

July-August 2012

District Governor
2012-13

Kevin Tubbesing

District 5710

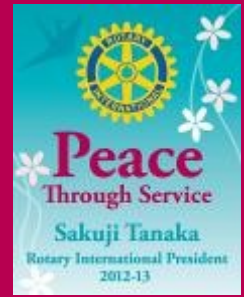
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To submit articles and pictures for the District Newsletter, send to Linda Ireland by the 15th of each month.

**Want to know
how to embed
Rotary
International
YouTube
videos on your
club's home
page?**

[CLICK HERE](#)

RI President Sakuji Tanaka Message

What is Rotary? When I ask Rotarians this question, they often give vague answers. And when I asked myself this question, I had to think about it. August is Membership and Extension Month in Rotary, and I want all Rotarians to be able to send a unified message about what Rotary is and why they joined.

The key to increasing membership is for every Rotarian to be convinced that it's good to be a Rotarian, and to convey that passion to others. In Rotary, we have a tendency to be humble and keep our achievements to ourselves. But we must share them with those around us and with the world.

Every Rotarian has a specific moment that stands out and has a special meaning. Some people refer to this as their "Rotary Moment." I believe it is very important to share this moment with others. Facts and numbers can only go so far, but sharing a personal experience can open doors and build friendships.

That's why I decided to create some sample messages that I call "Rotary Moments." You can use these one-minute and three-minute messages to answer the question "What is Rotary?" in a way that is most personal to you. They will help you talk about the projects you've been involved in, how they've helped your community, and what's been most meaningful to you.

To strengthen Rotary, we need more members. But unless those members are convinced of the benefits of the organization and can share that passion with others, expanding Rotary won't be meaningful.

If every Rotarian is happy about being a Rotarian and spreads the word with a clear, unified message – if every Rotarian around the world can be his or her own PR department – the combined, collective effect will be enormous. These sample messages will help us all clearly communicate our enthusiasm to others. This



will lead to an increase in new membership and in member retention.

The messages are available for free download at www.rotary.org, and Rotarians can buy other membership materials at shop.rotary.org.

[CLICK HERE FOR LINK TO VIDEOS AT RI.](#) Want to know how? See sidebar on left of this page.

I believe that the purpose of every life is to help others and contribute to society. Once Rotarians begin using these samples, the world will become more aware of how Rotary is helping people live that way. I encourage you to share your Rotary Moment with other Rotarians as well as non-Rotarians.

Foundation Trustee Chair Message



**Rotary International
Foundation Trustee
Chair
Wilfrid J. Wilkinson**

Our goals for the year

Accepting the leadership of The Rotary Foundation after my predecessors – in particular, Past RI President Bill Boyd – did such a great job is a challenge. Oh, it's not that I don't know about the job. You can't have been a Rotarian for 50 years without knowing and loving the work that our Foundation has done, is doing, and will do.

I know it all comes down to three things: raising money, investing money wisely, and spending money effectively. However, if the trustees and I are to have a truly significant year, we must have a plan, and every district, club, and individual Rotarian needs to be part of that plan. We have five goals:

1. Eradicate polio.
2. Train districts and clubs for the global launch of the Future Vision Plan on 1 July 2013.
3. Assist RI President Sakuji Tanaka in his quest to achieve *Peace Through Service*. The successful projects and programs of our Foundation are what will bring about that peace.
4. Encourage every Rotarian and every club in the world to become immensely proud of our Foundation by giving something to the Annual Fund. The amount isn't as important as the giving, but by setting a reasonable target of at least an average of US\$100 per member, we will see our annual giving and our service grow to record levels.
5. Ensure that districts and clubs introduce stewardship policies that will complement the opportunities they will have to decide on and undertake humanitarian projects under the Future Vision Plan. This will make Rotary more visible and more attractive to members.

I know these goals may be easy for some and quite challenging for others, but accepted with enthusiasm and confidence, they can only, in the words of Past RI President Ray Klingensmith, make Rotary bigger, better, and bolder.

Wilfrid J. Wilkinson
Foundation Trustee Chair

06-Aug-2012

The global effort to eradicate polio received a SEK 1 million boost today as Melinda Gates, co-chair of the Bill & Melinda Gates Foundation, dedicated the monetary award she accepted from the Tällberg Foundation to Rotary International – a humanitarian service organization that has made a polio-free world its top priority.

