

Rotary International District 6440
The "Home District" Newsletter
Bill Ferreira, Governor • John Kenny, President Rotary International



Bill & Pam

April 15, 2010

2009-2010 Issue No. 10

www.rotary6440.org

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District 6440

The "Home District" Newsletter

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The purpose of this newsletter is to provide news and information about the activities of Rotary District 6440. It is for the sole use of the Rotarians who belong to the Rotary Club in District 6440.

The editors are especially interested in publishing information about successful Rotary Club programs and activities, including fundraisers, fellowship events, membership drives, and service projects. This information will be most useful to other Rotarians when it includes details about how and why the programs and activities were successful, so that they provide examples for others to follow. Send information to the District Newsletter Coordinator, Robert Paddock Jr., at rpaddockjr@dailyherald.com. Deadline for submission: 20th of each month.

Every
Club
Every
Quarter
Net 1 New Member



Rotary Magazine Month

Governor's Message...April, 2010

Every Rotarian has the opportunity to receive and read the monthly "Rotarian" magazine.

This publication is a wealth of knowledge and inspiration for Rotarians throughout the world. I always look forward to my copy of the monthly Rotarian magazine to increase my Rotary knowledge and for ideas from our fellow Rotarians. Here's an example: Rotarian August 2005 issue, page 33, Headline: Join the club, 'Everyone is a potential Rotarian'. What a motivating article on membership by Harry Franke. I was so impressed that we decided to reprint it on page 9. Please study it. Author Harry gives us some excellent tips for membership growth. We have also reprinted another article on page 11.

I am sure you will find it enriching.

On February 23, 2010, the 105th Birthday of Rotary, our district proudly co-sponsored the End Polio Now Iconic Lighting on the Wrigley building, downtown Chicago (see adjacent photo). Several Rotarians from our district attended this special occasion.

I have just returned from a trip to Mumbai, India, where I witnessed a clean water project. Three clubs from our district together with the Rotary club of Deonar, Maharashtra State, India, are participating in a joint "Rain Water Harvesting" matching grant project. The object is to make available clean water to the community during the draught season (April, May, June). I accepted an invitation from the president to speak to members of the Rotary club of Deonar. They



*Carrying Rotary's pledge to End Polio Now, Chicago's famous Wrigley Building was illuminated, joining iconic-illuminated landmarks around the world, including the Great Pyramids of Egypt, sunset on Feb. 23, 2010
Photo By: Alyce Henson, Rotary International*

send warm Rotary greetings to district 6440 Rotarians. Yes, the opportunity to meet and learn with Rotarians from the other side of the world is something very unique. This is what makes Rotary so special. Have you done a make-up at another club recently? Try it. You will enjoy the experience.

I look forward to seeing you at our annual District Conference on April 29, 2010 at The Grand Geneva Resort, Lake Geneva, WI. Our Theme this year: "Celebrate our Clubs, Envision the Future". Come for the FUN, FELLOWSHIP and CELEBRATION of this Rotary year. Please check page 2 for some last minute district conference reminders. See you at The Grand Geneva!

***The Future of Rotary
Is In Your Hands.***

**District 6440 Rotarians Welcome RI President
John Kenny April 9 in Palatine**



asked the Schaumburg/Hoffman Estates club to join him as official hosts.

District 6440 Rotarians appreciate the opportunity to welcome Rotary International President John Kenny to the district for our special April 9 reception. He accepted an invitation from District Governor Bill Ferreira, who

Thank you, President Kenny, for taking time to share with us your vision of the success of our Rotary year.

President Kenny's busy year has included a February visit to Haiti to demonstrate support for local Haitian Rotarians.

John Kenny, a graduate of Glasgow University, is a past dean of his law school

(continued on p. 6)

2010 District Conference

Grand Geneva Resort, Grand Geneva, WI, April 29 to May 2, 2010

~ LAST MINUTE REMINDERS ~

1 ROOM RESERVATIONS at the Grand Geneva Resort at the discounted conference rate of \$125.00 has been extended to April 21. Book now and Save \$44.00 vs. the regular rate. Call the hotel directly: 1-800-558-3417.

2 CONFERENCE MEALS - Final date to register: Wed Apr 21. Make your reservations at: www.rotary6440districtconference.com.

3 ALL NEW PAUL HARRIS FELLOWS from Jul 1, 2009 to April 30, 2010, will be recognized at the Friday Apr. 30 Foundation Luncheon. Please inform Tucker Olson at bto@ecollc.com if you are attending.

4 TWO HOSPITALITY ROOMS at the Grand Geneva are still available. Contact Wally Friker at walterfriker@comcast.net for details.

