

Big Sky Rotary News



ROTARY:
MAKING A
DIFFERENCE

Montana Rotary District 5390 Newsletter

February 2018

Joe Bear's Broadcasts

A Message from District Governor Joe McBride

Events

PETS 2018
Renaissance Stapleton Hotel,
Denver
Mar 2-4, 2018

District Foundation Dinner,
Northern Hotel, Billings,
March 24

District Conference
Fairmont Hot Springs
Apr 27, 2018 – Apr 28, 2018

Rotary Club of Helena's 100th
Anniversary
Great Northern Hotel, Helena
June 16th, 2018

RYLA 2018, Luccock Park
Camp, July 10—14, 2018

District Assembly
Butte
August 10-11, 2018

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Dear Montana Rotarians,

We started a new calendar year with club visits closer to Butte – no white-knuckle driving!

The Bozeman Noon Club is led by **Matt Conner**, a former Navy pilot who is piloting that club to new heights. They're active in so many programs that the best way to learn about them is to observe their website. They have an active Interact club and exchange student and will celebrate their 100th Anniversary in 2020. Bozeman is a blue-chip club.

You have to be a very early riser to keep up with the Bozeman Sunrise Club. Led by their choice chief, **Bill Souba**, they have not let any grass grow under their feet. They spend \$10,000 annually helping homeless youth. They are active in both Roteract and Interact. While I was there, we inducted a number of members into the Paul Harris Society. Like the other Bozeman club, you need to visit their website to see all they do.

The Missoula Centennial Club is small, but active. They meet at the Missoula Country Club and have both the time and energy to assist the other Missoula clubs. Led by **Cory Austin**, their members are matchless Rotarians.

When I attended the Manhattan Club in January, they presented two students with Rotary student-of-the-month awards. Led by their dy-

(Continued on page 12)



*Joe McBride
District Governor
2017—2018
Rotary Club of Butte*

Rotary Club News

Letter from the Project Fair: Kalispell Rotary in Belize

by Tirzah McKinley, Rotary Club of Kalispell

Towards the end of January, our International Committee Chair, Mitchell McKinley, and myself had the honor of attending the 25th annual Rotary International Uniendo America Project Fair in Belize City, Belize. Meeting local Rotarians and seeing their passion to help the people of their region was moving, to say the least. Typically when we Americans think of Belize, we think of beautiful turquoise waters, immaculate sandy white beaches, and scuba diving. However, when you venture off the tourist beaten path, you will discover a land and people in a more desperate state.

Clean water is only accessible through buying bottled water. Since much of the country's population do not own vehicles or earn much of a living, this is a challenging reality. We learned that the average wage in Belize is \$1-2 dollars/hour. It is normal to work 50 or more hours a week. A lot of the country sits at sea level, and as a result the water table is very high. Many homes are literally sitting in water, which presents its own health challenges. It is common to see a home that is half-finished because at some point funding ran out. There are also many squatters in the country, and some shelter is better than no shelter. Diabetes is a real issue in Belize due to the staples of their diet being rice, beans and sugar. Crime and safety are constant concerns, as you will witness most places in Belize City are fenced off and gated. We learned that publicly funded primary school ends for children at age 14. They are unable to work until age 18, so if they don't have the means to go to secondary school, there is a gap and lack of options. This is a major contributing factor to many of the youth becoming involved in gangs. Availability to proper medical treatment and facilities is also a very real issue in Belize.

However, despite their own needs, we found the people to be warm, embracing you as family. Rotary is loved in this country because Rotarians are doing so much good! In getting to know the Belizean Rotarians, we saw their great heart and unending desire to create change and help the people of their country. One of the many moving programs Rotary has been a part of since the 1970s is the Gift of Life. Through this program children with heart disease are sponsored for being transported to the U.S. with one of their parents to receive medical treatment from a qualified doctor. Numerous children and families' lives have been changed through this literally "life-giving" program. First-hand experience of seeing the impact this is having was our shuttle driver's son, who had actually been a recipient of this program a number of years ago. He is forever grateful to Rotary. Rotarians from the club of the Corozal area of Belize are working on diabetes prevention and education. They have also set up a community center to help at-risk children and come along side them tutoring and providing mentorship. Additionally, they are providing funding to children for secondary school through a scholarship program.

