

CROSS CURRENTS
DISTRICT 5580
GOVERNOR, DEBRA WARNER 2017-2018

Rotary  



August/September 2017

Dear District 5580 Rotarians! My husband Ed and I are having a wonderful time traveling around the District and we will have visited 21 clubs by the end of August! Clubs vary in size but all have the same goal of "Service Above Self" as their motto and each club is doing much to Make a Difference in their community and in the world.

Along with visiting clubs, we are attending other events as our schedule allows. We had a blast participating in both the Bemidji and Lake Superior Dragon Boat races. Also, I very much enjoyed attending the dedication of the Fosston Rotary Club Fitness Inspiration Trail and their 5K walk/run! We had fun watching Past District Governor Craig Loughery auction items at their annual fundraiser. He sure puts his talents to work each year to help their club raise over \$15,000! I am looking forward to attending the Brainerd Rotary Club's KINGS FEAST on September 8th. Please let me know if there is an event that we could visit as we would love to be there if our schedule permits. We are honored to represent our District and Rotary International as we visit the clubs. Please follow our travels by "liking" District 5580's Facebook page.

The Rotary theme for August is Membership and New Club Development. Rotary International considers you as a Rotarian one of their greatest assets. As I have been traveling the District, I have been emphasizing not only the importance of gaining members in our district but also the importance of engaging our current members to enhance their Rotary experience. We have a great team at the District working to provide clubs with the information you need to increase membership and to enhance your experience as a Rotarian as well. Please contact our District Chair Don Cavalier (cavalier@umn.edu) with your membership needs.

September is Basic Education and Literacy Month. We know that basic education and literacy are essential for reducing poverty, improving health, encouraging community and economic development, and promoting peace. Basic education and literacy is one of Rotary's six areas of focus. Consider a few of these facts:

- If all women completed primary education, there would be 66% fewer maternal deaths.
- If all students in low-income countries left school with basic reading skills, 171 million people could be lifted out of poverty, which would be equivalent to a 12% cut in world poverty.

Our District Literacy Chair Marge McPeak (mcpeak@northlc.com) is always looking for interesting literacy projects that are going on in our District. If you have something to share, please contact her.

We are so excited to host a **One Rotary Summit** in our District. This 3-hour program is about the synergy between Membership, Public Image and Humanitarian Service (The Rotary Foundation). You will return to your club with tools and strategies to implement the "People of Action" public image campaign, and this year's theme "ROTARY: MAKING A DIFFERENCE" while gaining a better understanding of how membership, public image, humanitarian service and supporting The Rotary Foundation work together. The dates are:

-September 30th from 9-12 pm in Duluth MN at the Holiday Inn

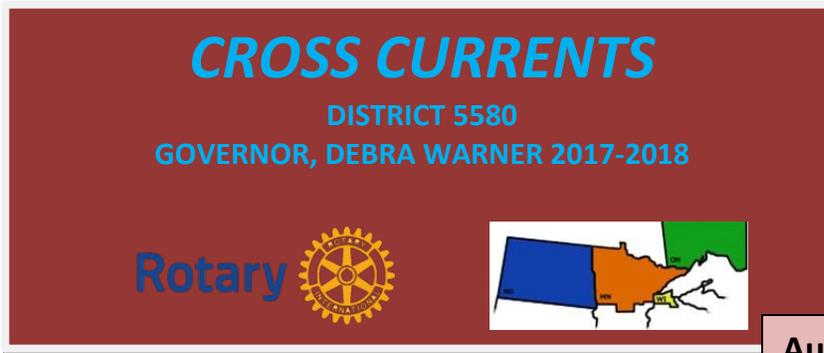
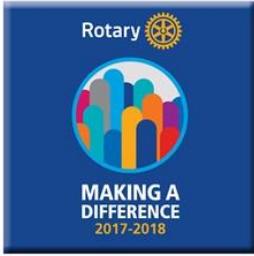
-October 21st from 9-12 pm in Fargo ND at the Holliday Inn

We will be sending you via email the information needed to register for this event. **Please join us!**

World Polio Day is October 24th, 2017. I have a goal for our District to have every club host an event to let our communities know what Rotary has done to eradicate Polio in the world. Ben Jagim from the Fargo Moorhead Evening Club is chairing this event and will be sending each club information on how to hold the event in your area.

