Over the years, Rotary has lost over 1 million members.



Most clubs have as many former members as current members. It is important to put as much of a focus on keeping our members engaged as it is to attract new members.

With the Rotary International sanctioned flexibility, clubs have many ways to meet their member's needs and be attractive to potential members. If your club wants assistance in exploring attraction and engagement actions, talk to your AG.

*District 5050 Governor Lindagene Coyle*

**Rotary Passport Club - Page 11**



### Have your Rotary club members signed up?

Please go to [district5050.org](http://district5050.org)

Click on below the GoFUN graphic

[https://www.planmygolfevent.com/30596-](https://www.planmygolfevent.com/30596-RotaryDistrict50502017/)

[RotaryDistrict50502017/](https://www.planmygolfevent.com/30596-RotaryDistrict50502017/)



## The Peace Arch Journal

**Lindagene Coyle**  
District Governor

This monthly publication is a service to district club officers and members. It is intended as a source of news and opinion from **throughout the district**.

The mission of the *Peace Arch Journal* is to promote communication, understanding, fellowship and fun beyond club meetings, in a manner complementary to shared efforts at placing *service above self*.

Please send articles and news with or without pictures attached to emails, including some reference to Rotary in the subject line. Note that the editor is not a professional journalist, and he appreciates conservation of space in order to meet the sender's needs and the editor's time.

The deadline is the 20th of the month.

Address any and all information to the *Peace Arch Journal* editor.

### **Bob Knight**

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[www.district5050.org](http://www.district5050.org)



**ROTARY:  
MAKING A  
DIFFERENCE**

### Editor's Note: A Rotary Minute



In reading the Letters section of the July 2017 edition of *The Rotarian*, I was drawn to the letter about **Youth Advantage** on page 7. It reminded me of an experience I had as a very new Rotarian. One day, Pete Reeder, a long time Rotarian friend, said to me, "Bob, next Saturday you are going with me to one day of our district conference in Everett, WA." I can really relate to what Harold V. Tipper wrote as he attended his first Rotary district conference, "I then became aware of what I've since referred to as 'the big picture of Rotary,' and that was when I could honestly call myself a Rotarian."

During Rotary year 2017-2018, all Rotarians are invited to take part in two Rotary District 5050 events where we may experience Rotary fellowship and education: Training Seminar on April 7 and District Conference May 8-12. [Who might you invite to attend one of these events with you?](#)

**Note:** On page 10 is information about **Facilitators Training for Rotary and Life** taking place on Saturday, September 16, 2017, from 8:30-3:30, Silver Reef Casino Hotel, 4876 Haxton Way, Fernandale, WA.



### **What is in this edition?**

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4. District 5050 Communications
5. Everett Installation
6. Starfish Backpack & 50 years Club Attendance
7. Rotary Club of Cloverdale
8. Rotary Club of Whatcom County North
9. Facilitators Training, Stanwood/Camano Installation, La Conner's Literacy Auction
10. District Calendar
11. District Governor's Installation Picnic
12. District Leadership & Passport Club



Rob during a performance in the play, Sweeney Todd

## August: Membership Month

Article written by District Membership Chair Rob Prosch

**“How many of us know someone who should be part of Rotary?”**

is a question that I have asked at clubs and other Rotary events. Consistently, every member responds that they do.

**So the question is--what keeps us from talking to them about Rotary?**

**Fear of refusal:** It is human nature to have a fear of being told “No.” Completely understandable, as I have that same fear. How do we overcome that fear?

**First**, you need to understand that virtually everyone wants to give back to their communities in their own way. **Second**, remember that perspective and clarity are important—you are seeking to attract new members to Rotary by what we do, not recruit new members. Ultimately, changing our mindset from “recruitment” to “attraction” assists our efforts. If we focus on attraction, potential members experiencing our Rotary actions and their benefit to the community will listen, producing a natural course into membership.

