

# Big Sky Rotary News



ROTARY:  
MAKING A  
DIFFERENCE

## MONTANA ROTARY DISTRICT 5390 NEWSLETTER

### Joe Bear's Broadcasts

*A Message from District Governor Joe McBride*

Dear Montana Rotarians,

Register now for  
District Assembly in  
Butte, MT on August  
10th and 11th.

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

As I complete my year as Rotary District Governor of Montana, many thoughts race through my mind. First, in 1941 Thomas Davis (President of RI, former District 5390 Governor) when asked "What can Rotary do?" answered:

In the first place, Rotarians can and will remember that Rotary is a movement of the individual, not a mass movement; that each Rotary Club, the unit of Rotary International, has complete and absolute autonomy; that the individual Rotarian is the very genius of Rotary.

Rotarians can and will first search themselves and find out where they are lacking, what they are failing to do to help solve the problems of the world. Their failure is important. They can make themselves where they need remaking.

Sam Jones once said, "If each man will reform himself, he will be sure that one rascal has been eliminated from society." Rotarians can be thoughtful and considerate of others; they can build friendship and understanding, they can be fair, and they can be inspiring friends of youth.

In many of his speeches Thomas Davis told the following story:

Not so many years ago, in Butte, we smelted copper ores in huge "stink piles," heaps of ore and wood that smoldered all around the city. The sulphurous and arsenic fumes and smoke which arose from them, joining with the fog, often made Butte dark at midday. Because of this our vegetation was scarce indeed. One day an old English miner came to Butte. The grimness of the Butte landscape palled upon him. He rented a small shack upon the hill, and in the yard back of it he found rocks and weeds. He removed the rocks and weeds, put some fertilizer and seed, and then watered the plot the whole Summer long. It blossomed into a beautiful garden. All of Butte went to see it.

One day his minister called, and, wishing to drive home a spiritual truth, said, "Bill, it seems to me that God and you have done a great job with this garden."

Bill was silent for a moment and then replied, "Yes, but you should have seen it when only God had it."

As I traveled to all our clubs I witnessed the many accomplishments, you have performed. Thank you for inviting Libby and me into your meetings and for welcoming us into your family. It has been a blue-chip year for me – one that I will never forget. Please keep up the good work. You are cracker-jacks. You are "Making a Difference." Adieu.



Joe McBride  
District Governor  
2017—2018  
Rotary Club of Butte

#### INSIDE THIS ISSUE:

Club Ethics Seminar	2-3
Farewell Friend	4
Missoula in the Community	5
Whitehall Bike Safety	6
Billings Downtown Honors Vets	6
Camp Rotary	6
Great Falls Announces Bands for Fundraiser	7
Meet your new DG!	8

## ROTARY CLUB NEWS

### ROTARY CLUB'S ETHICS SEMINAR ATTRACTS ALMOST 100 PARTICIPANTS

As Rotarians, we recite the 4-Way Test at all our club meetings. But, applying these ethical guidelines to our business transactions, community involvements and personal relationships requires more than recitations. How can we use these value statements to guide us as employers, supervisors, workers, and community volunteers? To help its members and the community at large to explore ways in which the 4-Way Test is relevant to all, the Missoula Sunrise Rotary Club has sponsored an event for several years called "The Ethics Seminar."

The event was successful in the past but also became a challenge to the club. No ethics seminar was held last year. Some members of the club wondered if the event had lost its appeal. This year, however, Missoula Sunrise developed a new approach to help participants appreciate the relevance of the 4-Way Test in today's world. Titled "A Way Other Than Our Own," the half-day seminar was held in April, with almost 100 people in attendance.

Dr. Udo Fluck, a German scholar, intercultural researcher, education entrepreneur, adjunct faculty member at the University of Montana, and director of global and cultural affairs at Arts Missoula, organized the presentation and was the main speaker. Dr. Fluck explained how Rotary's 4-Way Test is relevant to all of us in today's world as we facing increasingly complex ethical challenges. He discussed useful decision-making frameworks, the need to increase our awareness and appreciation of cultural diversity, and the importance for all of us to learn how best to handle increasingly complex ethical challenges.