Our District encourages our clubs to conduct Visioning sessions to envision what their club will look like in the next 3-5 years. This year we held a District Visioning session on August 19th, in Grand Rapids, MN. Our District Visioning Co-Chairs Molly Herrington and Cheryl Knudson along with Dave Long and Past District Governor Robert Russell designed and facilitated a visioning session customized specifically for the District. We assembled a cross section of ages, gender and District geographic areas to be on the team. The next step is to put together the action plans for each of the areas. We will keep you posted on the progress! If your club would like to learn more about Club Visioning, please contact Molly Herrington (molly.j.herrington@gmail.com) or (cheryl.knudson@gmail.com).

We have decided to combine the August and September newsletters and have a goal of the newsletter subsequently coming out the last week of each month from this time forward. We are always looking for exciting articles from District clubs and members. If you send an article, we are asking that you send a summary of the article when submitted. It was a suggestion by a club we visited; they thought it would increase the number of "hits" and article would get if the reader knew more about the contents of the article. We are always interested in suggestions to improve the



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newsletter so please send your comments to either Warren Bender our newsletter editor bttt817@hotmail.com and to our District Executive Secretary gloriad55580@outlook.com. Warren Bender, Cross Currents Editor, asks that **ALL ARTICLES** be Word docs and that they be submitted by the 20th. Please email to both Warren Bender and Gloria Mink. Have a wonderful fall. Ed and I look forward to meeting many more Rotarians in the upcoming months.

YOUR HELP NEEDED!

District 5580 Rotarians! As we all know, Hurricane Harvey has devastated large areas of Texas and Louisiana and hundreds of thousands of people are under evacuation; shelters are bursting with people who need our help as Rotarians. Rotary International President Ian Riseley states that Rotary empowers us to help those who need us most and gives us the ability to make a genuine impact. Just think of the impact that will occur when Rotarians from around the world step up to help with this devastation. I am asking that our clubs and individual Rotarians do what they can to help with this cause. District 5930 has created a disaster relief fund for donations:

https://www.rotary.org/en/texas-district-collects-emergency-funds-hurricane-harvey-victims?adbsc=social_20170828_1764151&adbid=902293388975783936&adbpl=tw&adbpr=4432431

As always, thank you for stepping up to help those in need. I am proud to be a Rotarian!

Yours in Rotary Service,
District Governor 2017 - 2018
Debra Warner

Rotary District 5580 appoints McKenzie McFarland District Chair of Rotaract 2017-2018



McKenzie McFarland of Walker, MN has been appointed chair of the District's Rotaract Committee. Rotaract is a division of Rotary for young people between the ages of 18 and 30. District 5580 has 7 Rotaract Clubs. It includes clubs in Minnesota, North Dakota, Wisconsin and Ontario, CA.

McKenzie has been involved in Rotary as an Interact member (High School age groups of youth under the sponsorship of Rotary) of the Walker, MN Interact Club since the age of 12. Walker Interact Club is sponsored by the Walker, MN Rotary Club. McKenzie was active in the Walker Rotary Club as well as in Interact.

Interact offers youth opportunities for volunteer work within their communities as well as the opportunity to be involved in International work through travel and fundraising events. The Walker Interact club has helped support a school in Honduras for many years by raising money for school supplies and books for the students. Also through Interact, McKenzie was offered the opportunity to attend RYLA (Rotary Youth Leadership Award) which is a weeklong camp that teaches leadership skills and builds relationships with youth throughout District 5580.

After graduating from High School in Walker, MN, McKenzie has moved to Duluth, MN to attend college. There she has joined the University of Duluth Rotaract Club (now named Twin Ports Rotaract Club) and continues to do volunteer work with that club which is sponsored by Duluth 25 Rotary Club. While involved with the Twin Ports Rotaract, she has travelled to Guatemala to help build a school, worked on club

projects in the Duluth area and served as the Social Media Leader of the club. She has continued to attend Rotary meetings as well and was named an Administrative Assistant of the Duluth 25 Rotary Club.