The struggles Belize faces are common to much of Central America. The goal of this project fair was to bring awareness to the numerous needs in Belize, Guatemala, and Honduras. Our Kalispell Rotary Club, in partnership with the local Coalition, which includes Libby Rotary Club and Kalispell Day-Break clubs, and the Mazatenango Rotary Club of Guatemala, is working to bring our 3rd and largest clean water project to the La Vega community of Guatemala. Putting in this deep water well and distribution system will bring clean water into over 600 homes, bettering the quality of life and health for over 1200 individuals. We had the opportunity to meet with many clubs across the U.S. and Canada and found numerous potential funding partners so that this project can become a reality.

These are just a few of the many incredible projects Rotary is a part of in Central America. It was also inspiring and rewarding to see the Rotarians from different parts of North America who were at the fair with the primary goal of partnering with other clubs to help accomplish this important work, for which there is great need. Thank you Rotarians for being the change you wish to see in this world – the work you're doing matters greatly!



Terri Smiley, Mitchell McKinley, Tirzah McKinley, Mick, George and Linda Gerrard, Gustavo, Eileen and others.



Billings Rotarians Makes a Difference in Namibia

Dave Lundin of Billings Rotary Club 999 started doing health care clinics in Zambia by default. He saw someone with an infected finger, drained it, and gave him antibiotics. The man got better within 2 days. He'd never been exposed to antibiotics. This experience started a long and ongoing project that now has taken Dave to the Kalahari Desert and the Kovango River Valley in Namibia.

A friend who died from mesothelioma left Dave \$200,000 for clinic work in Namibia. The friend had been to Africa and saw the need. So in 2005, Dave went to Namibia for the first time. There he met Hans Diekmann, who was willing to store a Toyota Land Cruiser at his cattle farm and drive it periodically to ensure its condition. Dave went to the Toyota dealer in Windhoek to see the bush trucks and learn what modifying a Toyota Land Cruiser for the bush clinics would entail. The owner of the dealership was a Rotarian, so Dave got a deal on the truck and was referred to another Rotarian to "kit it up" for the bush clinics. All said and done, the total cost was \$56,000.

Dave has now worked for 12 years in Namibia, using the rest of the original \$200,000 for medications and mosquito nets and supplementing it with funds from various sources. Dave pays all the ancillary expenses – airfare, fuel, tires, insurance, food, and translators – himself. He and his crew travel from Central Namibia up through the Kalahari, always stopping at the same places so that the locals are familiar with the clinic.

At each site, Dave and his crew conduct general health clinics and distribute mosquito nets to be used during and right after the rain season. The nets are treated with pyrethrum to repel and kill any mosquitoes that land on the net. It's typical to distribute 2000 nets each trip; they last up to 3 years if handled carefully, although this usually isn't the case since the children are hard on the nets. Dave's crew also treats them for intestinal parasites and generalized infections, respiratory issues, and eye infections.

The Rotary family has been very helpful to this project. "I've been able to buy all my supplies from Rotarians in Windhoek, Otjiwarongo, and Grootfontein – all within Namibia," Dave wrote. "I can attest that wearing your Rotary pin when traveling will open doors for you that might otherwise be closed."

Polson Club Literally Robs the Cradle!

The Rotary Club of Polson set a goal a few years ago to build the club by adding younger members. This year we are proud to announce that we have met that goal and have two new Rotary babies joining our club! A baby girl was born to board member **Megan Beard** in December and another board member, **Roxanne Duckworth**, is expecting our newest member in March 2018. Congratulations!



Glendive Bids Adieu to Valued Member

Glendive Rotary Club recently had a going-away party for **Kami Sevier**, who moved to Helena and is working at Stockman Bank. Kami will marry Mike Stevenson of Helena on August 18, 2018.

Kami was Montana Rotary's youngest president in 2015 and resigned as president of the Glendive Chamber of Commerce to move. Some Helena club will gain a great member!



Great Falls Institutes "New Rule"

It recently occurred to President **Dean Boyle** of Rotary Club of Great Falls that, when some of your members have been Rotarians for half a century, most of the club has never heard their 3-minute talks! At the first meeting of this month, he set about to rectify the situation.

