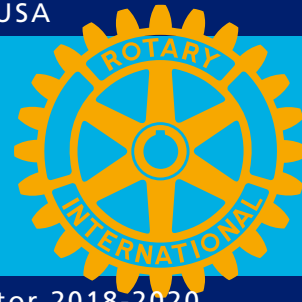




# Rotary

## ZONES 21 - 27



Larry Dimmitt, RI Director 2018-2020

JANUARY 2019  
Number 3

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## Rotarians focus on Peace is growing

by Martin Limbird, PDG D 5440

**O**n July 1, 2017, trustees of The Rotary Foundation approved a ground-breaking initiative to raise support for Rotary's peace-related activities. It is called the Peace Major Gifts Initiative (MGI) action plan.

In addition to the Rotary Peace Centers, the Peace MGI seeks endowed and

opportunity to engage and re-engage some of Rotary's most generous donors.

Zone 21b/27 Rotary Director Larry Dimmitt gave this initiative a major boost in connection with the 2018 Zone Institute in Boise Idaho. Director Dimmitt approved collecting data from institute attendees regarding their interest in the respective



*Rotary Peace Fellows exchange ideas on the University of Queensland campus in Brisbane, Queensland, Australia.*

directed gifts and commitments for global grants in the Peace and Conflict Prevention/Resolution Area of Focus.

It will also raise support for new peace-related programs and partnerships that have been approved by the Trustees.

Outright and bequest contributions will be sought for visionary projects that further Rotary's mission as it relates to peace, such as the Rotary Peace Symposia held in various locations around the world. Finally, the expansion and refreshment of the Rotary Peace Centers and related activities create an

Areas of Focus. Over fifty of the institute attendees selected Peace as their primary area of interest.

"By knowing peace is their major interest, district and zone leaders can engage Rotarians more productively" said PDG Martin Limbird, a member of the Peace MGI committee and the Rotary Club of Fort Collins, Colorado. "I welcome invitations to meet with interested Rotarians individually or for club and district events".

For further information, contact Limbird at [rotarymartin@comcast.net](mailto:rotarymartin@comcast.net) or by phone to 765-744-9137.

# A Message from your RI Director

by RI Director  
Larry Dimmitt  
larrydimmitt@gmail.com



I want to encourage each of you to attend the International RI Convention in Hamburg in early June. President Barry Rassin has an exciting convention planned and our Zones need to be well-represented. Go to [Rotary.org](http://Rotary.org) for more information and to sign up. And I want to invite all of you to attend the Zone Institute for the zones

you will be associated with after July 1, be it Denver for those joining new Zones 26 and 27; Fort Wayne, Indiana for those joining Zones 30 and 31; and Overland Park, Kansas, for those in new Zones 25B and 29. These events will greatly enhance your Rotary experience and help you get acquainted with your new Rotary friends. Due to realignment, Zone web sites are being updated to provide information about each Zone Institute.

## HELLO fellow Rotarians!

I hope this message finds you doing well as we begin the New Year. The year 2018 is now in the “record books,” and we Rotarians in Zones 21B and 27 can be very pleased with many of the things we accomplished this past year. We have worked hard to improve Membership, our support for the Foundation and service initiatives are outstanding; and we are exploring new frontiers for promoting Rotary’s Public Image. We must now look to the future and the challenges and opportunities that lie ahead. And of course this reminds us of the many changes that are underway as we prepare for realignment of our Zones, effective July 1, 2019. I am counting on each of you to approach this exciting period with enthusiasm and a positive spirit, as we work together to make the Zone transition happen as smoothly as possible.



## No Secrets in Rotary

by Lynn Perez-Hewitt, Zone 27 ARPIC, District 5450 Membership Chair 2018-2019

Rotarians are way too good at keeping secrets. About themselves. People of Action is the opposite of a secret. Here’s an example of a secret that isn’t one anymore and why. I read about a generous investment the Pikes Peak Rotary Club made with their Foundations funds. Where did I read it? The Friends of Mueller State park e-newsletter. It was the LEAD story! The small Rotary club in Woodland Park, CO funded 600 low-income 5th grade students in Colorado Springs so they could visit the state park 45 minutes up the road on the west side of Pikes Peak.