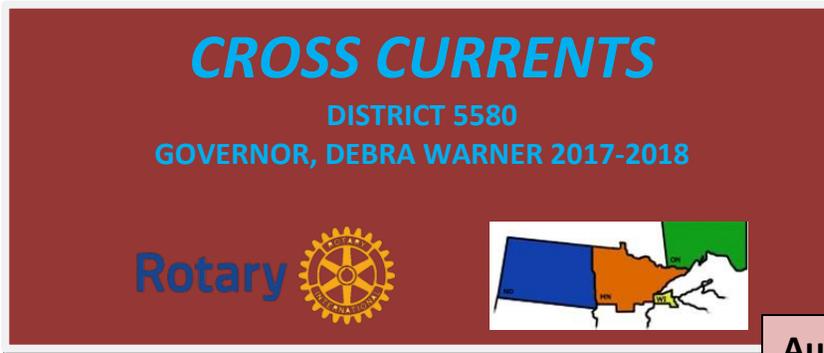
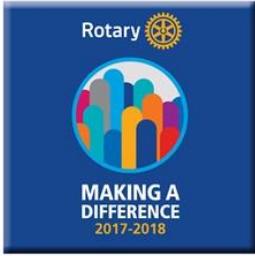
She says, "this has shown me the inner workings of Rotary and all the wonderful things that they do."

As the District 5580 Chair for Rotaract in 2017-2018, McKenzie will be travelling and speaking to Rotary and Rotaract Clubs throughout the district and will be helping to form new Rotaract Clubs at colleges in the district. She will also serve as the Community Outreach Leader for the Twin Ports Rotaract Club.

McKenzie says that she "will always be grateful for the opportunities the Walker Rotary Club and its members have given me." She looks forward to many more years of service within Rotary.

Submitted by:
PDG Claudette Holly
Walker Rotary Club

SAVE THE DATE:
One Rotary Summits
September 30, 2017
9:00 am - 12:00 pm
October 21, 2017
9:00 am - 12:00 pm
World Polio Day
October 24, 2017



August/September 2017

**Blaine Johnson
DISTRICT GOVERNOR ELECT**

**MEMBERSHIP AND NEW CLUB
DEVELOPMENT MONTH**



Membership must be a focus year around, but August is the month to really put the importance of our membership up front and center. It has the spotlight.

ATTRACTION and **ENGAGEMENT** are vital to our success, but we must also be proud of and celebrate our own members, the Rotarians who have made a difference in our clubs, our local communities, and our world. There is no magical answer to increasing membership, it takes hard work and a willingness to share your own passion for this organization with everyone. Some membership tips and trick are given below.

Start Seeing Red Cars.

You get more of whatever you focus on. All Districts whose membership increased last year had 100% of their Clubs reporting their membership goals. Reporting goals obviously does not generate new members, but setting those goals and striving to achieve them helps to make membership a priority. o Watch the video “The Seeing Red Cars Mindset”, a 13-minute motivational video about dynamic change. <https://vimeo.com/38496565>

When you focus on membership, you start to see opportunities to achieve membership in all that we do – the way we present ourselves, the service we give back, the programs that we hold.

When it comes to membership **ATTRACTION**, knowing your audience is

important to determine the pool of potential Rotarians. Rotary’s research identifies the two major reasons people join Rotary as a desire to give back to one’s community (Making a Difference) and fellowship (Making long lasting friendships – The Original Social Network). Seek out others than care about their communities, be welcoming to new community members who need to make connections, and for those who have retired or are contemplating retirement, consider who their replacement will be and make sure to invite them. Review the club’s current list of classifications. Which ones are missing?

When it comes to membership **ENGAGEMENT**, knowing your audience is equally important to keep our Rotarians active and interested. What talents do our current members hold? What are our members already passionate about and do the clubs service projects align with those passions? Allowing our members to share their passions with others will motivate them to participate and that passion is absolutely contagious. Is there a particular cause that your members can get behind?

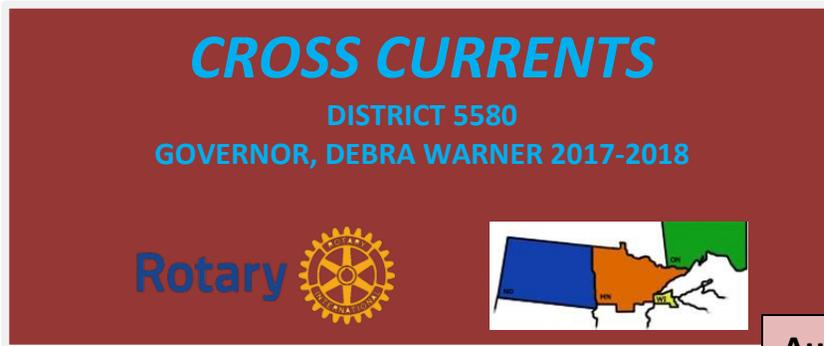
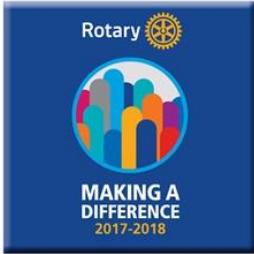
Think about the Return on Investment. I have always been inspired by those Rotarians who have been passionate about Rotary for 40, 50, and even 60 years. But do the math. To be a Rotarian for that long they had to start young. To keep actively engaged for that long, there has to be a sense of purpose, something that gave them a feeling of fulfillment. Indeed for many of us we have benefitted from belonging to this amazing organization. Many of the same reasons that kept those Rotarians engaged a half century ago remain true to the next generations of Rotarians. Have some of the long-time members do

classification speeches again. Let them share the benefits of membership and offer the reasons they have stayed.