Declaring that every 50 years members must renew their introduction to the club, Dean called on Bob Oakland to start the tradition. Bob, owner of the successful and highly philanthropic automobile dealership, City Motors, has been a Great Falls Rotarian for 51 years ... and counting. It was delightful to hear him reminisce about "the olden days" of Rotary and Great Falls.

Club Flexibility

By Julie Aubrey, RI Regional Membership Coordinator

The Rotary e-Club of Australia Nomads caters to travelers who aren't able to make weekly meetings in the traditional club format but have the passion and commitment to service and Rotary.

"Being involved in the club gives their travelling a sense of purpose and adventure, with their desire to lend a hand bringing them to towns they may not have otherwise seen."

Learn more about what this innovative club has accomplished, how they've grown, and how they still manage to come together in fellowship in the February 2018 issue of Rotary [Down Under magazine](#).

The resources mentioned are [Rotary Club Health Check](#), [Enhancing the Club Experience: Membership Satisfaction Survey](#) and [Club Flexibility](#).

D i s t r i c t 5 3 9 0 N e w s

Foundation Hosts Fundraising Dinner in March – and a Whole Lot More

Most Montana Rotary members do not realize how unique The Rotary Foundation is. Montana Rotary Clubs want more money for local grants. And Montana Rotary District 5390 wants to give more money for local grants! For every dollar you contribute to the Rotary Foundation Annual Fund-in three years 50% of that dollar comes back to Montana. Half of that goes to District Designated Funds (DDF) for local District grants and the other half goes to global grant projects lead by or supported by Montana clubs.

So please consider giving to The Rotary Foundation. To help raise funds, District 5390 is sponsoring a fundraising dinner for the Rotary Foundation in Billings on March 24th. Click [here to register](#) or visit www.montanarotary.org for more details.

Your donation makes a difference to those who need our help most. The Rotary Foundation transforms your gifts into service projects that change lives both close to home and around the world. Check out the People of Action ad for the Rotary Club of Townsend District Grant Project funded by your past contributions to the Rotary Foundation. During the past 100 years, the Foundation has spent \$3 billion on life-changing, sustainable projects. With your help, we can make lives better in your community and around the world.



The Association of Fundraising Professionals recognized The Rotary Foundation with its annual Award for Outstanding Foundation at its 2017 conference.

Charity Navigator has become the nation's largest and most-utilized evaluator of charities. In its quest to help donors, it uses a team of professional analysts who examine tens of thousands of non-profit financial documents to develop an unbiased, objective, numbers-based rating system. The Rotary Foundation earned the maximum of 100 points for demonstrating both strong financial health and commitment to accountability and transparency. For the 10th year in a row, Charity Navigator has given The Rotary Foundation its highest 4 star rating! In a letter to the Foundation, Charity Navigator notes that "only 1 percent of the charities we evaluate have received at least 10 consecutive 4-star evaluations, indicating that The Rotary Foundation outperforms other charities in America. This exceptional designation from Charity Navigator sets The Rotary Foundation apart from its peers and demonstrates to the public its trustworthiness."

Want to give and can't attend the dinner? Please use this form to submit your donations directly to the Rotary Foundation.

Nominations for District Governor for 2020-2021

It is time to plan for the future and select a District 5390 District Governor for 2020-2021. The Nominating Committee has convened with Malinda Shafman, Immediate Past District Governor as Chairperson. If you know of someone who might be interested in serving District 5390 in the capacity of District Governor, please contact Malinda at 406-309-0938 by March 5, 2018.

Incoming Assistant Governors Announced

District 5390 Governor Elect Rick Moore recently announced his team of Assistant Governors for the 2018-2019 Rotary Year. They are:

Susan Dykhuizen, Kalispell; Lucy Smith, Kalispell; Richard King, Missoula; ^[L]_[SEP]Rick Powers, Wise River; ^[L]_[SEP]Jane Amdahl, Clancy; Megan Bleck, Belgrade; Steve Fredericksen, Red Lodge; Dean Boyle, Great Falls; ^[L]_[SEP]Barrie Matthews, Miles City; and Marshall Gingery, Helena.