As soon as I finished reading, I forwarded the newsletter to my colleagues in that District, so they could share the story. Not only the story of the students, the story that a small club solved a problem, invested in the larger community, and introduced kids who would not have visited that State Park, to a spectacular place in the glorious countryside west of the homes.

I imagine many Rotarians, like my husband and I do, support multiple agencies and good works. Here’s an idea, if you can connect Rotary with one of your chosen agencies, not only do it. TELL US ALL.



## Zones 21 -27 Rocky Mountains and the Plains

# Rotary Confidence

by Michela Swarthout, Zone 27 ARPIC, D5400 PI Chair, Website Manager extraordinaire

It started with the unfashionable and ill-fitting Rotary merchandise. I'm a proud Rotarian, but I'm also a young Rotarian. I want to bring brand awareness and recognition to my peers, but it's hard to feel confident doing so when my only offerings are oversized polo shirts, \$80.00 windbreakers or atypical-to-my-personality rhinestones. I eventually found myself where every frustrated online shopper meanders to: eBay. At least there perhaps I could find something with history that made it worth it to venture outside of my style comfort zone.

Nope. Apparently Rotary vendors have been using the same patterns since the 1950's. Which makes sense considering women weren't inducted until the 80's. I guess the industry just hasn't caught up yet.

"Accessories," my mind thought, "maybe I could evangelize if I just had some cool accessories!" The same searches turned into same result. "Wait! What about shoes?" I turned to Google. It didn't take but a few pages to joyfully find a club that had been selling Toms-style shoes printed with the Rotary logo. I clicked to add them to my cart. Nothing happened. I impatiently and slightly hysterically clicked a few more times. Still nothing. Scrolling further down the page, I found that it hadn't been updated in four years. My one salvation for incorporating Rotary into my wardrobe had been abandoned editor's note: as a Public Image Chair

I feel it necessary to point out that it's better to have no website at all than an outdated one - it represents its entire organization as inactive, too. This goes for social media and printed materials as well).

If you ask my partner, he'd tell you that I always find solutions to problems,



whether for good or bad. You can also just look at the crooked shelves in our home or holes where I first attempted to place them without using a stud finder. That's what I did with my shoe problem. I ordered a pair of red high tops and two End Polio Now patches. When they arrived, through quite a bit of trial and error, I got those patches to stick and eureka! I had a way to wear Rotary.

It wasn't long before dozens of people were asking where they could buy them. I explained my method and they hoped I would just sell the end product instead. That's when I realized these shoes could fulfill two needs: 1) to feel confident in wearing branded merchandise and 2) to eradicate Polio. So, I bought more shoes and more

patches, spent all summer gluing them together, then sold them above cost with the proceeds of each shoe going directly to PolioPlus while their showcasers built public awareness for the cause.

Since then I've sold over 200 pairs of shoes, from Idaho to Australia. That equates to almost net \$6,000 to PolioPlus, which doesn't include the Bill & Melinda Gates Foundation 2:1 match. It was hard work, but well worth it.

200 pairs is great, but there are far more than 200 Rotarians in the world, and Polio is not yet eradicated. I've since traded my glue in for a professional shoemaker and version 2.0 has come to fruition! In addition to the End Polio Now logo, it also has the Rotary wheel on the heel, a comfort insole and the phrase

"Be the good you want to see in the world" printed inside to remind us every day, before stepping out into the world, that we've got to be People of Action to make things happen.

I am not a shoe salesman and it won't be easy to get to my goal, but to me it's worth it for the significantly higher fundraising, increased public awareness, and the people I'll continue to meet and collaborate with around the world. Plus, I get to help members reach their annual PolioPlus goals by applying the donation amounts to their Rotary IDs. That sounds pretty beneficial to all concerned if you ask me.

To learn more, visit the following web site: <https://rotary5400.org/page/stomp-out-polio/>

# District 5610 Celebration Conference

by David Lorenz, District Governor, District 5610



*Greg and Pam Podd with PDGs – Greg and Pam Podd were honored guests at a special reception for their contributions and friendship to District 5610. The Podd's are pictured with Past District 5610 Governors in attendance and Dale Schultz, DG of District 5630.*

**R**otary District 5610 celebrated their annual conference in Vermillion, South Dakota, September 28 and 29, 2018. Governor Dave Lorenz presided with the able assistance of conference co-chairs Mary Merrigan and Charles Lubbers.