Perhaps that benefit was the ability for a young professional to make contacts with community leaders and seasoned professionals which then developed into lasting friendships - connections that helped turn a career into a success or built relationships outside of one’s peer group. Maybe it is seeing the many contributions that the club has made to the community and being proud of the good that Rotary does. Whatever it may be, harness it and share it with others.

Don’t be selfish. Consider the many ways that we have each benefitted from belonging to Rotary. These benefits were not ours to keep to ourselves. They were intended to be shared. We received these benefits because someone was willing to share them with us. I am continually thankful for kindness of Cliff Gardner who asked me to join Rotary nearly 14 years ago. Every one of us has a Cliff in our Rotary story. Someone who wanted to share the benefits of a life changing organization with those who could also make a difference. Think of the many others in our circles that might also benefit from membership, and try to find one good reason why they too shouldn’t receive the benefits of belonging to Rotary.





August/September 2017

Superior Sunrise Centennial Rotary Club



is looking for a Rotary Club and /or Individual Rotarians to help us complete our fundraising Goal for Tanzania 2018. We are currently at 88% of our goal.

Grant Request #GG1749649 is for the purchase of X-ray equipment for the village hospital of Orkesumet, Tanzania, Africa. This Grant Request is a partnership with the Arusha Rotary Club of Tanzania and is being initiated by Robin Peterson in Arusha.

The following clubs have committed the majority of the funds to date:

- Superior Sunrise Centennial
- Virginia Rotary Club
- Duluth Club 25
- Duluth Harbortown
- Superior Club 40

We have \$1,773 to go. The ultimate fundraising goal within clubs and/or individuals is \$15,273. With matching funds from District 5580 and the International Global Grant we will provide \$53,455 toward this International need in Tanzania. We are looking for a club and/or for individuals to help us. Checks can be mailed to:

Superior Sunrise Centennial Rotary Club
C/O Douglas Score, Treasurer
227 W. 1st Street, Suite 700
Duluth, MN USA
55802

Memo should say: for Tanzania 2018

There is also a “boots on the ground” plan being coordinated for July of 2018. Please call or email for details.

Our Grant Request can be viewed on line at rotary.org

Our Grant Request is #GG1749649.

If there are questions please contact Paul Frost at (218) 343-5437 (Cell) day or evening. You also may email at paul.frost@krausanderson.com

Kind Regards,
Paul Frost

Orkesumet Hospital X-ray Unit, Tanzania

July 2018

Orkesumet Hospital is a new church district hospital on the South Maasai Steppe of Tanzania that serves a vast undeveloped area. It is the only center that offers blood transfusions, surgery, and x-rays in a radius of 200 miles. The Tanzanian government provides staff salaries and medicines for the hospital, but the buildings, equipment and administration are provided by the Evangelical Lutheran Church of Tanzania (ELCT).

Challenges of doing medicine in Orkesumet include the following:

- it is difficult to get committed and qualified medical staff to live in rural areas.
- malnutrition of women and children occurs yearly during the 5-month dry season
- the semi-nomadic Maasai are too dependent on livestock and need to diversify.
- men control resources and generally undervalue women’s education and empowerment.
- new ideas such as family planning and prompt medical treatment are adopted slowly.
- rapid population growth is causing new economic, social, and environmental stresses.

- some cultural traditions such as polygamy and early teen marriage undermine women.
- technology and rapid change are threatening nomadic cultures, languages, and values.

Dr. Steven Mchau is a Tanzanian radiologist and experienced physician who has served 30 years in remote areas. He does thousands of ultrasound studies each year. For x-ray studies he has been using an ancient machine which does not meet current radiation safety guidelines. He urgently needs a new machine.