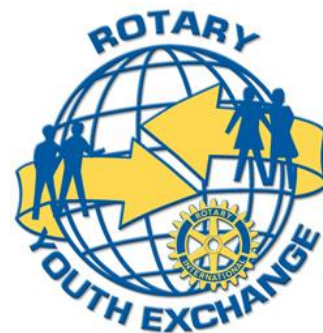
“I am very excited about this group of dedicated Rotarians,” Rick commented. “I know they will help me bring energy and excitement to our District in the year ahead.”

Rotary Youth Exchange

District 5390 Set to Host Rotary Youth Exchange Summer Conference

At the winter SCRYE conference earlier this month, the bid from Billings was accepted by the Executive Committee and presented to the full board. The good news: District 5390 will be hosting the conference in Billings at the Northern Hotel. It will bring in 50 to 100 Rotarians and spouses for the weekend of July 13 14 15, 2018.

The only other time the conference has been held in Montana was in July 2013 in Bozeman. This is a great chance for clubs to bring members that are interested learning more about The Rotary Youth Exchange program to a day or two of intense training. If you have any interest in learning more about Youth Exchange, put these dates in your calendar and watch for more announcements as we get closer to the event.



In-bound Youth Exchange Students Attend SCRYE Winter Meeting.

Nine in-bound students traveled to Tulsa for the South Central Rotary Youth Exchange meeting in late January. They had a great time and are still trying to catch back up on the sleep they lost over the weekend. The students all had to be at one of three designated Montana airports by 5 a.m., arrived in Tulsa around 1 p.m. and got to the main hotel around 2:00. After a quick lunch, they all got checked into the meeting and went to a banquet room to meet nearly 200 other exchange students in attendance. Later they all went to a home stay for the night.

On Saturday, after touring Tulsa, the students had break-out meetings with Rotex and prepared for the banquet. After the banquet there was a “World’s Got Talent” show with some amazing acts. After a quick clothing change, they were bused out to a Rec Center, where they arrived around 11 p.m. They were then locked in and had to dance, sing, play basketball, pool, foosball and eat and drink until around 6 a.m., when they had breakfast before going back to the hotel. Most did not arrive back in their Montana homes until 11 p.m. Sunday.

As one inbound student from Big Sky, Matthias Buchner, wrote, “This trip didn’t just allow me to meet all my friends from my Host District again, which is fairly hard to do otherwise, considering the size of Montana. I could also meet friends that I had made before I even came here at Rotary orientations in my home country. To see these friends again, to share our experiences, and just to talk in my native language again was great. Of course meeting “old” friends is always great, but making new friends is exciting too. Through Rotary Youth Exchange I’ve already made a handful of friendships that I’m convinced will last very long.”

If you come to District Conference, you will hear from other students about how much this weekend meant to them as they made new friends from many countries.

Three Students in the Queue for Youth Exchange 2018-2019

District 5390 has three students preparing to go out-bound for the 2018-2019 school year. Paisley, from Missoula, will be going to France; Scott, from Bozeman, will be going to Austria; and Hannah, from Big Sky, will be headed to Brazil for her exchange.

These three young adults have gone through a rigorous interview and are now attending out-bound orientations to prepare for the culture shock of living in a new country without really knowing the language. They have two more orientations and then the final test of presenting at our district conference in April. Please come to Fairmont Hot Springs and get to meet and learn about these dynamic young people.

Global Grants Update

by George Gerard, International Service Chair

It doesn't seem possible but we have already been working under the guidelines of the Global Grants model for five years. As you are probably aware, this model increased the funding available to clubs for international service, but at the same time put restrictions on how the money could be used, the most notable of which was limiting grant applications to five areas of focus. We are now into the first revision of the Global Grants model and I would like to address these in this article. These revisions are being driven by one primary issue; sustainability. Because our coalition is working in the water and sanitation area of focus my comments will relate to how these changes have impacted our grant application, but be aware that other areas of focus will be impacted as well and in similar ways.