Approximately 215 Rotarians and guests were in attendance as Vermillion Rotary Club hosted the event on the campus of the University of South Dakota. Ninety-two percent of the District 5610 Rotary clubs were represented!

Former Rotary International Vice President Greg Podd represented President Barry Rassin at the conference. In addition, the inaugural class of District 5610 Rotarians of Distinction were honored for their dedication to their Rotary club and their community.

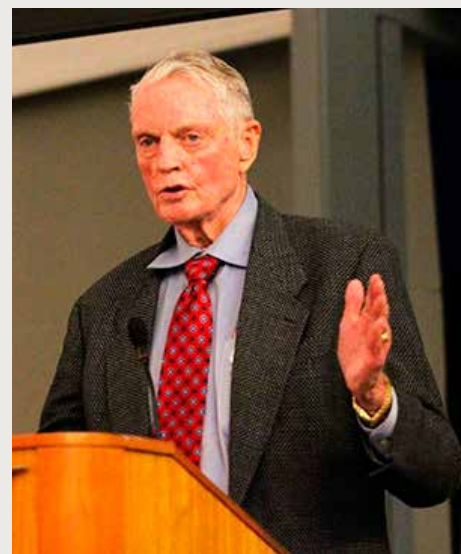
Governor Dave had set a challenge of raising \$5610 for Rotary charities during the conference. Conference attendees generously raised over \$7100 through a silent auction,

photos with Coach Tom Osborne and Polio Plus table envelopes at the Rotary Foundation luncheon. The money was donated for 2019 Great Plains RYLA registrations, Polio Plus and Hope Haven.

In addition to generous business and corporate sponsorships, the City of Vermillion opened their arms and welcomed conference guests to events at the National Music Museum, the Valiant Vineyards and Buffalo Run Winery, the city's annual Oktoberfest celebration and the downtown sculpture walk.

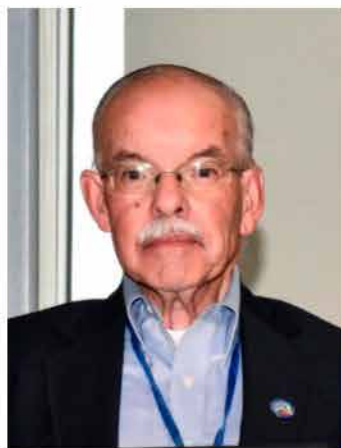


*Former District 5610 Governor Pat Sutliff receiving the district's most prestigious award, the Roger Kozak Award, named after the late PDG Roger Kozak*



*Legendary Nebraska football coach Tom Osborne speaking to a packed house at the 5610 Rotary banquet.*

# 2018-19 ♦ Rotarians of Distinction ♦ District 5610



**Dan Bechtold**  
Winner, SD



**Willie Gruenwald**  
Clark, SD



**Milt Haar**  
Yankton, SD



**Reva Johnson**  
Brookings, SD



**Arlene Kuehl**  
Sibley, IA



**Tahiry Razafimanjato**  
Spearfish, SD



**Dar Snortum**  
Canby, MN



**Gary Steuck**  
Mobridge, SD



**Colin Tague**  
Sioux City, IA



**Duane Waack**  
Sioux Falls, SD



**Rotary**



# District 5710 Works to Increase Membership and Foundation Giving

by Adam Ehler, PDG D5710

Just like most of you, District 5710 (eastern Kansas) has been working fitfully to combat the membership conundrum.

Some years we have mild success (three “plus” years in the recent 14), and many years we don’t (declines ranging from -.4% to nearly -4%). And like most of you we’ve had dynamic District Membership Chairs, exhaustive plans with calls to action, and aggressive rosy beliefs from each incoming class of club presidents.

While the membership problem has been mostly unsolvable, our district has absolutely excelled in cultivating our very generous ranks. A closer look into the data—a steady-ish decline in membership, steps and spikes in giving—offers reinforcement of two concepts.