5 EXHIBIT SPACE in the House of Friendship/Expo Hall is also available. Contact Wally Friker at walterfriker@comcast.net.

6 Clubs, please send your **CLUB ACTIVITIES AND PROJECT PICTURES** for display on the TV monitors throughout the conference. Please email to: George Dorner at george@dorners.net.

7 Register Now for the ANNUAL DISTRICT CONFERENCE GOLF OUTING by using the form found at: www.rotary6440.org. Click on the "Golf" link under events. Download, print, complete and mail. On-line registration is not available.

8 DISTRICT SERVICE PROJECT. Please bring used books for the Book Friends International Project and food items for local food pantries. A collection center will be set up on the hotel parking lot.

9 As of March 31, 55 CLUBS HAVE REGISTERED ATTENDEES. We are looking for 100% participation from all district 6440 clubs.

10 SUNDAY MORNING MAY 2, GOSPEL CHOIR. Need a few more voices to Sing. Contact Sheila Baker Bondurant at: singingb4god@aol.com.

11 BREAKFAST AT TIFFANY'S: Saturday morning. Need a few models for the Fashion show. Contact Kelly Zima at: Kelly.zima@yahoo.com.

12 DRESS CODE: "Dressy Casual". Black-Tie optional for the Great Gatsby dinner Saturday evening.

~ Welcome New District 6440 Rotarians ~

Richmond-Spring Grove

Jan Jetel
Mike Anderson
Nick Pfeffer

Batavia

Molly Shrader
Wade Elder

Evanston

Joe Brownlee

Carol Stream

Bill Shields

Evanston Lighthouse

Karen Quandt

Wilmette Harbor

Keith Dronen
Jeff Martin
Ben Ivory
Ben Chung

Cary Grove

Kevin Tobin
Jack Giel
Craig Jadown

Mt. Prospect/Prospect Heights

Dan Moy
Robert Ashbrook

Wheaton

Dahx Mars

Lake Forest/Lake Bluff

Jayson Kaus
Tom Crowley

Schaumburg AM

Mike Meyers

Woodstock

Lynn Fiala
Paul Gerhardt
Gary Elkins
Al Schmidt
Mark Peloquin

Libertyville

Greg Franz
Mohan Manian

Deerfield

Julie Yusin
Roger Simonson
Brian Roots

Carpentersville

John Krenz
Juan Juarez

Lincolnshire Morning Star

Dave Thoenson
Carl Coulson

Mundelein/Vernon Hills

Bala Sarma

Illinois Beach Sunrise

Kwadwo Ntim

Glen Ellyn

Helen Gomez
Eric Stoshine

Skokie Valley

Peter Blindt
Michelle Tuft

Grayslake

Carlton Edwards

Crystal Lake

Andrew Szocka
Jennifer Walker



Talk Rotary

2010 DISTRICT CONFERENCE PROGRAM REGISTRATION

PLEASE NOTE:

Room reservations for the conference must be made directly with the *Grand Geneva Resort* (262) 248-8811. Be sure to indicate that you are with the Rotary 6440 Conference in order to get the \$125.00/night (plus \$12.00/day resort fee) conference rate. *Rooms must be reserved on or before Wednesday, March 31, 2010.*
On-Line registration available at www.rotary6440districtconference.com **Extended to April 21, 2010.**

ATTENDEE INFORMATION:

Name(s) - Please print or type _____ Name on Badge _____ Rotarian _____ Spouse _____ Children/Age _____
 () ()

Address _____ City _____ Zip _____

Phone # _____ E-Mail Address _____

Rotary Club of _____ Is this your first conference? ☐ Yes ☐ No

SUNDOWNER CRUISE PACKAGE: 3-NIGHT STAY & ~~FREE CRUISE~~ - *(SOLD OUT)* Offer extended to March 1st, 2010 or first 150 persons. Purchase the 3-Night Stay Package and get the Thursday night *Sundowner Dinner Cruise FREE!* (\$79.00 value). The package includes Friday lunch through Sunday brunch (six meals) for \$275.00. To be eligible for the FREE Sundowner Cruise Dinner you **must register at the Grand Geneva Resort for three nights**, Thursday through Saturday. (Also, please select one of four (4) Saturday breakfasts indicated below. There is no additional charge.)

3 Night Stay Meal Package _____ @ \$275

FULL MEAL PACKAGE:* Six meals, Friday lunch through Sunday brunch (Select Sat. breakfast.) _____ @ \$275

INDIVIDUAL MEAL SELECTIONS: (Final reservations for meals April 21, 2010. There will be a 5% cancellation fee.)

