

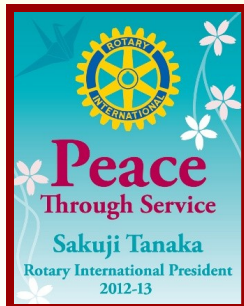
District Focus

Monthly Journal of Rotary District 5390

JANUARY 2013



District Governor 2012-13
Daryl and Juanita Hansen
Rotary Club of Livingston



this issue

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SUPER STORM SANDY Another Relief Effort Opportunity

Shortly after Super Storm Sandy devastated the upper east coast, we posted information on the district web site about helping the New Jersey Rotary Districts help the survivors get back on their feet. We have just received information from a group of New York City area clubs about opportunities to help their area recover. For those who would like to help people in the Staten Island area, visit their web site at www.statenislandrotaryrelief.com or contact Bernard DelRay, Treasurer for the group, at 718-667-1500.

Links to the New Jersey and to the Staten Island Rotary groups are posted on the district web site under District News.

HAPPY NEW YEAR, MONTANA

I hope that your new year is starting off well. Time sure seems to be flying by and in a little over a month we will in Denver at the Presidents- Elect Training Seminar, making plans for the next Rotary year. As your club's current board meets with the future board, please remember to work together to promote continuity for your club. If you are like me, the annual meeting of PETs is the first reminder that the Rotary year is headed for a conclusion and it is time to dig out all the goals you have set and see where you stand. Are you achieving any or all of them? Is your club working towards the Presidential and Governor Citations? Do you know where a copy of your goals is so you can see what else needs to be done to earn the award?

How many of you joined in and helped out with Community Blood drives? How many of you have given blood yourselves? Rotarians save lives and giving blood is one of the easiest and a great way to do this. If your club has sponsored a blood drive this year please let us know so we can recognize you in the District newsletter.

I am so excited and proud of our District. We have been selected to host the SCRYE (South Central Rotary Youth Exchange) summer meeting this July in Bozeman Montana. The meeting could bring up to 200 Rotarian Youth Exchange leaders and their families to our great state. Now, we are working on a bid to host the Rotary Zone 27 and 21B Institute in September 2014 in Billings. This would bring in up to 700 Rotarian leaders to our area and gives us the chance to really put District 5390 on the Rotary International map. We owe this (cont., page 2)

MEMBERS FROM CYBERSPACE

Look to Social Media for New Rotarians

(The following information was taken from the November 2012 issue of The Rotary Leader)

There are numerous opportunities to learn new methods of recruiting members into a new or existing Rotary Club. Here is an example from Oklahoma.

Rotarians Michelle Schaefer and Hal Stevens started in early April to develop a social media strategy and by late May they had chartered the new Rotary Club of Edmond Boulevard. How did they accomplish this in such a short time? Members were recruited through Facebook and LinkedIn. Michelle and Hal looked at Facebook profiles and interacted with potential members on LinkedIn message boards. Within a few weeks, they had more than twenty-five signed charter forms from soon-to-be Rotarians.



Hal had helped to create three Rotaract clubs in his district with the help of Facebook so he knew how quickly social media can bring about the desired results. Michelle, who will be her district's governor in 2014-15, said, "Social media helps us engage a diverse audience who might not know anything about Rotary, get their feedback, and respond to questions immediately."

When using Facebook as a recruiting tool, it is very important to be engaging and interesting. For example, post photos of club projects and information about program speakers. On LinkedIn, join groups that have members in your area and answer questions through message boards about your club. Have a club member designated to take care of the Club's Facebook and LinkedIn accounts so they stay current. A final point from Hal Stevens: "...if you want to attract new members who will get involved and help you promote your club, then a social media strategy is a must."



Daryl's Letter, cont. from page 1

opportunity to you, our members for doing so much good in your communities and the world that RI headquarters has taken a notice. If we are awarded this, it will be a wonderful opportunity for our members experience the wonderful camaraderie and friendships that your District Leadership has had the privilege to enjoy. A special thank you goes to John Stewart who has volunteered to chair the committee; and, the Billings Area Rotarians who are rallying behind the bidding process and have volunteered to help host.

The registration for District Conference is up and running on the District website. Mark your calendars for May 3-4, 2013 time to come to Livingston Montana and enjoy fun and fellowship as we Celebrate Rotary Peace along the Yellowstone. Friday night features a BBQ with some local flavored entertainment; Saturday morning will be the Annual Business Meeting; Saturday lunch will be the start of award presentations; and, at the Saturday night banquet help us welcome and induct your leadership for the next Rotary year. Plan to share your club's success stories and meet the Youth Exchange students that have been in our District for almost a year now. You will also have the opportunity to meet our out-bound students for next year.