1. Rotarians are inherently committed and generous. It is a privilege to be a part of the world’s greatest service

club, and the impact that our small donations has upon the world is remarkable.

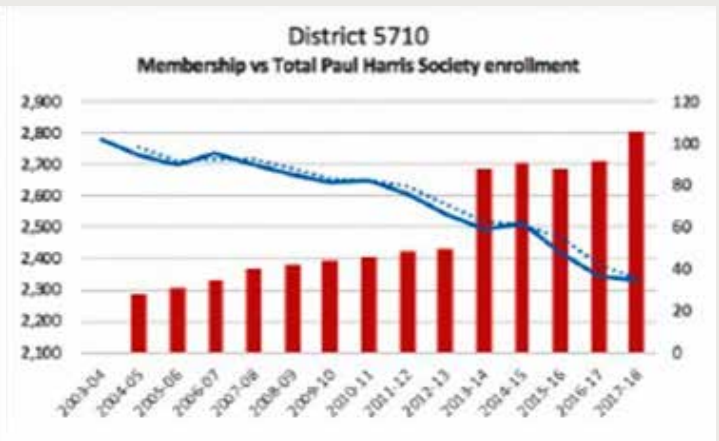
2. Events and programs to educate and foster giving really move the needle effectively.

In February of 2014, we hosted our District’s inaugural “Million Dollar Dinner” with honored host Rotary International President Ron Burton. Eligibility to attend the dinner was earned through a new gift or pledge of at least \$10,000 to The Rotary Foundation. This, as illustrated, created a big (and sustained!) jump in Paul Harris Society memberships and in planned giving.

In May of 2018, we conducted a “Drive for 45” new Paul Harris Fellows. We eclipsed our goal, and the campaign elicited 67 (new!) Paul Harris Fellows. Rotary International President Ian Riseley helped recognize the new donors at a district visit at the month’s

end. The strong assumption is that these Rotarians, who began to embrace the significance and efficiency of The Rotary Foundation, will continue to feel good about that donation through future years.

We are very proud of our generous members. But again, like you, we need more of them. Or more of us, I guess. And how do we get there? Well, we are working on a multi-year strategic plan. At its most simple, a clear plan—for membership, foundation support, public image—concentrating perhaps in different ways in different years can be a roadmap to success. While “rotating” annual leadership is one of Rotary’s greatest assets, it can be even more effective when district and club leaders work toward the long game. Our Strategic Plan will get these concepts lined up, and raise the three areas (especially Membership) to the levels we’ve reached in Foundation support.



# JustServe.org

Discover Volunteer Opportunities



## SEARCHING FOR FRESH SERVICE IDEAS FOR YOUR DISTRICT? TRY JUSTSERVE.ORG.

**M**any of the clubs in District 5400 were scratching their heads wanting ideas for new and fresh

service projects. Then we heard about Justserve.org. A number of our clubs starting using the site as a resources both to find new project ideas and to post club projects to widen community involvement. Justserve.org is a free volunteer matching service open

to all clubs, faiths, non-profits, civic groups, governments, schools and other organizations across the country.

Justserve.org is a place where you can post volunteer needs. It's a way for Rotary clubs to post club projects to leverage more partners and get more people involved. Anyone can register on the site for free. Any group or organization can post projects for

free. There are no fees for this service. Fundraisers and political advocacy projects are discouraged but projects that invite collaborative side-by-side service efforts that build community and assist the poor and needy are warmly encouraged. Check out the site today. It might be just what YOUR clubs are looking or! For more information contact Rich Kirkham, DGE 2019-20 D5400 at 208-251-6570 or email [vrich@richkirkham.com](mailto:vrich@richkirkham.com)

## Will District Governor John Hathaway shave his beard?

**T**is the season for giving! In District 5910 it's also a season for taking away – Santa's beard!

At the beginning of the Rotary year, District Governor John Hathaway issued a challenge to the 39 clubs in his District to help raise \$1,000,000 for the Polio Plus campaign.

If clubs and individuals in the District could raise \$166,000 for the campaign by the opening of the District Conference in early April, John would have his beloved beard publicly shaved off.