THURSDAY, APRIL 29

Sundowner Cruise Dinner _____ @ \$79

FRIDAY, APRIL 30

Foundation Luncheon _____ @ \$45

International Buffet _____ @ \$55

SATURDAY, MAY 1

Presidents Breakfast _____ @ \$25

Presidents-Elect Breakfast _____ @ \$25

Breakfast at Tiffany's _____ @ \$25

Conference Buffet Breakfast _____ @ \$25

Awards Luncheon _____ @ \$40

Great Gatsby Dinner _____ @ \$65

*The total meal package is \$275.00 per person, excluding the optional Thursday, Sundowner Dinner Cruise.

SUNDAY, MAY 2

Gospel Choir Brunch _____ @ \$45

TOTAL MEALS _____ \$ _____

Indicate any dietary restrictions here:

On Line Registration Available:

www.rotary6440districtconference.com

Please indicate number for Saturday "Shopping Extravaganza" (See Details). No Charge # _____

PAYMENT INFORMATION:

MAIL TO: Rotary District Conference, Post Office Box 111, Long Grove, IL 60047

Accompanying is a check in the amount of \$ _____ . Make Checks Payable to: Rotary D-6440 Conference

Credit Card Payment of \$ _____ ☐ 



Card Holders Name _____

Credit Card Number _____ 3 Digit Security Code _____ Expiration Date: _____

Signature _____ Billing Zip Code _____

Register Now for the 3 Day Stay Package and Receive a ~~FREE~~ Dinner Cruise! ... \$79.00 value *(SOLD OUT)*

Great Weather Forecast for April 29 District Golf Outing!

*By David Loop
Schaumburg/Hoffman Estates Noon Club*

The year's co-chairs of the District Golf Outing were motivated to accept the assignment after receiving confirmation from District Governor Bill Ferreira and District conference Chair Jim Runfeldt that they guaranteed a perfect golf day for April 29. Pat Kenny (Long Grove) and myself, David Loop, golf outing co-chairs interpreted that to refer to weather of course. After additional consideration, perhaps the "truth is" Bill and Jim were referring to a perfect day for fellowship, fun and a day on a truly special course.

The 18-hole "The Highlands" course at the Grand Geneva Resort facility in Lake Geneva, Wisconsin features 6,167 yards of golf from the longest tees for a par of 71. The course rating is 71.9 and it has a slope rating of 131 on Bent grass. Designed by Pete Dye, ASGCA & Jack Nicklaus, ASGCA, the "The Highlands" golf course opened in 1971. Patrick Hansen manages the course as the General Manager.

With a life of golf experience, Pat Kenny related to me that this is a fantastic course and all participating will truly enjoy it. We expect an 11:00 a.m. shot gun start with a scramble format. There will be many competitive challenges on the course such as longest drive, longest putt, closest to the pin, straightest drive . . . all designed to provide equal chance of success to women and men participants. The modest fee of \$69 includes greens fee, cart, voucher (for sandwich, chips and drink) and prizes. Awards will be handed out on the Sundowner Dinner Cruise, Thursday evening. Pat and I will identify any participant not going on the cruise and be sure to present awards or prizes to them at the end of the golf outing.

Print off the registration form from the www.rotary6440.org website. Complete as directed and mail check/payment to address on the form.

*See you on April 29
for a perfect day!*



Gov. Bill with Rotarian Vidhya, and club President Shobha at the Rotary Club of Deonar, India, which is participating in a matching grant project.

Lake Forest-Lake Bluff Rotary Club Sends 67 Shelter Boxes to Haiti

In response to the devastating earthquake in Haiti, The Lake Forest-Lake Bluff Rotary organized a fund raising relief effort to provide humanitarian aid to the people of Haiti.

The Haitian Earthquake Relief Initiative began with a challenge grant of \$500 from a Club member. The Rotary's response was generous and the challenge match of \$500 was exceeded by over \$2,500. The



response from others was also immediate and overwhelming. First, the Mountain Empire Rotary Club in Arizona found our posting on the web in GazeboNews and responded to our call for help with a \$7,000 donation. More Rotary Club members donated and made appeals to their personal networks and another \$15,000 was raised.

But most gratifying was the overwhelming response from our community. All the schools from elementary through high school, public and private in Lake Forest and Lake Bluff joined in our Haitian Earthquake Relief Initiative. Funds were collected from the students, parents, faculty and staff in their schools. In addition, the students setup a community wide collection effort on Saturday, January 30. In the cold and snowy weather, the students stood outside the local post office and grocery stores to raise money for Shelter Boxes for Haiti. The results were nothing short of phenomenal, over \$40,000 was raised by our students.