Betsy Mulligan-Dague, executive director of the Jeanette Rankin Peace Center in Missoula and current president of Missoula Sunrise Rotary, commented that the seminar "was an inspiring

exploration of the cultural sensitivities that have become so critical to our global world." Dr. Fluck, who joined Missoula Sunrise last year, "challenged us all to think outside of ourselves and see the world from the perspective of others. As leaders, the awareness and competence to interact with an increasingly diverse audience is critical to our success with employees, colleagues, customers and the larger community. As Rotarians, we see how this must be a foundation to the 4-Way Test we hold ourselves to because cultural competence is the epitome of being fair and honest and building goodwill. Dr. Fluck gave us information and skills we can use in our work every day. And, a panel of experienced Missoula leaders from all sectors of our community inspired us with their wisdom and real life examples of living and working the 4-Way Test with cultural awareness and skill."



Dr. Fluck explains the relevance of the 4-Way Test at the Missoula Sunrise Club's Ethics Seminar.

## ROTARY CLUB NEWS

### Continued...

Based on extensive research, Dr. Fluck illustrated the connection between Rotary's 4-Way test, cultural diversity and appreciation of others. Here are some highlights:

Is it the truth? By 2050, American society will become even more diverse. This is a true statement. But, stereotypes can obscure our ability to understand the truth. The best way to combat stereotypes is knowledge and factual information, which helps us accurately describe members of a group by their traits rather than assuming that every member has the same characteristics. An open mind and willingness to learn factual information about others honors the truth.

Is it fair to all concerned? The biggest impediment to fairness for all is ethno-centrism. People across the world tend to be proud of their culture and upbringing. "I'm proud to be ....." This can lead to ethno centric perceptions. "My culture is better." This is a major cause of differences between people. Thinking I'm better than you are isn't fair. We need to develop ethnic awareness and appreciation of others.

Will it build goodwill and better friendships? Good will is an important key to improving relationships with people from different backgrounds. We live and work in a multicultural world rich in customs, traditions and diversity. We can increase goodwill between each other by having a better understanding of each other's traditions, customs, and values. Developing diversity awareness and appreciation for others promotes goodwill and builds better friendships.

Will it be beneficial to all? Developing diversity awareness and appreciation for others will have many benefits, including: Improving customer service; attracting new clients; facilitating positive group interaction; supporting positive group interaction and a productive workforce; strengthening teamwork. And therefore, it will be beneficial to all.

A seminar highlight was a panel of four respected local leaders: Joyce Dombrowski, CEO of Providence St. Patrick Hospital; Donna Gaukler, director of Missoula Parks and Recreation; Jack Lawson, CEO of Missoula Federal Credit Union; and Mike Halligan, executive director of the Dennis & Phyllis Washington Foundation. Drawing on their personal and business experiences, these private and public-sector leaders shared stories illustrating their own experiences and challenges in applying ethical principles in their personal and professional lives. They shared sometimes painful situations they had faced, and each candidly acknowledged some incidents where they felt they had fallen short of ethical standards they had set for themselves. "This panel of experienced Missoula leaders from all sectors of our community inspired us with their wisdom and real-life examples of living and working the 4-Way Test with cultural awareness and skill," Mulligan-Dague said.

If your club is interested in sponsoring this seminar, you can email Dr. Fluck at: [udofluckmso@gmail.com](mailto:udofluckmso@gmail.com).



## DISTRICT 5390 NEWS

### Farewell Rotary Friend, Jerry Traylor

“Twelve individuals have walked on the Moon. Only one person has run across America on crutches. His name was Jerry Traylor, a Rotarian who just happened to have cerebral palsy. Aside from this jog across America from San Francisco to New York City, a total of 3,528 miles, Jerry climbed to the top of 14,110-foot Pike’s Peak – not once, but three times, on his crutches. But, Jerry’s message was not about overcoming cerebral palsy. His message was about the remarkable contribution all of us can make in our workplace and community.

“When I ran across America, my eyes were opened to the giving and caring of this world. As I headed into the desert, a Rotarian came out and said, ‘you are going to need my polar grade glasses to deal with the sun.’ As I headed through some snow country another Rotarian came out and offered me snow tires for my back up crew’s car. They just gave. When you and I do great things, no matter how small, people get behind us. They want to make a difference.