### Personal preparation:

Have you told your Rotary story? Why did you join Rotary? Have you prepared your “elevator speech” about what Rotary is? Yes—it takes a bit of effort to prepare these thoughts and put each into a 30 second shareable format. Ultimately, it is our personal stories, values, and willingness to share why we are in Rotary that attracts new members. Additionally, it is about what your club cause is—what does the club value and invest in? Prepare and share those stories!

### Small steps—not large:

The individual we know desires to give back to their community in positive ways. Our first question should not be, “Would you like to join Rotary?” Likely, the first question is, “I’m participating in a community service project, would you like to help?” or “I’m attending a social with my significant other, would you and your significant other like to join us?” These small steps provide an introduction to Rotary activities, thereby allowing attraction for Rotary causes to form.

### Supports and structure:

You are not alone in our membership efforts. There are many supports and structures available to you at your club, district, and at RI. Talk to your club membership chair about the supports and structures available to support your efforts in attracting that individual you know who should be part of your Rotary club. Each of us has our reasons for being part of Rotary. So—think of the individual that you know who should be part of Rotary. Prepare your thoughts about why you joined Rotary and what causes your Rotary club values. Ask them to join you for a service project or a social event. Seek support from your club membership chair. See the attraction to Rotary begin.



## District 5050 Communications



*In the July edition of the PAJ, District Governor Lindagene Coyle referred to the use of effective communication by our district and clubs including staying up to date through our web site. In the following article Sean Hogan is talking to each of us.*

### **Making Best Use of Our Club and District 5050 Website**

by Past District Governor (2012-13) Sean Hogan

**Do you love your club's website! Do you love ClubRunner! No? Then let me help.**

I have served as webmaster for the District and for the North Delta Rotary Club for a few years, and I've learned that while you can build a good website with ClubRunner, it is neither intuitive nor simple. But it can be done, and I and others in the District are here to help you.

I use two different strategies for the District and the Club websites:

- For the District, I update it at the beginning of each month and often add material through the month so that it has frequent fresh material as well as a library of resources for members.
- For my Club, I keep about a year's worth of stories on the page so once the website is built, there isn't a lot of work to maintain it. I use the Club website as our yellow pages ad, where anyone interested can get some information on who we are, what we do and how to contact us.

Check out the differences between the District ([www.district5050.org](http://www.district5050.org)) and Club ([www.northdeltarotaryclub.com](http://www.northdeltarotaryclub.com)) websites and let me know if you want help to improve your own Club's website by sending me an email to [shogan@buckleyhogan.com](mailto:shogan@buckleyhogan.com). We have also updated instructions, Powerpoints, templates and more resources to assist you in learning and reviewing how to use ClubRunner. On the District website, click the "Resources" menu item at the top of the page and then select "Website Support".

As District Webmaster, I look forward to working with you in the 2017-18 year of Rotary Making A Difference!



### **An Invitation to Explore what is under the District 5050 Website Tent**

[www.district5050.org](http://www.district5050.org)

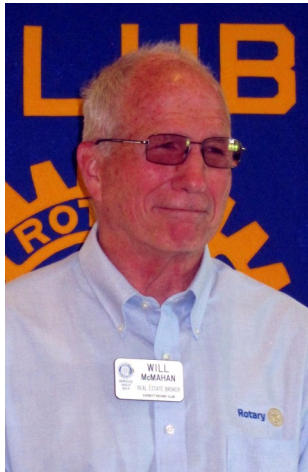
**Have you had the experience of going to a circus? Perhaps you saw a bunch of clowns packing themselves into a very small car. This is what our webmaster has done for us. Just inside our Website Tent you will be amazed at what you will find just there on the home page.**

Familiarize yourself with all the information and resources available to all members from [About Us](#) to [Foundation](#) to [Membership](#) to [Youth Service](#) to [PR](#) to [Resources](#) to [Events](#). Each area is updated as needed.

Some time later, have fun in finding [My Rotary](#) by going to an even greater "tent" at [www.rotary.org](http://www.rotary.org).