A Rotarian in the District has pledged to match each District donation dollar for dollar and when

this combined amount is matched two for one by the Bill and Melinda Gates Foundation, more than \$1,000,000 will have been committed to the eradication of Polio!

The Rotarians in District 5910 must want to see what Santa looks like now without his beard because, as of December 9, 2018, \$133,809 of the \$166,000 has been raised! Stay tuned. We promise to have a video of the shaving event at the District Conference.

*DG John Hathaway at Macy's at the Woodlands, TX. December 2018 with beard and December 2012 without beard*



# World Polio Day in D5390, Billings, MT

by Linda Peterson, Zone 27 Regional Public Image Coordinator

Here's a look at creative uses of the Zone EPN and Be the Inspiration banners at a World Polio Day promotion in Billings, Montana. More events displaying the banners are scheduled through the spring PETS and District conference events in 2019.

Let me know if you want to get on the list!

Linda Peterson, Zone 27 Regional Public Image Coordinator  
[Linda4Rotary@me.com](mailto:Linda4Rotary@me.com)

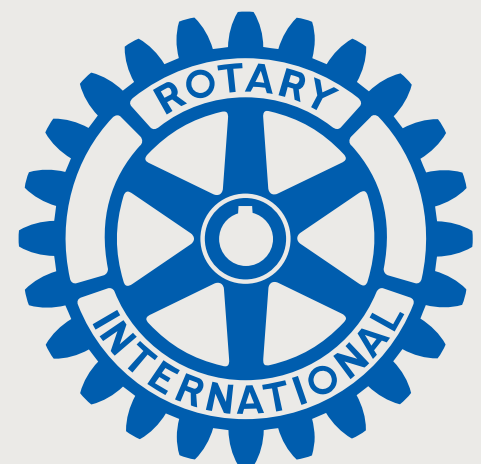


# This Year - Make a Fashion Statement for Rotary!

by Lynn Perez, ARPIC, D5450, Membership Chair 2018-19

If you can, choose to make your statement on Saturday, February 23, 2019. That's WORLD ROTARY DAY. Thanks to eClub1 in District 5450, I'll be wearing a blue T-shirt emblazoned with the message of World Rotary Day. I won't be alone. My fellow eClub members will be wearing their fashion statements literally all over the world.

You can join us. Visit the eClub1 website here <https://www.rotaryclubone.org/donation/world-rotary-day/> And purchase a T-shirt. Tell your friends. Plan a party, go to a restaurant, a park. Be visible. Better yet; Be People of Action wearing your fashion statement T-shirts. Post your pictures on FaceBook, Instagram, Twitter. You have just enough time. Order your shirt today and plan to be in action on February 23, 2019.





# Public Image is working and the “Luck of the Draw” in District 5730

by Dan Linebarger, Governor D5730



**T** Les Gattis, an AG in District 5730 has been chosen (by a drawing) to ride on the Rotary Float in the Rose Bowl Parade! Les has been a Rotarian since 2001 and

implements Rotary into his everyday life as a crop insurance salesman, father and husband. Les has served in every capacity in the Plainview Texas Rotary Club and brings to Rotary an infectious smile and personality that lights-up the room. Please give him a wave on New Year’s Day, as he will be waving at you first!

As First Lady Kim and I near the end of our club visits, one thing has become very apparent to us and that is the importance of Public Image. Clubs with a strong, vibrant and current public image in social media such as Facebook are seeing positive results. On three separate occasions when she and I were visiting clubs and inducting new members, I had some most surprising conversations. Purely at random at the end of a few meetings, I simply asked one of the new Rotarians who had asked them to join Rotary. All three, from three different clubs and on three different days all said the same thing: “Nobody.” What? I asked!. All three of them coming to Rotary had a common thread; they wanted to become more involved in their

respective communities and had done some “Googling” to see where they could volunteer in local service work. Search engines led all three of them to their local Rotary Club’s Facebook page. They liked what they saw and simply showed up to a meeting to learn more. I had this same experience with a young engineering professional that came to my home club in Midland. After being transferred to Midland from Houston with an oil company, he wanted to get involved in the community. He liked the Club’s Facebook page, joined the club and now is over all of the club’s service projects. Take advantage of Facebook, Snapchat, Twitter etc. to let the World and especially your community know what your Rotary Club is doing.