Daryl Hansen, DG 2012-13



RYLA FAVORITE JERRY TRAYLOR TO VISIT DISTRICT

Fueled by the energy of hundreds of RYLA campers from the many years Jerry Traylor has been coming to our annual District camp, the dream of having him speak at schools here in Montana is finally coming to fruition. Jerry will be visiting schools and clubs from the Bitterroot valley to the plains of eastern Montana and points in between. Thanks to the hard work of Assistant Governor Marilyn Morris from Hamilton and our DG Daryl Hansen, contacts have been made and a **tentative schedule** assembled. As of publication time, his appearance dates are listed below. Some of these could be subject to change. We will post the final schedule on the district web site and Facebook page as soon as possible.

February

- 8: Corvallis & Missoula
- 11: Great Falls
- 12: Twin Bridges
- 13: Billings (schools only)
- 14: Anaconda
- 18: Glendive
- 20: Whitehall & Townsend

For current information, please contact AG Marilyn Morris at 406-370-3677 or Marilyn@morrisshoney.com.



Completing their service club sign project was described by some **Great Falls Rotarians** as “The Odyssey”, with perhaps a few extra chapters added. Working with city and state government officials, the land owners and representatives of the other clubs took more than time expected; but, the hard work paid off. The new sign is now up just east of 52nd Street on the north side of the highway that is a continuation of Hwy 10.

Clubs Tweets and Posts

Whitehall Rotarians hosted a prospective member information dinner and program on January 14th. Eight local business and professional people attended the event and a smaller group of about 6, who were not able to attend, will meet with several club members at a later date. Club members gave short presentations about the various aspects of Rotary and the Prospective Member DVD from RI was used to accent the evening. Terry Ross (standing in photo) covered Club Service activities.



in honor of Al Jubitz, the keynote speaker at the Assembly. He spoke on Advancing World Peace through Rotary. The 2013 Assembly will be held in Canada.

Livingston Rotarians collected food for the local Food Pantry just prior to Christmas to help make sure local families in need had a merrier Christmas. They also held their annual Wine Raffle. The grand prize winner had a choice of a framed print of the Pine Creek Fire or 50 bottles of wine. Other prizes were awarded as well.

The six **Flathead Valley area Rotary** clubs hosted the 2012 Peace Park Assembly last September. A \$1000 donation has been made to the Rotary Peace Centers program

Programs are a key part of successful weekly meeting attendance. There are many great local options in all of our communities and others from nearby. For example, one of the Billings clubs recently had Fred Miller, a Safety Specialist from the Montana Safety & Health Bureau, speak about workplace safety. DG Daryl has heard his presentation and reports that Mr. Miller does an excellent job. Mr. Miller would like to encourage Montana clubs to promote workplace safety. One idea is sponsoring safety related billboards in larger communities.

WEB SITE ON-LINE TRAINING

CLUB SECRETARIES/TREASURERS—Want to learn more about making the most of your club’s Club Runner website? Sign up for a the 45 minute webinar on February 5th on Attendance and Dues. It includes information on managing funds and creating invoices from your club web site. Clubs with the basic web site package may not have all the features discussed; but, the training can still be valuable if your club is considering adding additional features to your web site. For more information, visit the Contact Us button the district web site, then Resources and click on Webinars or from the Administration page of your club’s web site, click on Free Webinar Training. Many other topics are also available.

EYE ON IT Club News from the Web

MISSOULA SUNRISE is hosting an educational seminar in February for business and community leaders on professional ethics called “It It The Truth?” Content is based on the Four-way Test. The session will be facilitated by Karen McNenny and Jerry Traylor (regular at our RYLA camp) is the featured speaker.

BOZEMAN SUNRISE has the latest edition of the Bozeman area Humanity in Motion paper available on their web site. The paper features articles about Rotary and Rotarians in the Gallatin Valley area.

HELENA NOON Rotarians raised money for their annual December project “Clothes for Kids” by ushering at Carroll College basketball games. Their efforts brought in around \$3700 for the shopping event.

BIG FORK Rotarians delivered 145.3 pounds of fresh fruit to the Big Fork Food Pantry in December to help make Christmas dinner a little better for area families in need.