## Installation of the Rotary Club of Everett (WA) 2017-18 Leadership Team



**Will McMahan**



On Tuesday, June 27, 2017, Will McMahan was sworn in as president of his Rotary club. He has been a club member since 2001, a retired real estate broker, and a Major Donor to the Rotary Foundation. Also inducted were Amy Norman, president-elect, and Steve Miller, president-nominee.

(Pictured above) 1st row Neil Angst, Secretary, Judi Edwards, Assistant to President, Betsy Baker-Bold, Director, Janice Ellis, Director, 2nd row: Jim Schrader, Director, George Bowden, Director, Amy Norman PE, Will McMahan Pres, Ed Petersen, PP, Mark Duffy Director.

*Thanks to IPAG Marc Baker for providing the picture*

### ***Rotary Club Of Everett-Port Gardner Joins The Rotary Club Of Santa Cruz Barillas In An International Project***

The report is based on an article written by Pete Kinch, CEO, Hands for Peacemaking Foundation



The Everett-Port Gardner (USA) and Santa Cruz Barillas (Guatemala) Rotary clubs joined forces to provide a water system for the mountain village of El Porvenir. The village is located on a mountain top outside of Santa Cruz Barillas. The only way villagers could get water previously was to hike down the road to the river (approx. 6 miles, round trip, from the village).

The task of getting water was left to the women and children of the village. If they needed to wash clothes, they had to carry water and wet clothes up the mountain to the village. Often, families would

have to choose which children would go to school, and which children would spend their time carrying water.

The total funds for the project included \$7,000 from Everett-Port Gardner, \$3,000 from Everett and \$10,000 from District 5050, combined with \$15,000 from Rotary International. A "Water District" of 57 water tanks, including tanks at the school, enables villagers to wash clothes and have drinking water.

While volunteers from the United States may not speak Spanish, and the villagers and the Rotary Club of Santa Cruz Barillas may not speak English, love and respect were in great supply, all around. An international project fosters mutual understanding among Rotarians and villagers.

<http://www.handsforpeacemaking.org/>



## The Starfish Backpack Program

This article is based on material submitted by Bryce McElroy with contributions by Alex Wilks and the *Surrey Now-Leader* newspaper.

The Starfish Back Pack program operated by four Rotary clubs in North Surrey (Surrey, Surrey Guildford, Surrey Newton and Surrey Central City) recently received a donation of \$6,650. The program was created because teachers were concerned when they heard that their students had not eaten over the weekend. These teachers were going out and buying food for the kids. Area E AG Lynn Spencer explained, “It’s sort of bigger than just giving food to the children because it’s really around making sure that these children have the same opportunities in their lives as other kids who do come to school well fed and able to learn.”

The backpacks full of food are delivered to elementary schools once a week. Stuffed by volunteers, the backpacks include 2 breakfasts, 2 lunches, 2 dinners, healthy snacks and fruit.



Pictured L-R) Bryce McElroy (Surrey), Navjit Sangha (Surrey Newton), Pam Bhullar (Surrey Newton), Susan Watkins (a friend), Rose McKeen (Surrey-Guildford), Lynn Spence (Surrey-Guildford & Area E AG), Dick Wareham (Surrey), Ray Moschuk (Ladner (Delta-D5040), John Edwards (Surrey), & Garry Sass (Surrey-Guildford).



## 50 Years Perfect Meeting Attendance by Rotarian Loren Hole

On Saturday, July 1, 2017, during a special meeting of the Rotary Club of Lake Stevens (WA), club members and others gathered to celebrate with Loren Hole. Loren, who is 92 year old, was recognized for his 50 years of perfect Rotary club meeting attendance.

In a *Daily Herald* (Everett, WA) article by Noah Haglund, it was noted that Loren first joined the Everett Rotary club in 1967, at the suggestion of his boss at Moore Business Forms (<http://www.heraldnet.com/news/for-50-years-hes-been-there-for-his-rotary-club/>). For a half century, nothing has kept Loren Hole from his Rotary Club meetings. Cross-country road trips, a yacht race to Hawaii — even a heart attack earlier this year. Hole never let any of that get in the way. If he couldn’t show up at his home club, he’d make it up somewhere else, on a different day or in a different town. *Pictures were provided by Gary O’Rielly.*



Mayor John Spencer, PDG Harvey Jubie, PDG Larry Jubie, Loren, & DGE Linda Murray

Loren & Linda with proclamations issued by The City of Lake Stevens and Snohomish County Council



## Peace Arch Journal went on the road with visits on both sides of the American/Canadian border.



On Wednesday, July 26, 2017, we traveled 10 miles/16 km north of the truck entry to attend the dinner meeting of the Rotary Club of Cloverdale, BC.