## Clubs are Ground Zero for Promoting the Public Image of Rotary

by Linda Peterson, Rotary Regional Public Image Coordinator, Zone 27

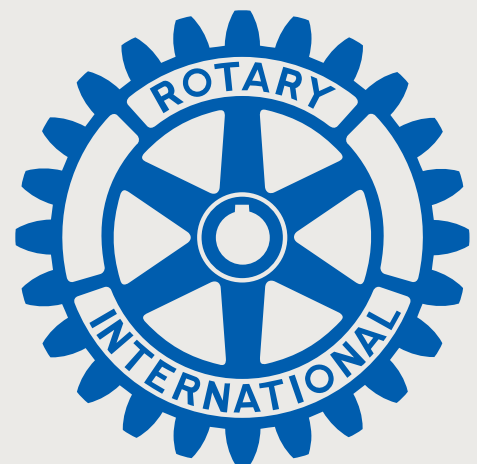
**W**hile presenting about marketing Rotary at many clubs in District 5610, the fact that public image of Rotary starts at the club level was driven home to me and the Rotarians present. District and Zone leaders may learn how to promote. They absorb the message and understand the need to promote. But it’s the clubs that have the local media information, contacts and public reach necessary to implement the messages.

The marketing department at Rotary headquarters has done a marvelous job of preparing advertising materials in many forms, sizes and languages. All we need to do is adapt the materials for our local market and ask the media to put the ads

into play. Many media outlets will do so as public service announcements (PSAs) at little or no cost.

What are YOUR clubs doing in the local media to promote Rotary’s People of Action campaign, End Polio Now campaign, and promotion of club events and fundraisers? Please let me know if you have questions about the materials, or need tips on contacting the media. Also, send me the links to media messages currently in play, and any other marketing being conducted in your Districts.

Linda Peterson, Zone 27 Regional Public Image Coordinator  
[Linda4Rotary@me.com](mailto:Linda4Rotary@me.com)



# Kansas governor issues proclamation honoring Kansas Rotary and World Polio Day

by Blanche Parks, Governor, D5710

**K**ansas Rotary District #5710, in its first district wide event for Polio Plus, celebrated World Polio Day at the historic and recently renovated Kansas State Capitol Building on October 24, 2018. Rotarians from across Kansas met in the beautiful Kansas Capitol Rotunda.



*Kansas Rotarians stand on the steps of the state capitol in Topeka as they celebrate World Polio Day.*

website and the District's new YouTube Channel. Interviews with Polio Survivor speakers were featured on ABC and NBC television stations. Polio Plus funding events sponsored for World Polio

Day by a number of the District clubs were described and promoted during the program.

As a tribute to polio survivors all around the world, a talented opera singer from a local college sang the song, "You Will Never Walk Alone".

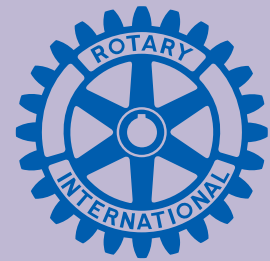
At the conclusion of the event, many Rotarians and guests participated in tours of the Capitol Building and Dome. This was followed by a Walk for Polio around the Capitol grounds, while displaying the District's new End Polio Now Banners.

Rotarians and guests came to the event from as far as St. Louis, Mo., and all areas of the state. The audience included Kansas Legislators, elected officials and representatives from other Rotary districts. The event received "rave reviews" from those in attendance for the exciting Kansas Rotary World Polio Day!

The event was opened by District Governor Blanche Parks and began with a program focused on testimonials of polio survivors. The keynote address by District #5710 Honorary Chair, Jim Arnett, highlighted the status and vital importance of Rotary's Polio Eradication efforts. He thanked the 45 Clubs of District #5710 for their record Polio Plus funding this last year.

In honor of the District's support of Polio Plus the State of Kansas Governor issued a Proclamation that declared the day "World Polio Day" in the State. Chair Jim accepted the Proclamation on behalf of all Kansas Rotarians

The entire event was live streamed, taped and covered on the District



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