So what began as a \$500 challenge at the Wednesday morning Rotary meeting, evolved into a widespread effort to help the people of Haiti. On behalf of the Lake Forest-Lake Bluff Rotary Club, its President, Len Dedo, thanks everyone who generously donated and is proud to have raised \$67,000 to provide Shelter Boxes for the Haitian people.



- Service
- Fellowship
- Fun

**Don't Leave Home
Without Your Rotary Pin**



Gov. Bill was welcomed at the project site, about 50 miles from Mumbai (formerly Bombay) by Rotarian Vasudha and District Governor Raju Subramanian.

GSE Teams Reception

Sunday, April 25, 2010

Mission Hills Country Club, Northbrook

1677 Mission Hills Road

(Off Sanders Rd. between Walters and Techny)

Ph.(847) 498-3200

Come and meet the inbound GSE Team from District 4480, São José do Rio Preto, Brazil, and our own outbound GSE Team to Brazil! An informal reception with hors d'oeuvre and a cash bar will be held from 5:00 to 7:00 PM at the Mission Hills Country Club on Sunday, April 25.

Please RSVP to Ed Gordon (edward.gordon@UBS.com) and send a \$10.00 check payable to the Rotary Club of Northbrook, P. O. Box 283, Northbrook, IL 60065-0283, or Register and Pay Online at: <https://www.saftgard.com/rotary/GSE2010.htm>. We need to know if you are coming so we can order food for you! J

For more information about District 6440 outbound GSE Team please see their blog at: <http://maosjuntas.wordpress.com>. The Team is composed of non Rotarians selected by the following clubs: Skokie Valley, Lake Forest/Lake Bluff, Waukegan, and Wheaton. Their leader is Rotarian Donna Guley from Northbrook and alternate leader is Rotarian Ada Khan from Evanston.

In case you didn't know The Rotary Foundation's Group Study Exchange (GSE) program is a unique cultural and vocational exchange opportunity for businesspeople and professionals between the ages of 25 and 40 who are in the early stages of their careers. The program provides travel grants for teams to exchange visits in paired areas of different countries. For four to six weeks, team members experience the host country's culture and institutions, observe how their vocations are practiced abroad, develop personal and professional relationships, and exchange ideas.

MEET THE BRAZILIANS AND HELP PREPARE THE AMERICANS!



GSE Team members with Rotary International President John Kenny

Do You Know...

someone who is interested in expanding their knowledge of peace building, conflict resolution, and mediation?

If you do, recommend him or her for a Rotary Peace Fellowship! Rotary, one of the world's largest humanitarian service organizations has partnered with seven leading universities around the globe to host the Rotary Centers for International Studies in peace and conflict resolution.

Each year, Rotary selects up to 100 Fellows to study peace and conflict resolution at universities around the world.

Some of the program highlights include:

- A choice of either a three-month certificate course or master's degree program.
- The opportunity to study at one of seven universities around the world.
- Training in the root causes of conflict, theories of international relations, and effective models of cooperation, conflict resolution and negotiation.
- Full funding for tuition, housing expenses, and airfare.
- Access to a growing network of committed alumni employed around the world in diplomacy, government, non-governmental organizations and private corporations.

The master's level degree program is aimed at mid-career professionals in government, nongovernmental organizations and private corporations. The certificate program is for professionals currently holding a mid-to upper-level position with a minimum of five years of experience in the field of peace and conflict resolution.

More information is available at www.rotary.org. Our district's deadline for receiving club-endorsed applications is June 1, 2010. Remember that, as with all Foundation programs, Rotarians, spouses and lineal descendants are ineligible. Please contact Jill Brickman (jillbr@aol.com) for more information.

DISTRICT 6440 CHARITABLE FUND FOR HAITI EARTHQUAKE RELIEF

BY: PDG Jack Blane, Chairman

Rotary clubs and districts worldwide are mobilizing resources to provide relief to the millions affected by Haiti's devastating earthquake. As we did during the Katrina disaster a few years ago, we are organizing a similar facility for Haiti Relief, collecting cash contributions, so that clubs can participate in helping these desperate people.

There are 17 Rotary clubs in Haiti, District 7020, and we are in contact with the club and district Rotarians to determine their greatest needs to assist them, to the extent of our funds, over both the short- and long-term. It has been our experience that networking through Rotary, we are assured that the funds provided are used for top priority projects and through dependable sources.