**Cloverdale** is a historic town and designated town centre of Surrey, British Columbia, Canada. It is located west of the City of Langley, an eastern suburb of Vancouver. The town was founded initially as a small farm community in 1870 because of its fertile land and temperate climate, and has since become enveloped by suburban sprawl from Surrey, making it a small town in the suburbs. Cloverdale is home to the City of Surrey's official Museum (on the left).



PDG (2015-16) Bill Robson, a charter member, reported that Wolf Paech, a local merchant and long time member of the Surrey Rotary club, recommended forming a Cloverdale club. He shared his idea with late PDG (1993-94) Vic Hollister, who appointed him as organizer with the assistance of Mr. Jack Klinkhammer. The club held its first election in February, 1995, and was chartered in April, 1995. The new club began its first community project even before receiving its charter, a "Partnership in Education" with Lord Tweedsmuir Senior Secondary School. This strong relationship continues today through the club's sponsorship and involvement with Scholarships, Career (Interview) Days and "Dry Grad" celebrations. The club, which currently has 12 members, continues to flourish as new and long-time members enjoy the camaraderie and fellowship that are an integral part of the Rotary Club of Cloverdale.



The club meets on the 2nd and 4th Wednesdays of the month, sharing dinner in a room next to Honeybee Centre. A club social is held when there is a 5th Wednesday. This night's program speaker was George Garrett, a member of the Volunteer Cancer Drivers' Society.

Attending the dinner included Hugo Zumeli, Deborah Richards, Mervin Kristoff (president), Pat Knight, George Garrett, Elizabeth Camacho, Marian Maletta (secretary), and Ian Pallett (treasurer).

*Bob Knight took the picture.*

President Mervin's vocation is information technology. He is married and has two children.

The club is known for their participation in the Cloverdale Rodeo Parade in May and the Santa Parade in December.



Street  
Cleaning  
&  
Christmas  
Parade





On Thursday, July 27, 2017, we traveled 17 miles/27 km south of the truck entry to attend the lunch meeting of the Rotary Club of Whatcom County North, WA.

The address for the club is Ferndale. First settled in 1872, Ferndale was given its name because of the ferns that once grew around the original school house. Ferndale was originally called Jam because the town was located next to a log jam on the Nooksack River. The schoolteacher decided it needed a more picturesque name. Ferndale was officially incorporated on March 19, 1907.



### Rotary Club Meetings

Lummi Te'Ti'Sen Center  
2nd and 4th Thursdays  
4920 Rural Avenue  
I-5 Exit 260  
Ferndale, WA 98248



The Whatcom County North club recently moved their meetings to the new center which includes a café and seafood market. The name translates to *Where the water meets*.

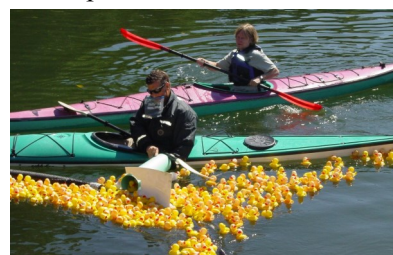
Sitting left to right were: Laurie Lloyd, Rollo Van Slyke, Jennie Barnhart, Greg Iwasaki, Bill Grace, President Tim Villhauer, Jake Smith, Stan Brunner, President Elect Dale Holt.

The club has 14 members. They were sponsored by the Rotary Club of Bellingham and chartered in 1974. Most of the members are from Bellingham, Whatcom County, and Ferndale. Their official meetings are 2nd & 4th Thursdays, with fellowship meetings on the 1st & 3rd at Dimitris, 2020 Main St., Ferndale.