1. Projects cannot be combined. Under the old model two or more projects could be combined under one grant. This is no longer permissible.
2. Community assessments. Beginning on July 1 all Global Grants will require a community assessment. Clubs have discretion on how these can be done but they must be submitted along with the grant application and on the appropriate TRF form.
3. Hydrogeological survey. This will be required on any deep well project and a summary must be included in the grant application. The survey must be done by a qualified hydrogeologist. In theory it is possible to include these costs in the grant budget, but practical considerations will make this difficult. Clubs should plan on paying for this.
4. Water analysis. Plan on having the water analyzed for contamination and be prepared to take appropriate measures to rectify any contamination issues.
5. Hygiene training. This is to be achieved over a period of several months with a number of different training sessions. Pre and post assessments are also required. Plan on finding your own materials and including samples of these materials along with the grant application. You can cooperate with a third party on the training and include this cost in the grant budget. TRF has a standard training form that will need to accompany the grant application.
6. Maintenance training. The water committee needs to be trained on basic maintenance and safety issues and understand who to call for major repairs.
7. Governance training. The water committee must be trained on issues regarding the management of funds, the chain of command, relationship with the community council, collection of fees, and other management issues.

Once again, clubs are responsible for finding appropriate materials and submitting the training plan on appropriate TRF forms.

One final thing clubs need to be aware of is that sustainability requires not just the maintenance of the system but must also account for the eventual replacement of the system. The community must submit a maintenance and replacement plan that will be included with the grant application.

District to Conduct Grant Training Sessions

District 5390 will host two Online Grant Training Review Sessions in the near future. The first is on Wednesday, February 21st, at 6 p.m. and the second is on Tuesday, March 6th at 6 p.m. Both sessions will be approximately 90 minutes in length.

Attendees must register by sending an email to Sue Carstens at carstenssue@gmail.com@clubrunner.email. Be sure to include your name, email, and date you will be attending. You will receive an email with the link for joining after the registration closes.

Attendees must have a device (PC, smartphone, laptop or smartpad) that has a camera and audio capability. We recommend a large screen to see the slide presentation.

Registration closes [Feb 19 at 5pm](#) for the Feb 21 session and [Mar 4 at 5pm](#) for the Mar 6 session.

These sessions will review the information presented at the August Grant Training. Any Rotarian interested in learning more about the new online process is encouraged to attend.

Remember your club projects requesting District Grants are due by **March 31**. There were 20 clubs that submitted documentation for Grant Qualification this year. Our district has over \$32,000 in DDF to award this 2018-19 Rotary Year.

Key Dates to Remember

Grant Training Sessions Registration Deadlines:

- February 19th for the February 21st Session
- March 4th for the March 6th Session

RYLA:

- March 15 – Absolute deadline to receive at least two reservations. Money for at least these two must be received by the RYLA registrar by April 1st.
- Interview candidates during March and by no later than April 30.
- Send final payment for additional reservations to the District RYLA Registrar no later than May 15th
- May 30 – absolute deadline for online registration.

Project Fairs: A Unique Response to Global Grants Opportunities

Project Fairs began in Guatemala during the period of Rotary Matching Grants in an effort to attract more Rotary involvement in Central America. The idea is the brainchild of two Rotarians, one from the United States and the other from Guatemala City, in an effort to call more Rotary attention to the pressing needs in Central America.

The concept was quite simple and ingenious: Invite Rotarians from the U.S. and Canada during the winter months to enjoy a few days of warmth and Central American hospitality while at the same time promoting humanitarian projects. The Project Fair has proven so successful it just celebrated its 25th anniversary in Belize and is being copied around the Rotary world. Rotarians from Kalispell Noon, Kalispell Daybreak and Kootenai Valley attended this year's fair. We were joined in Belize by two Rotarians from Club Rotario de Mazatenango and presented a proposal for a water project for the community of La Vega, Guatemala.

About twelve clubs presented projects and we were one of two from Guatemala; the rest were from Belize. Our presentation was well received, especially by those clubs with a special interest in clean water. I believe the following factors worked in our favor.

1. Ten years' experience working with the Mazatenango Club
2. Successful completion of two Matching Grants and one Global Grant.
3. Recent approval of another Global Grant
4. Ten years working with the same engineer, who has demonstrated both competence and honesty
5. The only presentation with representation from both the host and international clubs.
6. Much of the engineering, the hydrological survey, and the community assessment has already been completed.

The biggest challenge facing our proposal is the estimated cost of approximately \$250,000 and the lack of a substantial 'down payment' by our coalition of clubs. Most of the \$40,000 we had saved is being applied to two other grants we are currently involved in.

The Project Fair provided us with a number of important contacts and it is now up to us to follow up with these contacts in a timely, professional way.