We know that 80 percent of the schools in Haiti were destroyed and education is a top priority of the Haitian government. There is an urgent need for school chairs (\$16 each) and desks (\$50 each) that will hold 3 students. In addition, tuition for each student is \$30. Your club could consider donating funds for this purpose. Lumber will be purchased by District 7020, shipped to Haiti and assembled by Haitians to enable education of young people as soon as possible. There also is an immediate need for money to supply food, sanitation, and clean water. How will your Rotary Club help these needy people?

Funds should be marked 'Haiti Relief' and sent to: William G. Matthews, 200 W. Higgins Road, Suite 301, Schaumburg, IL 60195. (E-mail: matthewswm@gmail.com)

A display with more information will be at the District Conference in the House of Friendship.

If you are interested in current activities in District 7020, their website is www.7020.org

PLEASE NOTE: Due to the substantial long-term survival needs throughout Haiti, particularly in the areas of school facilities, assisting the thousands that experienced amputations and require prosthetics, as well as assisting the 1.2 million now homeless, the District 6440 Haiti Relief Committee will continue to function in Rotary Year 2010-11. As you create your budget, starting 1 July 2010, kindly consider allocating funds to help the desperate people of Haiti.

District 6440 Rotarians Welcome RI President John Kenny April 9 in Palatine

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faculty, a judge, and a notary. He is the past president of the Forth Valley Junior Chamber of Commerce and the Federation of Scottish Junior Chambers of Commerce and past general counsel of Jaycees International. In addition, Queen Elizabeth II appointed him the deputy lieutenant in his district.

Kenny is an elder of the Church of Scotland, where he has served as session clerk and Presbytery elder. Active in Boy Scouting, he received the organization's Medal of Merit for helping to form new Scout groups in Eastern Europe.

A Rotarian since 1970, he is a member of the Rotary Club of Grangemouth. He has served Rotary International in Great Britain and Ireland (RIBI) as committee member and chair, vice president, and president. He has served Rotary International as district governor, task force member, committee member, vice chair, RI Board Executive Committee chair, director, and Rotary Foundation trustee. He has also been a representative, member at large, and parliamentarian for the Council on Legislation on several occasions.

Kenny is a Rotary Foundation Major Donor and Bequest Society Member. He is a recipient of the Foundation's Citation for Meritorious Service and Distinguished Service Award.

Kenny and his wife, June, have been married since 1965.

End Polio Now

David Waring, D6440 EPN Committee Chair

It's Happening! Only one Nigerian polio case is reported 2010 year to date compared to 90 last year, seven countries reported polio cases YTD compared to 14 last year. How? Huge efforts such as the recent 19 African country campaign by 400,000 volunteers and workers that immunized 86 million children and similar efforts in other world areas. If we slow down now, momentum will be lost and polio will come screaming back. We are so close.



Eager EPN Donors

This success is happening because of Rotarians. Rotary donations fill gaps that aren't budgeted by other organizations, such as providing bicycles and other transportation to reach the remotest African villages, bullet proof vests for Afgan workers, etc. We need to leverage the Gates Foundation challenge, almost a 2 for 1. We need these funds to finish the job once and for all!

What can we do? To pull its fair share, each club should contribute \$2000 per year for the five year program. How? Get your respective communities involved. Not sure how to do that? Ideas are found on the Rotary web site. More ideas are on the District 6440 web site. Call the District EPN committee and we will help you one-on-one. We are sooooo close. Let's finish the job!



"Northbrook club launches hundreds of yellow rubber ducks for polio fund raiser."

Upcoming District Events

• **April 9, 2010**

An Evening with RI President, John Kenny

• **April 13, 2010**

GSE reception for Inbound Brazil team

• **April 25, 2010**

GSE welcome/sendoff reception
for District 6440 GSE team to Brazil

• **April 29, 2010**

District 6440 Conference

• **May 26, 2010**

Night at the Ballpark
Chicago Cubs vs. Los Angeles Dodgers
Wrigley Field

• **June 20, 2010**

2010 Rotary International Convention
Montreal, Canada

• **June 27, 2010**

District Governor Installation Dinner

ROTARY TRIVIA!



TULSA OKLAHOMA - THAT'S THE ANSWER TO OUR LAST TRIVIA QUESTION. THE PHOTO ABOVE IS ONE OF MORE THAN 20,000 HISTORIC PHOTOGRAPHS PURCHASED BY THE ROTARY CLUB OF TULSA. THE CLUB TEAMS WITH THE TULSA LIBRARY AND TULSA HISTORICAL SOCIETY TO PROVIDE PUBLIC ACCESS TO THE COLLECTION.

