

ROTARY DISTRICT 5390

March 2014
Rotary Literacy Month

2013-14 District Governor
John Stewart and Susan



Rotary

DISTRICT ROUNDUP

G'Day, Montana Rotarians

This winter has been one of those "winters in Montana" that easily led me to reading a book a week. I read to learn about things I have not previously known, to just relieve stress, and to try and out engineer the bad guys in any fast paced mystery novel also.

With all the travel that a District Governor makes, I have taken advantage of books on my Kindle, listened to books on my iPod while driving, and love to also actually hold a real book and turn the pages. With all the printed words so prevalent and technology so available and words available to read, even here in rural Montana, we mostly take it for granted that reading is available everywhere. But, if you stop to think about it, we all know that millions of children all over the world are not that lucky. That is why Rotary makes Literacy a priority in our Service.

March is Literacy Month in the Rotary World. So, please give a gift to help a child read - whether it is a child right in your home town, or a child on the other side of the world.

Yours in Rotary,

John Stewart

DG 2013-14

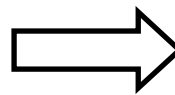
Special points of interest

- PETS Summary
- Club Activities
- Character Building Program
- Rotary's Brand Center

District Conference

May 2-3, 2014

Billings, MT



For information about key District Events, visit www.montanarotary.org

ON-LINE REGISTRATION IS NOW OPEN FOR THE DISTRICT CONFERENCE.

RYLEA RESERVATIONS FILLING UP



Long time Twin Bridges Rotarian Nick Novich and his wife Anne recently celebrated their 62nd wedding anniversary. Congratulations and here's to many more happy years.

Twenty-eight clubs have made reservation so far for the 2014 RYLEA camp being held July 15-19th at Luccock Park Camp south of Livingston. The maximum number of campers is 110. This does not include Junior and Senior counselors, or adult staff members. Approximately 140 total people are expected to be at the camp during most of week. Staff and counselors arrive on Monday, July 14th to receive training and prepare for the arrival of campers on Tuesday afternoon. Slow progress is being made on the kitchen project for camp—replacing the very old commercial dishwasher with a newer model (this is NOT

your home type dishwasher) and providing a newer restaurant size convection oven. Try feeding 125 teenagers three times each day and you will understand these needs. ☺

RYLEA CAMPERS WILL REGISTER ON-LINE FOR THE FIRST TIME

For the first time, **selected** RYLEA campers will be filling out their information for camp on-line. The link will be given to club RYLEA chairs after the first of May. This should help with correctly reading names and e-mail addresses. Ω

"The man who does not read has no advantage over the man who cannot read." Mark Twain



MELTING ICE AND SATELITTES

What do melting ice and satellites have to do with Rotary? Take a look at the Bozeman Sunrise Rotary club and it will make sense.

The club's 2nd Annual Rotary Ice Challenge ended in March when the blue and gold Rotary monument fell through the ice at the East Gallatin Recreation Area. The contest is a 50/50 fundraiser for maintaining and improving the recreation area. The club is in the process of determining whose guess is the closest on when the monument would fall in the water.

Bozeman Sunrise now has a SATELITTE CLUB called Bozeman Sunset. This offers members an alternative meeting venue and time. Stop by on Tuesday evenings, 5:47 PM at the 14 North Restaurant on 14 North Church Street and see how a satellite club can be a great option when a traditional club time just does not fit in your schedule.

PETS 2014 IN DENVER

The 2014 President-elect Training seminar was held in Denver on February 28 through March 1st. More than 60 Montana Rotarians joined another 400+ Rotarians from Wyoming, Colorado and Nebraska. Our district hosted two of the eight visiting PEs from other districts. Our guests were from Hawaii and Spokane, Washington. PETS for 2015 will again be in Denver on February 27, 28 and March 1st at the Renaissance Hotel.

Kathy Schulte from Missoula was one of the PETS facilitators. DGE Roy Beekman had the pleasure of introducing RI President-elect Gary Huang to our group. For more photos from PETS visit our District Facebook page and the High Country PETS web site. At PETS, everyone had a chance to learn more about Rotary Club Central (found in the new My Rotary section of the RI web site). During one district session, PEs and PENs had the opportunity to log in to Club Central and learn about entering club goals and viewing other key club and member information.