Go to the Media Center to read the rest of this article.

Rotary's Media Center-Creative Content

Rotary's Media Center makes it easier than ever to download broadcast-quality video, high-resolution print advertisements, billboard graphics, and radio-ready announcements of Humanity in Motion and "This Close" materials—all of them free. You can also download videos to use in a presentation or to embed on your website or blog. And note that all these items have social media capabilities, meaning they can easily be shared with your online community.

The Rotary Media Center also should be promoted as a resource for local media seeking raw video or still images to accompany a local Rotary story. Take a tour of the center and let RI know how they can improve it to better serve your club's needs. Also, share any success story you have that's related to the Media Center at pr@rotary.org.

www.rotary.org/mediacenter

Take the Rotary Membership Challenge

Share your passion for Rotary with your family, friends, and community during Membership and Extension Month in August. This year you're invited to take part in two activities designed to help you remember why you joined Rotary, what keeps you coming back, and why others should join.



First, take the [Rotary Membership Challenge](#). Commit to sponsor a new member, tell a friend or colleague about your club's projects, or volunteer as a mentor to prospective or new members. After you complete the [form](#) we'll email you links to resources to help you meet the challenge!

Second, participate in the first-

ever [Rotary Moment Tweet Day](#) on **14 August**. Tweet about your favorite Rotary memory or event, talk about your club's activities, or share your community service project. Use hashtag **#RotaryMoment**.

Not on Twitter? Listen to Rotary's popular webinar [Using Social Media to Promote Your Club or District](#) to learn how to create a Twitter account, post your first tweet, use hashtags, and lots more.

Membership Minute

Congratulations to all the new Club Presidents! Best wishes for a great Rotary year. By way of introduction I am Gary Bussing and have, like you, just assumed a new role in Rotary. I am your District Membership Chair and my role is to help you and the leadership of your Club achieve your membership goals. Each month I will offer some thoughts on membership that will hopefully help you on that journey.

Let's begin with the obvious. If you have not created a membership goal and a plan to achieve that goal you're in trouble at the outset. At your PETS seminar in Salina the Presidents were asked to submit a Membership Goal. If you and your leadership team have not discussed and agreed on a mem-

bership goal I encourage you to do so immediately. Membership (recruiting and retention) are critical to the success of your club.

The District 5710 website has several very good membership tools for you to use. Go to www.rotary5710.org and login. Scroll down and look to the left side of the website under [Committees](#) and click on [Membership](#). Then click on [Membership Development Resources](#). There you will see a list of Downloads which are the resources available to you.

I'd suggest you begin with the [Healthy Club Checklist](#) and/or [Look In The Mirror](#). These two resources provide your leadership team with a self assessment checklist. These

assessments serve as a good starting point for the development of your plans. Negative responses to the assessment questions will indicate areas on which you can focus and begin building your plan.

Finally [Building the Plan](#) is a step by step guide describing the process to build a membership plan. Most importantly – **KEEP IT SIMPLE**
BE SPECIFIC
DELEGATE
FOLLOW UP
RECOGNIZE ACHIEVEMENT.

Feel free to call or email if I can be of assistance.

Gary Bussing
800-349-2323
gbussing@mutualfundstore.com

The Healthy Club Checklist and Look In The Mirror provide your leadership team with a self assessment checklist.

District Membership Numbers

The membership count listed for July 1, 2011 reflects the information Rotary International received on club Semi-Annual Reports (SARs) submitted for that date. Once all the SARs for July 2012 have been processed at RI, this number will be converted to the 7/1/2012 number.

Clubs with zero entered for the current month's membership/attendance % did not submit attendance information to the District website for the month of July by the deadline date of August 15.

Rotary Club Central is now live

Rotary Club Central, an online tool that helps club and district leaders set and track goals, is now available for all club members in Member Access. The new tool empowers club and district leaders to monitor club progress and achievements in three key performance areas: membership initiatives, service activities, and Rotary Foundation giving.

Log in to Member Access and enter your clubs' goals in Rotary Club Central so that club members, the district governor, and assistant governors can see them. Look for additional goals and features in the coming months.