What Rotary Means To Me

By Walter Wollnik, Rotary Club of Rolling Meadows

About 8 years ago, a local businessman invited me to attend a Rotary meeting. I didn't know much about Rotary but I've heard coworkers talk about who they are and some of the things they did. It took several months of meetings including ABC's of Rotary, District Assembly's and other meetings and events to understand a part of what Rotary is locally, in the district and around the world.

At our local clubs meetings, I enjoy the fellowship of the small but enthusiastic group of members who always manage to accomplish projects and give with their time and efforts to community service. A special Rotary enthusiast in Rolling Meadows was Matt Hill. Matt was a local banker, community leader, father of 8 children and a fervent Rotarian. He was a true Rotarian that exemplifies what service to the community is and what the four way test means. He was a friend, mentor and leader to all of us. Matt encouraged me to learn about Rotary and to participate. His premature death from cancer was a huge loss to the community and our club.

Over the years, Rotary has given me the chance to give back in many ways. After having received blessings through family, grandchildren, career and life, Rotary has shown me a small way to return service to my community and to life. I am forever grateful for what Rotary has given to me.



WHAT DO YOU GET WHEN YOU GIVE?

(to the Rotary Foundation)

Here's What You GET

- **Careful management/investment** of your contributed dollars. All current year contributions to the Annual Fund of the Rotary Foundation (TRF) are invested professionally for 3 years. The earnings/appreciation pay for the Foundation's operating costs.
- **50 cents of every dollar contributed** by Rotarians goes to the Rotary World Fund, which underwrites worldwide programs such as Group Study Exchanges, Matching Grants for projects, Health, Hunger and Humanity Grants (3-H), etc.
- **The other 50 cents** of each contributed dollar are credited back to our Rotary District as "District Designated Funds" (DDF). So half of every donated dollar comes back to Clubs in our own District for matching grants in local community projects, for partnering in international projects and for Ambassadorial Scholarships.
- **Example: Worldwide TRF received \$99.3 million** in contributions to the Annual Programs Fund during Rotary Year 2008-09. Invested until 2011-12, half (or \$49.65 million) will fund World Fund program (described above) and the same amount (the other half) will be credited back to Rotary Districts (including ours) for their matching grants, based on our

members' contributions. Even in the best of times no bank paid 50% interest, did it?

Here's More of What You GET

In the past 5 years TRF made the following grants worldwide:

- **527 grants for maternal and child health = \$7,172,184**
- **2,436 water and sanitation grants = \$30,484,779**
- **2,664 basic education and literacy grants = \$28,008,087**
- **1,625 economic and community development grants = \$24,498,464**

Here's What YOU Can DO Now.

Make Your Annual Contribution to TRF This Month - by check via your Club Treasurer - or direct to the Rotary Foundation online at rotary.org. Either way your Club will be credited.

A REMINDER: You can still take advantage of the D-6440 500-Point Matching offer to earn new (or added) Paul Harris Fellow Recognition (i.e. worth \$1,000) for "half-price". Send your \$500 check and R.I. Form 123 EN to: Rotarian Ann Hughes o 15202 MacIntyre Ln. Woodstock, IL 60098. Phone: (815) 338-4046.

BARRINGTON HONORS ROTARY CLUB ON ITS 50TH YEAR

By: Carol Beese, Public Relations
Rotary Club of Barrington (noon)

The Rotary Club of Barrington (noon) is celebrating its 50th year as a service club organization in the Barrington Area working on behalf of the community. At its March 15 Village Board meeting Village President Karen Darch presented a proclamation honoring the club to Rotary president Rick Wokoun and president elect Reese Mates.

Through the years the Rotary Club has raised thousands of dollars to help local organizations and contributed to projects such as the 4th of July celebrations, the Field of Dreams at Barrington High School, the bird watching site at Baker's Lake, the Roy Wilmering Scout Cabin, to name a few.

In addition the Rotary Club has worked with Rotary Clubs around the world to eradicate polio, has purchased shelter boxes for the Haitian earthquake relief efforts, constructed fresh water wells in Kenya's Usonga district, funded vocational and academic scholarships for local youth, and sponsored Rotary Youth Exchange programs to help train leaders of tomorrow to be active builders of a more peaceful world.