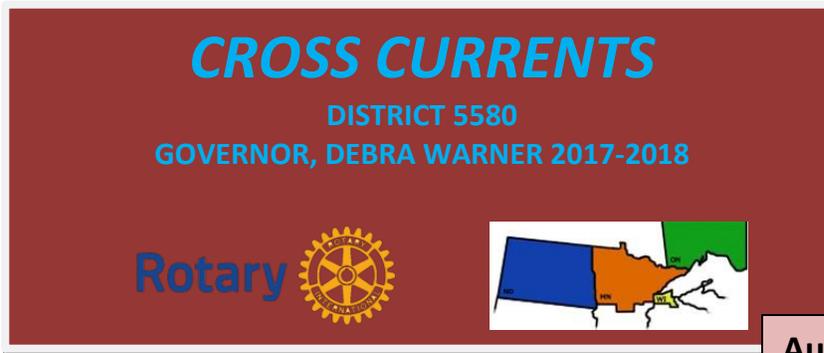
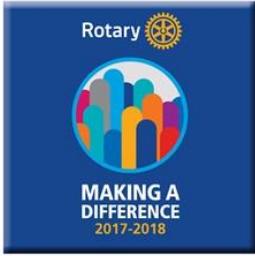
Global Health Ministries of Fridley, Minnesota recently sent a new Quantum x-ray machine from Samaritan’s Purse configured for the Third World to Madagascar. It has stored backup power to allow it to work during power outages which are frequent in Tanzania. The cost of a new machine is approximately \$30,000.

ELCT Health Technical Services install and maintain most of the x-ray units of the 27 ELCT Hospitals. They installed a unit from Minnesota that was shipped to our HIV treatment center in Mto wa Mbu and which has been working nicely for over one year.

Various other donors are contributing \$20,000 for the construction of a new x-ray building which will meet the requirements of the National Radiation Commission. Global Health Ministries would facilitate the purchase, shipping and installation of the x-ray unit.

Doing medical and development work in Africa is exciting because often events, resources, and people come together in amazing ways. Would the Rotary Clubs in the Twin Ports area consider helping the nomadic Maasai of Orkesumet and Dr. Mchau with a new x-ray unit?

We would also ask for a work crew to come to Orkesumet and encourage the hospital with painting and renovation work for 10 days (possibly finishing work in the new x-ray unit).



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Watch this funny, local 3-minute Rotary video - your club can use this video too

Dear District 5580 Rotarians,
 The 5 Fargo-Moorhead Rotary Clubs and District 5580 (with the support of PR Chair Craig Loughery) have produced a funny 3-minute professionally produced video entitled "What is Rotary?" Here is the link: <https://www.youtube.com/watch?v=coqag4TufB0&t=6s> Take 3 minutes from your day to watch this - you won't regret it! There were over a dozen Rotarian actors in the video, and it's already the 18th highest ranking video in the world under the Google / YouTube search on "What is Rotary?"
 The best part of all is that this video can be made available to YOU and other Rotary Clubs who want to localize it to your local region. We would replace the "fmrotaryclubs.org" URL at the end of the video, and replace it with your club's (or region's) URL. If you would like to do this, please contact Heather Ranck - haranck@yahoo.com - from the Fargo Rotary Club and the cost to your club or region will be \$200 to cover video production and administration costs. As part of this video production announcement, the FM Rotary Clubs have also put together a 5-club landing page www.fmrotaryclubs.org so that prospective members can find information on all 5 clubs in the region in one click. Holly Anderson Battocchi from the FM-PM Club has put this website together.

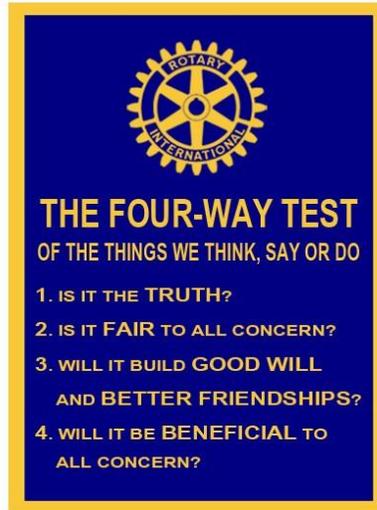
Best regards,
 Heather

THREE GENERATIONS OF ROTARIANS



Pictured left to right are Grandson Ben Damberg- Superior Rotary #40, Father John Damberg- Past District Governor, and Son Paul Damberg- Superior Rotary #40.

ROTARY FOUR WAY TEST of the things we think, say, and do.



**ROTARY'S
 Areas of Focus**