	7/1/2011 Membership	7/1/2012 Membership	July Attendance
Atchison	77	75	59.65%
Baldwin City	16	15	61.00%
Blue Valley	12	0	0.00%
Bonner Springs	23	0	0.00%
Burlington	31	35	48.44%
Council Grove	52	0	0.00%
DeSoto	41	36	47.92%
Emporia	62	75	48.85%
Frankfort	23	21	57.00%
Gardner	56	52	69.27%
Garnett	24	0	0.00%
Holton	27	30	60.00%
Howard	17	0	0.00%
Johnson County	35	30	53.33%
Johnson County-Sunset	23	0	0.00%
Junction City	66	72	50.00%
Junction City-Flint Hills	15	15	40.00%
Kansas City	56	55	65.50%
Lawrence	192	201	47.76%
Lawrence Central	27	0	0.00%
Lawrence Jayhawk	65	72	66.91%
Leavenworth	87	89	58.47%
Leawood	56	55	87.76%
Lenexa	46	45	62.21%
Louisburg	41	42	50.00%
Manhattan	193	191	63.55%
Manhattan Konza	78	84	38.44%
Marysville	48	48	70.00%
Olathe Noon	96	0	0.00%
Olathe-Santa Fe Trail	27	20	42.00%
Osawatomie	25	0	0.00%
Oskaloosa	28	0	0.00%
Ottawa	27	25	65.29%
Overbrook	28	30	86.70%
Overland Park	137	140	74.83%
Overland Park South	89	83	68.40%
Paola	35	40	62.00%
Shawnee	56	62	73.30%
Shawnee Mission	54	49	58.50%
Spring Hill	17	19	54.00%
Topeka Downtown	188	197	56.99%
Topeka North	23	23	55.00%
Topeka South	114	114	60.71%
Topeka West	25	22	85.00%
Valley Falls	16	15	57.00%
Valley Heights	21	0	0.00%
Village West	40	36	67.68%
Western Jo Co	26	33	49.70%
	2307	2246	* 52.72%

Clubs With Over 70% Attendance for July

Leawood	87.76%
Overbrook	86.70%
Topeka West.....	85.00%
Overland Park.....	74.83%
Shawnee	73.30%
Marysville	70.00%

Clubs with 65% to 70% Attendance:

Gardner—	69.27%
Overland Park South—	68.40%
Village West—	67.68%
Lawrence Jayhawk—	66.91%
Kansas City—	65.50%
Ottawa—	65.29%

**Average Attendance
(for reporting clubs)
for the month of
July:
52.72%**

New Club Members for June and July

Atchison.....	Aldie Ensminger
Bonner Springs	Kelly Svitak
Emporia	Karen Belford, Jeffrey Longbine, DenaSue Potestio
Gardner.....	Steve Hines
Johnson County-Sunset.....	Ryan Speier
Kansas City.....	Priscilla McInnes, Howie Olson
Lawrence.....	Brenda Brown
Lawrence Jayhawk	Lance Johnson, Bruce Liese
Leawood	Paul Rueschhoff, Mary Tamburello
Lenexa	John Parfet
Manhattan	Ali Malekzadeh, Bethany Miles
Manhattan Konza	Marc Cameron, Mary Carter, Kate Danenburg, Rod Harms, Sally Irwin
Marysville	Chad Hiltgen
Olathe-Santa Fe Trail.....	Earl Martin
Ottawa.....	Ryan Cobbs, Jeff Peine
Overbrook	Bruce Curtis, Marianne Curtis
Overland Park.....	David Austin, Nancy Crawford, Rachel Downtain, Jeff Harkins, Terry Presta
Overland Park South.....	Wally Melte, Shawn Roberts, Doug Voss
Topeka Downtown	Gayle Burns, Laurie Chandler, Stacey Hammond, Becky Holmquist Jacqueline Keddie-Holt, Laura Kelly, Susan Kendall, Chris Meinhardt
Topeka West.....	Spencer Duncan
Western Johnson County....	Kevin Casey

WELCOME

DISTRICT EVENTS

ALL CLUB LUNCHEON WITH
RI PRESIDENT-ELECT RON BURTON

September 7, 2012
11:45 to 1:30

Overland Park Sheraton
6100 College Blvd.
Overland Park, KS 66211

For details and to register, [CLICK HERE](#).