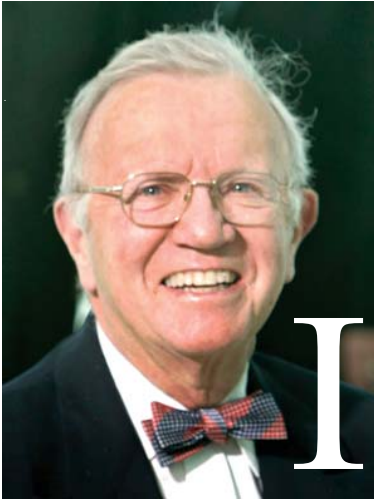
President Darch proclaimed September 1 as Rotary Club of Barrington Day in the Village of Barrington and extended the Village's gratitude for the Club's 50 years of contributions to the betterment of the Barrington area community.

ROTARY FOUNDATION AND CLUB MEMBERSHIP

District 6440 Status as of March 15, 2010

Rotary			YTD	2009-10	2009-10
International District 6440 Statistics	Membership as of June 2009 SAR	Membership Reported to District March 15, 2010	Net gain or loss	Foundation Annual Giving % of Club Goal Achieved as of March 15, 2010	Polio Club Contributions % of Club Goal Achieved as of March 15, 2010
Club					
Algonquin-Lake in the Hill	26	23	-3	0%	9%
Antioch	43	43	0	70%	0%
Arlington Heights	57	57	0	2%	0%
Arlington Heights Sunrise	20	25	5	92%	18%
Barrington Breakfast	41	41	0	88%	310%
Barrington	50	50	0	18%	44%
Bartlett	24	22	-2	108%	46%
Batavia	33	34	1	42%	0%
Bloomington-Roselle	16	16	0	10%	100%
Buffalo Grove	36	37	1	21%	3%
Carol Stream	24	28	4	0%	0%
Carpentersville	21	21	0	50%	100%
Cary-Grove	27	28	1	33%	0%
Central DuPage AM	39	39	0	1325%	0%
Chicagoland Korean	32	34	2	0%	0%
Crystal Lake Dawnbreakers	52	51	-1	560%	29%
Crystal Lake	9	9	0	269%	105%
Deerfield	30	30	0	14%	0%
Des Plaines	20	20	0	0%	100%
Dundee Township	32	37	5	0%	116%
Elgin Breakfast	35	34	-1	0%	0%
Elgin	68	68	0	88%	12%
Elk Grove Village	28	27	-1	0%	0%
Evanston Lighthouse	69	76	7	48%	135%
Evanston	50	51	1	54%	**
Fox Lake-Round Lake Area	22	22	0	100%	0%
Geneva	31	29	-2	0%	0%
Glen Ellyn	42	42	0	0%	0%
Glencoe	21	19	-2	0%	0%
Glenview Sunset	7	7	0	0%	0%
Glenview	19	21	2	61%	0%
Glenview-Sunrise	51	51	0	63%	76%
Grayslake	18	15	-3	17%	0%
Gurnee	66	64	-2	8%	0%
Highland Park	64	68	4	60%	56%
Huntley	18	20	2	16%	0%
Illinois Beach Sunrise	23	24	1	12%	0%
Lake Forest/Lake Bluff	73	71	-2	3%	141%
Lake In the Hills	32	28	-4	0%	137%
Lake Zurich	30	31	1	5%	53%
Libertyville Sunrise	61	61	0	38%	63%
Libertyville	38	39	1	0%	0%
Lincolnshire Morning Star	30	29	-1	83%	28%
Lombard	42	42	0	0%	0%
Long Grove	28	27	-1	541%	195%
McHenry	39	37	-2	0%	500%
Mount Prospect Sunrise	19	22	3	64%	10%
Mount Prospect/Prospect H	19	18	-1	0%	0%
Mundelein-Vernon Hills	24	24	0	0%	0%
North Chicago	15	16	1	0%	0%
Northbrook	100	108	8	18%	104%
Palatine	36	36	0	46%	0%
Park Ridge	53	51	-2	78%	106%
Richmond	18	18	0	270%	122%
Rolling Meadows	23	20	-3	0%	0%
Schaumburg A.M	19	21	2	155%	20%
Schaumburg-Hoffman Estate	92	88	-4	11%	0%
Skokie Valley	60	55	-5	118%	0%
St. Charles Breakfast	29	30	1	100%	0%
St. Charles Noon	52	52	0	28%	40%
Villa Park	21	21	0	0%	0%
Wauconda	20	22	2	60%	0%
Waukegan	33	33	0	0%	0%
West Chicago	24	23	-1	78%	29%
Wheaton	48	47	-1	19%	0%
Wheeling	23	23	0	53%	6%
Wilmette Harbor	61	66	5	95%	30%
Wilmette	63	58	-5	26%	23%
Winnetka- Northfield	56	59	3	116%	62%
Woodstock Morning	29	29	0	194%	0%
Woodstock	41	41	0	50%	0%
District	2615	2629	14	62%	45%

**Goal Not Established



Join The Club For Harry Franke, “Everyone is a Potential Rotarian”

It’s difficult to envision today’s Rotary Club of Milwaukee without Harry Franke, who has been a member since 1960. In addition to his many leadership roles – he’s served as treasurer, as president, and as governor of District 6270 – he tirelessly recruits new Rotarians. Indeed, 59 people in the club, or nearly 15 percent of the current members, were brought in by Franke. And that’s not counting the 40 or so who have passed away, moved, or dropped out.