Time to Gear up for RYLA!

Our district's Rotary Youth Leadership Academy (RYLA) will be welcoming campers in less than five and a half months. Campers will be arriving on Tuesday, July 10, for what is often a life-changing experience. RYLA is staffed and conducted by Rotarian and non-Rotarian volunteers, many of whom started out as 15 year-old campers at a previous academy.

The campers will be divided into 15 teams, each led by a Junior Counselor. These counselors are selected from the campers of the previous year. More than 80 campers from the 2017 RYLA applied. Those selected for this summer will be coming from Billings, Bigfork, Big Sandy, Bozeman, Butte, Clancy, Corvallis, Manhattan, Missoula, Polson, Townsend and Twin Bridges.

The teams are assisted by five Senior Counselors, who were chosen from the 2017 Junior Counselors. Our 2018 Senior Counselors are representing Billings, Helena, Somers, and Stevensville. The adult staff is made up of young adults who have been counselors and are now over 18, as well as Rotarians from across the state.

Rotarians are encouraged to contact RYLA Director **Arlene Weber** if they are interested in becoming part of the staff. RYLA needs adults who are willing to commit to multiple years of service, which helps them better understand the RYLA program and make meaningful connections with our younger RYLA staff members.

Clubs may now go to the District website and reserve their camper spots. The registration deadline to be guaranteed at least two camper spots is March 15. After that, spots will be filled based on when requests for additional spots were received. There are 115 camper spots available and each scholarship provided by sponsoring clubs is \$350. All documents needed to select campers and the documents required for each selected camper are posted on the district web site. A link to the document page is posted on the RYLA Camp 2018 event under Upcoming Events on the district website.



(Joe Bear's Broadcast continued from page 1)

namic president, **Gary Stoner** (a former cancer researcher), they are able to raise monies during their Manhattan Potato Days and they also have a "Duck Race." I hope to use their expertise at our District Conference. They have an ambitious goal, which I am sure they will achieve.

Visited another breakfast club in Helena on Jan. 23. Our DGE **Rick Moore** is a member of this club. They have a group of first-class leaders, including Rick, President **Dan McLean**, and my nephew's wife, **Michelle Vanisko** (PE), and they're raising funds in a number of ways, including a fun trivia night. They recently installed a bench and pergola in Helena's Garden Park. They, too, named a number of members as Paul Harris fellows recently. An energetic group!

Speaking of energy, the Helena Noon Club is dazzling. Led by **Ann Dooling**, they work on a special project the fourth Wednesday of every month. During my visit the members packed bags with the fixings for a birthday party, which were distributed to Food Share. So they contribute not only monies, but also their time and effort. They also hosted exchange students and helped in hosting the Peace Park Assembly in 2016. Go to their website to see all they do. Helena is truly "Making a Difference."

Remember all the signs when entering Livingston that read "Gil's Got It"? I say that the Livingston Rotary Club has "Got It." They hold a fund-raiser titled "Art in the Fly" in early July with a fund-raising goal of \$15,000. Their current projects include a water spray park, a Rotary exchange student, numerous scholarships, a park shelter, and the literacy event. Their current president, **Sarah Skofield**, is a smashing leader. In addition, Livingston is the home of **Daryl Hansen**, our District Youth Exchange Director, who works tirelessly on behalf of our youth. Without him, we'd be in a quandary. Daryl is top-notch.

To read about the rest of my club visits recently, you'll have to wait till the March newsletter! But REMEMBER: Register for PETS - the Foundation Dinner - the District Conference!

Thanks for all you do. You're MAKING A DIFFERENCE!

*March is
Water and Sanitation Month*



Faces of Rotary

Brenda Thayer

One of the residual benefits of being a Rotarian is what fellow Rotarians teach us through example about moving through life's triumphs and setbacks with dignity and grace. Missoula Rotarian **Brenda Thayer** is one of those "teachers."

Brenda's many acts of service to her club were recognized with its Distinguished Service Award in 2005 (pictured), and Brenda treasures it. However, she has not rested on that laurel. Every year since then, she has quietly made an unsolicited donation of several hundred dollars to supplement the club's contribution to the local children's home. While the club's donation is intended to buy the children toys for Christmas, Brenda designates that her portion of the contribution go toward that something extra beyond toys: new clothes. Every year the children walk into the club's "Santa breakfast," where they will receive the toys, proudly sporting the new outfits that reflect Brenda's thoughtfulness.