President Tim, who became a Rotarian in 2001, is an agent of Edward Jones Financial; he is married to Pati. She was a member of Whatcom County North for 3 years and has just transferred to the Passport Club.



The weekend of July 29, 2017, was Old Settlers Days in Ferndale (see the old buildings above at Pioneer Park). President Tim and Greg Iwasaki are pictured on the left selling Rubber Ducky Derby tickets. On the right is a sample of the “ducky” event.



## Community involvement

Whatcom County North has continued to make a very positive impact in the 11 mile area between Bellingham and Ferndale.



Pictured are the ground breaking for the Ferndale Food Bank, career fair at Bellingham Technical College and club president Tim and his wife, Pati, ringing Salvation Army bells at Christmas time.





## Facilitators Training for Rotary and Life

Information provided by PDG (2006-07) Rod Thomson

Have you ever tried to keep a meeting moving forward and on agenda? Been challenged by a group of colleagues or even family? Want to work in Rotary facilitation presentations? If so you will want to be part of our facilitator training day Saturday September 16, 2017, at the Silver Reef.

This training is an overview of facilitation skills with a practice session based on Rotary Leadership Institute material. As follow-up, there will be additional sessions that are specific to RLI and the Visioning to Planning curriculum, to prepare you for faculty and training appointments.

In this training you will learn and practice skills for drawing answers from your group to achieve learning objectives.

- Questioning techniques, tips and strategies will help you keep all participants engaged and active.
- Ideas for controlling disruptive behavior and keys to adult learning will be presented to assist you to become an accomplished facilitator in multiple areas of Rotary...and life!

**Mark the date: September 16, 2017, from 8:30-3:30, Silver Reef !**

**Information is being posted on [district5050.org](http://district5050.org) as this PAJ is going to press.**

### Resource references:

**RLI** (Rotary Leadership Institute): <https://portal.clubrunner.ca/50004/SitePage/rotary-leadership-institute-1>

**Visioning:** <https://portal.clubrunner.ca/50004/SitePage/visioning>



**Stanwood/Camano, WA  
Leadership Team Induction**  
AG Dave Duskin and  
Club President Terry Greer



**Front row:** Steve Morach, Julie Vess (Past President), Terry Greer (Club President for 2017-18),  
**Back row:** Mike Shea, Amy Moe (President Elect for 2018-19), Nancy Voelckers (Treasurer), Miki Armbrewster (Vice President), Al Dreass, and Mary O'Conner.



## Harvesting Hope for Literacy Auction

**La Conner Rotary Club's annual auction** to support literacy titled "Moonlight in Margaritaville" will be held Saturday August 26 from 5:30 to 9 pm at Maple Hall.

A festive dinner and an entertaining live auction will feature many unique "one of a kind" items. Harvesting Hope raises money that funds education and humanitarian projects, local & international. Information and listing of auction items is located at their website :

[www.harvestinghopeauction.org](http://www.harvestinghopeauction.org)

Cost is \$90. Reservations can be made on line or by calling 360-466-9909 before August 15.

## **Rotary District 5050 Calendar**

Updates refer to Events on [district5050.org](http://district5050.org) home page

### **2017**

Aug 7 BC Day  
Aug 18 GolFUN Homestead Golf Club Lynden WA  
Sept 4 Labour Day  
Sept 16 Facilitation Training Silver Reef Ferndale WA  
Sept 23 RLI Mount Vernon WA  
Sept 30 Vision 2 Action Silver Reef Ferndale WA  
Oct 1 Leadership Training TBA  
Oct 9 Thanksgiving CANADA  
Oct 16-22 Zone GNATS, GETS and Institute  
Nov 10 Veterans' Day USA  
Nov 11 Remembrance Day CANADA  
Nov 18 Foundation Dinner 5-9pm Newlands Golf Club Langley BC  
Nov 23-26 Thanksgiving USA  
Dec 2 Pre-PETS  
Dec 24-25 Christmas