DISTRICT 5710
FOUNDATION BANQUET

November 10, 2012
Overland Park Sheraton
6100 College Blvd.
Overland Park, KS 66211

SAVE THE DATE—DETAILS COMING



GROUP STUDY
EXCHANGE WITH
D9200 (EAST AFRICA)

District 5710 team will be
in District 9200 from
April 26, 2013 to May 28, 2013

District 9200 will come to District 5710 on
May 3, 2013 to June 1, 2013

CELEBRATE ROTARY
2013

(District Conference)
May 3-5, 2013

Rock Springs 4-H Center
Junction City, KS



Mark your calendars and tell the babysitters they won't be necessary as we celebrate the 2012-13 Rotary year at this FAMILY FRIENDLY event.

[CLICK HERE](#) for a Save The Date Flyer

Jim Caplinger Contributes To RI Permanent Fund



Three years ago, Topeka Downtown Rotarian Jim Caplinger, pledged to contribute \$100,000 to The Rotary Foundation Permanent Fund, making payments of one third each year until the total was reached. This made him a Major Donor, Level 4. His last payment was made in May so his contribution could be counted in his clubs 2011-12 contribution totals. Jim is also a member of the District Paul Harris Society (PHS) and contributes \$1,000 each year to The Foundation Annual Fund. His PHS contributions have earned Jim a Paul Harris Fellow +2 pin.

ShelterBox Partners with Rotary International

Rotary International recently entered into formal partnership with three organizations (ShelterBox, The Global FoodBanking Network [GFN], and YSA [Youth Service America] that provide meaningful service opportunities for clubs and districts. Consider partnering with them for your club's service activities.



ShelterBox, a grassroots international disaster relief organization, is Rotary's first Project Partner! ShelterBox provides emergency shelter and lifesaving supplies to families affected by disasters at the time when they need it most. Your club (or several clubs partnering together) can raise \$1,000 to help disaster victims around the world.

Contact DG Kevin if you'd like a program on ShelterBox.

Wrapping Up Down Under—Summer Lewis

Report by Summer Lewis

District 5710 Rotary Peace Fellow studying at The University of Queensland in Australia

This past and final semester at the University of Queensland has been incredibly busy and rewarding. In April, our class of Peace Fellows visited Canberra, Australia's capital. The trip was arranged through Rotarians in Canberra, and we got a first-hand perspective on just how the Australian government, political system, and civil society agencies operate.

In May, our class hosted the annual Rotary Peace Fellows' Seminar, titled "PeaceTalks: Peace in Practice" as a culmination of our year and a half at UQ. I talked about my journey as a Peace Fellow, my applied field experience with Roots of Peace Vietnam, and my desire to promote peace through sustainable food systems, equitable trade, and small-scale farmer development. A video of my presentation can be found [HERE!](#)



L to R: Rotary International Past President Kalyan Banerjee and Summer Lewis

One of the highlights of my time as a Peace Fellow was meeting Rotary International President Kalyan Banerjee! He visited Brisbane and met with Peace Fellows and Ambassadorial Scholars during a tree planting ceremony at the Rotary International Presidents' Park on the University of Queensland campus.

Finally--drum roll please--I graduated with my Master's of International Studies, Peace and Conflict Resolution in mid-July! Thank you to everyone for your support over the past year and a half—I couldn't have done it without you!

You are probably asking what I am doing next with my life. After graduating, I realized there are so many people, organizations, and projects here in Southeast Asia that I want to explore--especially those related to small-scale farmers, trade, and development, as well as international higher education. So I will be "travelearning" for the next 3 months.

I am currently in Bangkok, Thailand with my sister, Katrina Lewis, Assistant Professor of Interior Architecture & Product Design at KSU. She is completing a Professional Certificate in Peace and Conflict Resolution as a Rotary Peace Fellow at Chulalongkorn University. We like to joke that peace must run in the Lewis family...many thanks to District 5710 and the Manhattan Rotary Club for helping us to make peace a family affair.

I will be in Bangkok until the end of August, and I then plan to travel to Burma, Lao, and northern Thailand through September and early October. I will then head to East Timor to learn more about the work going on there with small-scale coffee farmer cooperatives and organic coffee production. I am planning a blog to document the adventure and will share the address as soon as it's live! Thank you again and again for helping to make this journey possible!



Yes— it's real! A real degree!