Brenda suffered a tremendous loss this last year, and our club has reached out to her. She has kept up her attendance at our weekly meetings, noting how important her Rotary family is to her and how much comfort it brings her.

"In the everyday picture of the Rotary clubs across District 5390," wrote Betsy Mulligan-Dague, who nominated Brenda as this month's Face of Rotary, "I suppose you could find people who stand out more in leadership roles. But Brenda stands out in her sense of connection to and community within our Rotary family. Generosity is about receiving as well as giving, and Brenda reminds us of that with her quiet example. She both gives generously and looks to her club to receive much-needed love and support."

Here's looking at you, Brenda – another great face of Rotary.

M e m b e r s h i p

The Power of the New Rotary Master Brand

By Rick Moore, District Governor Elect

I was on my way home from the Rotary International Assembly on a small regional jet flying between Denver and Helena. I was using my iPad, which has a screen cleaner attached to the case with the new Rotary Master Brand displayed prominently. I was seated on the aisle. The gentleman across the aisle from me said, “Excuse me sir, but I noticed that you are associated with Rotary. Can you tell me something about it?”

Having just attended the International Assembly, I was pumped about Rotary and full of new ideas to share! I started with my short “elevator speech.” I said, “Rotary joins leaders to share ideas and take action!”

Since this interested him, and we had more than thirty seconds, I went on to explain the Rotary offers networking opportunities for professionals in a community; that we do great service projects in our communities and around the world; and that we have the highest rated charitable organization in the world that helps fund our projects. I told him that Rotarians are *People of Action*. That we are *this close* to eliminating Polio.

He then went on to tell me that he is leaving “the corporate world” and is returning to Montana where he was born and raised to start his own business. He plans to have offices in both Helena and Bozeman. He is looking for networking opportunities to get to know others in his new communities. He is also looking for opportunities for service projects for himself and his new employees. We exchanged business cards and agreed to stay in touch once he gets settled in Montana.

As our conversation ended, I remembered that I had the current issue of *The Rotarian* in my carryon bag. I gave it to him and told him that it was his to keep. As we approached Helena, I noticed that he was still reading *The Rotarian*, and was sharing information from it with his seat mate.

Proudly displaying the Rotary image with the new master brand created this opportunity for me potentially to recruit a new member to Rotary – or even a whole new company of Rotarians. I am convinced that the new master brand works, so display yours proudly, whether it is a luggage tag, T-shirt, cap, Rotary pin, or a screen cleaner!



Area of Focus: Water and Sanitation

Clean water and hygiene have been a central focus of Rotarians since 1907, when the first Rotary club initiated its first public service project: the construction of public toilets in Chicago. Since then, Rotary service projects have been addressing water, sanitation and hygiene (WASH) needs for more than a quarter of a century.

Concern for clean water and sanitation has now risen to be one of Rotary's six "Areas of Focus." Since the launch of Global Grants, Rotary has invested in nearly 500 water and sanitation projects, making this area of focus the second-largest in terms of global grant activity and dollars spent from 2013 to 2015.

Perhaps the most active WASH interest in Zone 27 is located in Colorado's District 5450. Under the leadership of DG Abbas Rajabi and workshop co-chairs Bruce Halloran and Steve Werner, a WASH Symposium was held in Denver on October 15, 2017. Under the title "Building WASH: building capacity and sustainability in water, sanitation and hygiene", two key objectives were addressed: 1) strengthening WASH education, WASH in schools and capacities for sustainability, and 2) building successful business models that bring functional and sustainable WASH solutions to areas in need.

Under the leadership of Chairman Paul Netzel and the Trustees of The Rotary Foundation, committees of Rotarians have been established to raise major gifts in support of our six areas of focus. A goal of \$25 million has been set to support water and sanitation projects, and as of December 31, 2017, over \$10.5 million has already been raised toward that goal. Among the twelve members of the water and sanitation major gifts initiative committee (WAS*MGI) is PDG Martin Limbird, who belongs to the Rotary Club of Fort Collins, CO (D5440). Among his duties on the WAS*MGI committee is consultation with Rotarians to identify individuals and firms interested in joining in supporting Rotary's efforts in this important area of focus.