### **2018**

Jan 1 New Year's Day  
Jan 20 Grants Seminar Rotary Field House Surrey BC  
Feb 2-4 YAIL Surrey BC  
Feb 3 Grants Seminar Silver Reef Ferndale WA  
Feb 9-11 Presidential Peace Conference Vancouver CANADA  
Feb 12 BC Family Day  
Feb 19 President's Day USA  
Feb 23-25 PNWPETS Doubletree in Seatac WA  
Mar 10 RLI Surrey BC  
Mar 30-Apr 2 Easter  
Apr 7 District Training Seminars Kwantlen Surrey BC  
Apr Leadership Training TBA  
May 8-12 District Conference Cruise Seattle return  
May 21 Victoria Day CANADA  
May 24-27 RYLA at Mt. Baker Bibleway Camp, Deming, WA  
May 28 Memorial Day USA  
Jun 23-27 Rotary International Convention Toronto CANADA





## District Governor Installation Picnic Sunday, July 9, 2017

Rotarians, friends, and family members gathered on the grounds of Camp Alexandra, off of Crescent Beach, Surrey, on a beautifully warm afternoon.

We celebrated with Lindagene Coyle during her installation as District Governor for 2017-18.



Past District Governor (2011-12) Jane Helten served as event guide. Immediate Past District Governor (2016-17) Scott Dudley and Christine recognized the many Rotarians who provided leadership and support during his term. Rotary International Vice President, Past District 5040 Governor (2007-08), and member of Langley Central Rotary Club, Dean Rohrs (seen with Lindagene Coyle off to the left) served as the Installing Officer.



Lindagene Coyle having a little fun with her name.



### Leadership Team of Rotary International District 5050

**Governor** White Rock Peninsula

**Lindagene Coyle**

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**Governor Elect** South Everett/Mukilteo

**Linda Murray**

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**Governor Nominee** Chilliwack

**Brad Whittaker**

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**Treasurer** BBRC

**Carlye Gillespie**

Phone: (360) 756-1010

Email: carlye@archerhalliday.com

**Secretary** White Rock

**Joan Apel**

Home: (604) 542-7040

Email: ejapel@telus.net

### DG Lindagene's August Club Visitations

- 15 - Bellingham Rotary Bay Club (L)
- 17 - Surrey Newton (D)
- 23 - Anacortes (L)
- 29 - Coquitlam Sunrise (B)
- " - Mission Mid-day (L)
- 30 - Langley Sunrise (B)
- " - Chilliwack Fraser (L)
- 31 - Semiahmoo Whit Rock (B)
- " - Hope

### New Club Development

## The Rotary Passport Club of District 5050



Rotary Passport Club members are local people who want to make a difference in their community in a way that fits with their time, talent and finances, as well as with their family, work, and life commitments.

To do this, the Rotary Passport Club holds a minimum of four "in-person" meetings each year. Instead of weekly meetings, members are encouraged to engage in humanitarian service — however that works best for them.

The founding principle of the Rotary Passport Club is to make Rotary fit your life.

Rotary Passport Club members are full Rotary members, with the same privileges and rights as Rotarians in traditional clubs. Membership in this club provides you with a passport to visit and work with any other Rotary Club in the world and to take part in activities, programs and projects that interest and engage you.

How can you participate and make a difference as a member of the Rotary Passport Club? You might:

- Attend meetings of other Rotary clubs that are convenient for you.
- Support service projects and fundraising activities of local Rotary clubs.
- Donate to and support The Rotary Foundation.
- Serve the community by volunteering with other community, civic or international organizations, programs or projects.

Membership in the Rotary Passport Club is a privilege and an honor. The Rotary Passport Club holds its members to the highest ethical standards.

So, if time and finances are an issue, the Passport Club can be the answer. For more information or to be put on a list for the information meeting in September, contact Sean Hogan at shogan@buckleyhogan.com.

### The Monthly District Newsletter

## *The Peace Arch Journal*

Please read, share, discuss & send me ideas.

*Thank you! Bob Knight, Editor*