When you and I can provide that opportunity, it is an incredible thing.”



Jerry at RYLA, Luccock Park

But, Jerry’s message was not about overcoming cerebral palsy. His message was about the remarkable contribution all of us can make in our workplace and community. “When I ran across America, my eyes were opened to the giving and caring of this world. As I headed into the desert, a Rotarian came out and said, ‘you are going to need my polar grade glasses to deal with the sun.’ As I headed through some snow country another Rotarian came out and offered me snow tires for my back up crew’s car. They just gave. When you and I do great things, no matter how small, people get behind us. They want to make a difference.

When you and I can provide that opportunity, it is an incredible thing.”

In spite of his many successes, Jerry’s real reward was touching the lives of people who have not yet realized their full potential. He was a Rotarian who gave his all to our youth here, and in other districts. He was an important part of our RYLA program for more than 15 years.



## DISTRICT 5390 NEWS



Jerry in Billings 2014

Jerry has also been a featured speaker at two of our District Conferences, most recently in Billings in 2014, and was a true friend to many of us here in District 5390. All of us in the District lost a great RYLA friend June 10, 2018 when Jerry Traylor passed away in Arizona. We will miss you Jerry as we remember with thankful thoughts and prayers of how you loved onto so many RYLA campers and Rotarians doing what you always did the best. Thanks for teaching us not only the words, but the “doing” of those words behind your song: "Lean On Me." Shout it out now, because you have earned the right to absorb all the love that can be extended your way. Thanks for your friendship and quiet, loving leadership in your Rotary way.

John Stewart, Past Governor  
Montana District 5390  
Rotary International  
[DG5390.2013@gmail.com](mailto:DG5390.2013@gmail.com)

### Missoula Club Interfaces with Business Community

Missoula Rotary Club has discovered a great way to promote Rotary and recruit new members. This month they participated in the Business After Hours event hosted by the Missoula Chamber of Commerce. These are social events, hosted by a local business and attended by a wide array of local business leaders. Occurring monthly, Business After Hours allows Rotarians to cultivation relationships in the business sector.

## THE ROTARY CLUB NEWS

### Whitehall Assists in Bike Safety

In late May, members of the Whitehall Rotary Club helped conduct the annual Bike Safety Class for Whitehall third-graders. The class took place at the Whitehall Grade School with the assistance of Bike Safe Montana. Club members Ed Handl, Millie Baycroft, Karen Burtch, and Wayne Peterson helped the students properly fit their new bike helmets and practice safe biking procedures.

The class was made possible through a grant from a local organization. The money from the grant helped to cover the cost of the

### Billings Downtown Club Honors Vets

A great turnout of Billings Downtown Rotary members placed flags on the graves of veterans in Yellowstone Valley Memorial Park for Memorial Day. This is a newer cemetery in Billings that the club has adopted to place flags.

A crew of some 20 Rotarians and family members completed the project and then gathered at the nearby new City Brew on Grand for coffee. In addition to this cemetery, Don Roberts was aware of veterans that are buried in the Jewish Cemetery and placed flags on those graves as well. Congratulation, Billings Downtown, for providing such a good example of "Making a Difference!"



### Camp Rotary Ready for a New Season

Continuing a century-old tradition, a crew of Great Falls Rotarians headed to Camp Rotary on a Saturday in May to prepare the camp for the summer season. They met at the 4B's on the east edge of Great Falls at 8 a.m. and proceeded from there to the camp, where they got busy tidying things up.

Extremely helpful in that effort this year was the stand-behind skid-steer loader donated by **Hoven Equipment** and transported by retired broadcaster **Art Taft**. The loader handles 850-pound lifts with ease and was operated efficiently by attorney **Mike Rausch**.

Later in the month a somewhat smaller crew of Rotarians returned to the camp to pull rocks from the grassy area and use them to line an expanded parking area.

For more than 100 years, Camp Rotary has provided low-cost/free camping experiences to children throughout Montana during the summer. Many of the groups using the camp are Scout groups, but perhaps the camp experience most famous in Great Falls is Camp Francis, a camp to help bereaved children deal with their grief. Now, thanks to Harvest Howl, the club's annual fundraiser, the club has facilities that support winter programming as well.