R. I. President Ian Riseley has set forth a strong emphasis on the relationship of world peace and Rotary's six areas of focus by initiating six small conferences throughout the world during his term. Limbird will attend the peace/water and sanitation symposium to be held in Beirut, Lebanon in February 2018. "On returning to Zone 27 after the Beirut conference, I intend to organize small group events in our zone to further major gift development in support of WASH", said Limbird.

For further information, contact Martin Limbird at rotarymartin@comcast.net

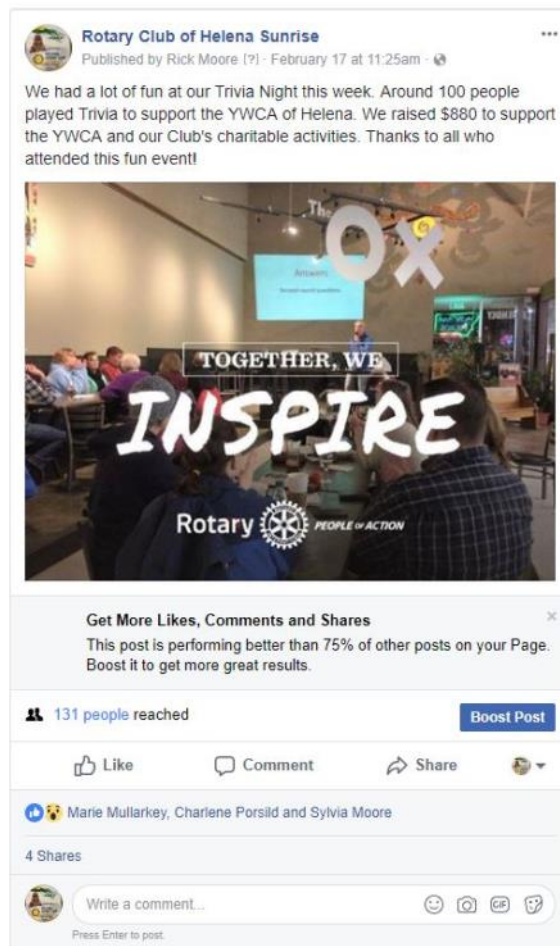
Public Image

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Rotarians in the News

At the Montana Seed Trade Association (MSTA) Annual Meeting in December, Townsend businessman and Rotarian, **Gord Pearce**, was elected the new MTSA President. Gord has been a Director of MSTA for four years. MSTA provides a platform for seed companies and their affiliates to educate and network within the seed production and marketing community.

Current MSTA projects include seed labeling and marketing law with the Department of Agriculture, educating the public about the Plant Variety Protection Act and its enforcement, and the important role that production royalties to breeding institutions play in ensuring Montana producers have access to the best genetics available.



Gord and his wife Cindy

The MSTA provides college scholarships for students who have completed at least one year of post-secondary education. The MSTA has offered on average of \$4,500 annually to Montana students, with priority given to those pursuing agricultural degrees and children of active MSTA members and their key customers.

* * * *

In a surprise to her and to the club, past winners of the Great Falls Chamber of Commerce's Athena Award came to last week's meeting to announce that this year's winner is **Dr. Susan Wolff**. (They're pictured at left, with Susan "pretty in pink" in the middle.)

The Athena Award is given to a woman who has shown outstanding leadership in her profession, a high level of community service, and a commitment to mentoring others, particularly women, as they advance in their careers.

Susan's community service was familiar to the club. Susan is one of its most active members. They were not surprised about her record of mentorship since many club members have benefited from it. And they were particularly pleased to see her recognized for her leadership in higher education. She has made Great Falls College MSU even more responsive to community and workforce needs and is a model statewide for exemplary workforce development programs and fiscal management.



Past Athena Award Winners with Dr. Susan Wolff (center in pink sweater)

Susan will be honored at the Chamber's quarterly luncheon on February 28.



The Rotarian's The 4-Way Test
of the things we think, say, or do:

- Is it the Truth?
- Is it Fair to all concerned?
- Will it build Goodwill and better Friendship?
- Will it be Beneficial to all concerned?

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