Cambiando Vidas

It began 3 years ago ... an amazing offer to fund a series of CV Leadership Training Seminars ... faithfully sponsored & funded by the members of the Kalispell Rotary Club; partnered with the La Peñita Rotary Club and youth from their Schools. It was designed & personally led all 6 times by a very special pair of women on loan to us by their Church's Youth Program in San Diego: Leader Debbie Walton & her Co-Leader, Wendy Hinman. This year's work culminated with the CV teens

taking on politically charged local road repair. What had languished for several years had become a dangerous pot-hole situation. They followed through on their Volunteer Project, met, wrote the script, besieged the town in pairs, business by business, door to door, flagging down cars on the road and raised over \$4,000 pesos, along with Chico's Restaurant owner, Mulé who recruited beach vendors, negotiated for materials and saw the needed temporary repair on to completion. The Cambiando Vidas youth of Chacala consistently demonstrate Community Service above and beyond their responsibility and certainly beyond their years. This friendship, teamwork & citizenship is a new working model for all Mexican people. All too often it goes un-noticed because they do it only to get it done, not for photo-ops or personal recognition or because they have to; right-is-right! The 7th Leadership Day is already funded!! A BIG-BIG Thank You to Kalispell Rotary Members for such faithful devotion to our grateful students' futures! And super thanks to all leaders, mentors & volunteers involved. To learn more, visit www.cambiandovidasmexico.org

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BITS AND PIECES

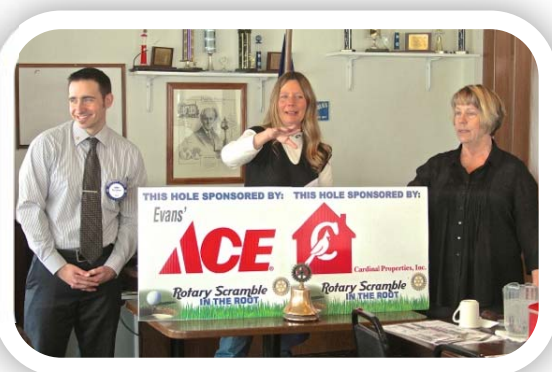
The **Rotary Club of Helena** had a great representation at the February 20th home game at Carroll College. Club members regularly volunteer to work as ushers at college sports events.

Livingston Rotarians had a successful "Sweet Night with Rotary" event in February. \$7600 is going toward their water spray park project. The Children in Need and the scholarship program will receive funding as well.

It has been a long time coming; but, the sign outside of **Great Falls** is finally complete and now lists many of the community organizations and non-profits.



HAMILTON Rotarians are ready for their Rotary Scramble in the Root for 2014. **Beau Johnson, Debbie DenBleyker and Marilyn Morris** are planning the annual Rotary Golf Scramble to be held in June. This year, the proceeds will be given through the "Tough Enough to Wear Pink" program to Hamilton's Marcus Daly Memorial Hospital for support of its Mammogram and Breast Cancer expenses.



CHIVALRY AND THE FOUR-WAY TEST FOR KIDS

A successful program that started with a former Navy chaplain in the late 1990s in Texas, Earlyact Firstknight is spreading to multiple states and helping grade school children learn about ethics, responsibility, respect of others, and the Rotary 4-Way Test. Ten minutes each day of classroom character education has helped reduce bullying and improve grades. The program, is part of an organization call Knights of the Guild, which is a non-Rotary entity. They work with Rotary clubs and districts in many southern states and the program is spreading to other parts of the US.

In the 2012-13 Rotary year, then RI president Sakuji Tanaka personally visited an EAFK school in Houston. He observed a knighting ceremony and helped to confer awards to children.



The program qualifies for Title 1 and Title IV funding as well as Rotary District Grants. There is a cost for the program, about \$10 per student. For more information about the this excellent program as a way to provide a positive influence to grade school children, visit the EAFK Facebook page or their web site at www.eafk.org. Watch the 6 minute YouTube video to learn more about the program and Rotary involvement.

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DECEMBER CLUB MEMBERSHIP AND

FOUNDATION GIVING (from February reports). Foundation \$ is for APF giving only. Total to date: \$78,028