President Nancy O’Kelly and Karen Henion helped to deliver fresh fruit to the Big Fork Food Pantry in December.



The 2013 District Conference
will be held at the Livingston
Depot Center.

Upcoming Events

PRESIDENTS-ELECT TRAINING SEMINAR 2013

March 1-3, 2013 This will be a critical PETS for new Presidents and PENs with new training topics. Attendees need to arrive at the hotel before 8:00 AM on Friday, March 1 and stay until Noon on Sunday, March 3. As before, PETS is in Denver at the Marriott Tech Center. To register, go to the District web site at www.montanarotary.org, look under District Events for President Elect Training Seminar. Open this event for more information and the registration link.

DISTRICT CONFERENCE, 2013

May 3-5, 2013 Celebrate the 2012-13 Rotary year in Livingston with District Governor Daryl Hansen. The Livingston Rotarians are planning a fun and informative event for our district. Registration is open on the district web site. Register before March 15th for the best price.

ROTARY INTERNATIONAL CONVENTION AND GROUP TRAVEL

June 23-26, 2013 The Rotary International Convention will be held in Lisbon, Portugal. A special travel package is available for Rotarians, friends and family with departures from Billings, Denver, and Dallas. The package does not include convention registration; but, does include airfare, lodging, in-country transportation and special group events. A land-only package is also available. For more information, visit the District website and look under District Events.

DISTRICT ASSEMBLY 2013

The 2013 District Assembly will be held at the Big Horn Resort in Billings, Montana on **August 2-3**. This is a great opportunity for new club presidents to refresh what they learned at PETS, learn new information; and, for other club officers and members to learn more about Rotary, effectively running a club, service project ideas, and network with other Montana Rotarians.

The 4-Way Test

Of the things we
Think, Do, or Say:

Is It the Truth?
Is It Fair to All Concerned?
Will It Build Goodwill and
Better Friendships?
Will It Be Beneficial to All
Concerned?

District Focus January 2013

*"Rotary DVDs make great short
program topics. Order from the
RI web site."*



Rotary District 5390

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DG5390.2011@msn.com

For more information on Rotary, visit the International web site at
www.rotary.org.

December 2012, End of Month Attendance/Membership Report (as reported on Jan. 14, 2013) & Foundation Giving (57.5% of clubs reported attendance)

CLUB	Reported	# Members	% Attend	# Meetings	Foundation Goal	% Achieved
Anaconda	YES	20	85	3	\$1,100	
Big Sandy	NO					
Big Sky	NO				\$2,375	
Bigfork	YES	30	67	3	\$3,500	
Billings Noon	YES	205	59	3	\$20,500	
Billings West	NO				\$8,000	
Bozeman Noon	NO				\$7,000	
Bozeman Sunrise	NO				\$9,600	
Butte	NO					
Columbia Falls	YES	14	50	3	\$1,400	
Deer Lodge	NO				\$250	
Dillon	NO				\$1,500	
Evergreen	YES	17	96	3	\$2,000	
Glendive	NO				\$1,950	
Great Falls	YES	120	62	3	\$7,875	
Hamilton	YES	28	88	3	\$3,000	
Havre	NO					
Helena	YES	59	40	3	\$1,950	
Helena Sunrise	YES	18	70	3		
Kalispell	YES	110	84	3	\$13,000	
Kalispell Daybreak	YES	71	80	4	\$4,500	
Kootenai Valley, Libby/Troy	YES	40	56	3	\$4,500	
Laurel	NO				\$2,400	
Lewistown	NO				\$2,500	
Livingston	NO				\$3,000	
Malta	NO				\$350	
Manhattan	YES	22	42	3	\$1,150	
Miles City	YES	38	79	3	\$2,400	
Missoula	YES	131	33	4	\$13,900	
Missoula Centennial	YES	7	86	2	\$1,500	
Missoula Sunrise	YES	41	62	4	\$4,700	
Philipsburg	NO				\$600	
Polson	YES	69	31	?	\$7,000	
Red Lodge	YES	36	65	2	\$3,200	
Roundup	NO					
Townsend	YES	45	43	3	\$3,080	
Twin Bridges	YES	17	76	3	\$500	
White Sulphur Springs	YES	10	60	2		
Whitefish	YES	59	58	3	\$7,700	
Whitehall	YES	19	89	3	\$2,000	

Total of Foundation goals submitted: \$150, 480

Total contributions through Dec. 2012: \$40, 578.50