## ROTARY CLUB NEWS

### Great Falls Books Bands for Fall Fundraiser

In the announcement Great Falls Rotarians are always keen to hear, **Mike Wier** and **Tom Nelson** announced the bands they now have under contract for Harvest Howl 2018: Sawyer Brown and Sister Hazel.

The Harvest Howl Committee is going in a new direction this year, away from classic rock bands that seldom have the same members as the popular original group to more recently popular bands that still have their basic members intact. Sawyer Brown is the more famous of the two bands, originating in Florida in 1981. They now have 20 albums under their belts, including 3 certified gold albums.

Sister Hazel began in 1987 as an alternative rock band, also originating in Florida. Their hit "All for You" topped the alternative rock charts in 1987, and they have a loyal following of "Hazel nuts" - one of whom, as luck would have it, was last week's guest speaker, Annie Brown! They've now got a more country sound, which has prompted a resurgence of interest in the talented group.

### BILLINGS CLUB PLANTS EDITABLE FORESTS IN LOCAL PARK

The Billings Downtown Rotary Club is partnering with Billings City Parks and Recreation in a pilot project to plant a fruit orchard in Rose Park. This "Editable Forest" will consist of a total of twenty trees and create a prototype for what Billings Parks and Recreation plans for other parks in the future.



The crew of Rotarians got all 20 trees planted in short order in wet and rainy weather. The club plans to continue the partnership with the city to plant more fruit orchards in other parks. This project supports Rotary International President Ian Riseley's goal to plant a tree for each of the 1.2 million members.

## DISTRICT ROTARY NEWS

### Meet new District Governor Rick Moore and his wife Sylvia

After spending most of our lives in Wyoming, Sylvia and I moved to Montana in 2008. I am a Professional Engineer with my own consulting practice specializing in nuclear waste transportation, environmental impact assessment, and community planning and development. After a thirty-year career in medical education in Wyoming, Sylvia has worked since 2008 in various higher education leadership roles in Montana.



Rick and Sylvia at International Assembly.

Being new to Montana, I joined Rotary for the networking opportunities and service to the community that being a member of Rotary provides. It was one of the best decisions I ever made. Through Rotary, I was able to establish new friendships with many people in the Helena area and throughout Montana. Sylvia and I are looking forward to meeting many more Rotarians as we visit your clubs throughout Montana.

We love the opportunities that Montana provides to recreate in the great outdoors. We hike, cross-country ski, and camp. I enjoy fly fishing while Sylvia hikes with our dog Scout. We also like to travel, and recently visited Tasmania on a Rotary Friendship Exchange, gaining new friends from Tasmania due to Rotary!

We have one daughter Jessie who is a Professor at Elon University in North Carolina where she serves as Director of the Center for Engaged Learning. We make trips to North Carolina frequently to visit her.

I am looking forward to serving Rotary this year as District Governor of Montana. Ours is a great District with 40 great clubs. It will be fun to learn about your communities and to see what "People of Action" have accomplished.



Friendship Exchange hike at Cradle Mountain National Park, Tasmania.



**Rotary**  
District 5390



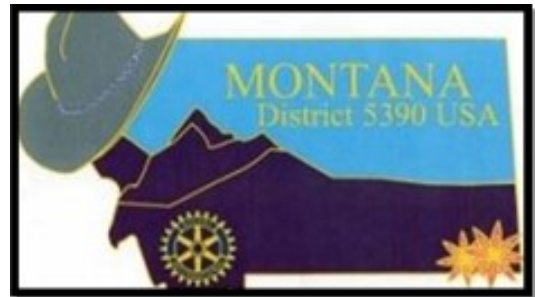
The Rotarian's The 4-Way Test  
*of the things we think, say, or do:*

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

PO Box 1091

Billings, Montana 59103

***Service above Self***



A CENTURY OF SERVICE IN THE BIG SKY STATE



**ROTARY:  
MAKING A  
DIFFERENCE**

*July is  
Start of new Rotary officers' year of service.*