Club (February—45% reported)	No. Members	% Attendance	Found. Goal	\$ Given APF
Anaconda	23	70	\$1200	0
Bigfork			Not Listed	0
Big Sandy	20	71	Not Listed	\$1146
Big Sky			\$4600	0
Billings	199	53	\$20,800	\$4235
Billings West	81	44	Not Listed	\$1470
Bozeman			Not Listed	\$5500
Bozeman Sunrise			\$11750	\$4728
Butte			\$775	\$2750
Columbia Falls	16	42	Not Listed	0
Deer Lodge			Not Listed	\$325
Dillon	20	71	\$680	0
Evergreen	16	88	\$2000	\$1600
Glendive			\$1008	\$430
Great Falls	112	43	Not Listed	\$4850
Hamilton	26	67	\$2700	\$1000
Havre	29	44	Not Listed	0
Helena	71	42	Not Listed	\$2625
Helena Sunrise			Not listed	\$100
Kalispell	113	75	\$13500	\$10570
Kalispell Daybreak			\$8800	\$6877
Kootenai Valley (Libby/Troy)	38	47	\$6000	\$2925
Laurel			Not Listed	0
Lewistown			Not Listed	0
Livingston	33	50	\$2500	\$1577
Malta			Not Listed	0
Manhattan			\$300	\$125
Miles City			\$1980	\$1250
Missoula	123	40	\$6500	\$6549
Missoula Centennial			\$2000	\$1465
Missoula Sunrise	43	63	\$4600	\$2500
Philipsburg			Not Listed	\$100
Polson			Not Listed	\$1600
Red Lodge			Not Listed	\$218
Roundup			Not Listed	0
Townsend			Not Listed	\$1098
Twin Bridges	16	71	\$750	0
Whitefish			\$5000	\$2915
Whitehall	18	66	\$1900	\$500
White Sulphur Springs			Not listed	0

INFORMAL VIBE CAN ATTRACT YOUNG MEMBERS TO ROTARY

(From the March, 2014 *Rotary Leader* newsletter)

Asked to describe the Rotary Club of Toronto Skyline in two words, Amber Anderson chooses “dynamic” and participatory.” Anderson’s club, chartered in April 2012, embraces an informal style that is resonating with Toronto’s young professionals. Launched with 25 members, the club finished 2013 with almost 40. The club formed when several members of the Rotaract Club of Toronto turned 30 and aged out. But, they wanted to continue their connection to Rotary. Anderson and fellow charter member Kevin Quan visited area clubs but could not find the right fit. “We decided to start something new rather than force ourselves into a club,” Quan said. Testing different meeting spots gave the founders a good sense of what kind of setting worked best for the members. “We wanted a private space with a pub feel, not a hotel feel.”

Instead of including the expense and formality of a meal in its meetings, the club charges members \$5 per week which covers a standing order of fries, nachos, and other appetizers. The club has a regular weekly meeting in addition to the opportunity to volunteer. There is a set time when members help staff the local food bank. For fun, they have an annual dart tournament and a battle of the bands at the local Hard Rock Café.

THE 4-WAY TEST

Of the things we think, say,
or do (everyday):

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOODWILL
and better FRIENDSHIPS?

Will it be BENEFICIAL to all
concerned?

Learn more about Rotary at www.rotary.org and www.montanarotary.org



THE NEW ROTARY BRAND CENTER HELPS CLUBS & DISTRICTS PROMOTE ROTARY TO THE WORLD

Launched earlier this month, the Brand Center offers a simple and intuitive way to customize your club logo, create a marketing brochure, or give your newsletter a fresh look. You’ll also find guidelines and answers to frequently asked questions as well as information about why telling our story is important.

“The Brand Center enables everybody to play an active role in promoting Rotary to the world,” says Alan Buddendeck, general manager and chief communication officer for Rotary International.

“What’s exciting is that the site has been designed in cooperation with Rotary members worldwide, which is critically important to the user experience,” Buddendeck says. Here are five reasons you should use the Brand Center:

You can create your own club and district logos featuring Rotary’s masterbrand signature and see your edits in real time.

You can develop professional-looking PowerPoint presentations, press releases, and newsletters that incorporate Rotary’s visual identity. Templates can be customized as much -- or as little -- as you want.

You can find guidelines for using Rotary’s logos and answers to frequently asked questions about our new visual identity. For instance, did you know that your member pin remains unchanged? Or that free fonts are available

along with the commercially licensed options?

You can upload and store the materials and logos you create for future use by creating a basket. Use the Quick Share function to email your basket and share your new materials with members.

You can download broadcast-quality public service announcements, videos, and images to help tell Rotary’s story. Choose from a variety of topics to illustrate including Join Leaders, Exchange Ideas, and Take Action -- our three organizing principles.

“With the new Brand Center, anyone can use the tools and templates to create logos and documents that reflect a unified look, yet are personalized to the club or district,” says Elizabeth Smith Yeats, incoming governor of District 6400, which includes parts of Ontario, Canada, and Michigan, USA. “And they can achieve first-class results without hiring a designer or purchasing expensive software.”

Sign in or register to your My Rotary account to discover all the Brand Center has to offer.

(From the March 6, 2014 “Rotary Leader” newsletter.)