‘Of late, I’ve averaged
10 or 12 members a year.’ – Harry Franke

“I didn’t do any [recruiting] my first 10 or 15 years [as a Rotarian],” he says. “But, of late, I’ve averaged 10 or 12 members a year.”

Charming and avuncular, Franke is, above all, an optimist, a trait displayed in his sanguine Rotary anecdotes: about hosting Youth Exchange students from overseas; about leading a Group Study Exchange team to Mexico; and about helping to “reignite Rotary” in places like Warsaw, Poland, after the collapse of the Berlin Wall.

“I feel indebted to Rotary for those experiences,” he says. “There are just so many facets – the international as well as within the community – that I think are attractive.”

Franke’s earnest enthusiasm is integral to his recruiting success. So, too, is the fact that he serves on not-

for-profit boards, which he says are fertile sources in which to find would-be Rotarians. “These are everything from the Boy Scouts to the Girl Scouts to performing arts organizations. I’ve used them as a seed bed.”

But he has also discovered potential Rotarians in many other places – for example, right at Cooke & Franke, the law firm where he is of counsel and where he goes every business day. (“Sometimes on Saturdays, too.”) Chris Jaekels, president of the Milwaukee club in 2004-05, says that shortly after he was hired at Cooke & Franke in

1992, Franke posited the idea of his becoming a Rotarian. Jaekels was 32 years old then. He says that Franke, though an octogenarian, is especially adept at recruiting young members. (It’s worth noting that Franke has shepherded people not just to his own club but to others as well.)

“Everyone is a potential Rotarian in Harry’s book,” Jaekels says. “He wants to make the world a better place. And as part of doing that he keeps Rotary in mind everywhere he goes.”

Jaekels says Franke has also adapted to significant changes in the past 45 years. When he joined the Milwaukee club, it comprised a lot of mid- and late-career corporate executives, all men. Now, Jaekels says, “he’s recruiting large numbers of people that better represent our society.”

One is Sister Camille Kliebhan, chancellor of Cardinal Stritch University. Franke brought her into the club, in 1987, and she went on to become president. Another is Thelma Sias, vice president of local affairs for the utility We Energies. She’s been a Rotarian since 1997. “Harry Franke is one of those people who respects and understands diversity,” she says. “He looks at the club as being an inclusive organization.”

Sias, who is African American, fondly recalls her initial discussion with Franke. He explained the club’s involvement with Second Harvest of Wisconsin – a hunger-relief organization – and the value of The Four-Way Test, both of which, she says, were important for her to know. She remembers, too, that Franke was well-prepared; he knew, for example, on which community boards she served. “He had a full understanding of who I was,” she says.

With potential Rotarians, one of the first things Franke does is invite them to a club meeting, which he believes provides an ideal recruiting tool. He cites a couple of this year’s speakers: the commissioner of city development and the associate director of Harvard University’s Davis Center for Russian and Eurasian Studies. “People are glad to hear that sort of person,” he says, adding that there’s always a presentation by one of the club’s committees, too. Plus, more often than not, someone from abroad is on hand – a Youth



‘He had a full understanding of who I was.’

– Thelma Sias

Exchange student or Ambassadorial Scholar. The guest, then, “is going to get more than just an organized luncheon,” which one suspects Franke would have little use for.

The club seats its visitors at a designated table, where the chair of the recruiting committee is often found. “I make sure that they meet the people who will impress them with Rotary,” Franke says. Later, he might take his guest on a tour of the War Memorial Center, the striking landmark on Lake Michigan’s shoreline where the club gathers each Tuesday at noon.

Publications are another of his recruiting tools. When he’s able, Franke mails the club bulletin to invitees, allowing them to choose which upcoming speaker they find most compelling. Once, he says, a guest of his attended three meetings before “taking the bait,” which underscores both Franke’s patience and his persistence.

Not surprisingly, Franke doesn’t stop once he’s brought someone to a meeting. “After you’ve had a prospective member there,” he says, “you

have to follow up.” How does he do this? Typically he’ll send more information – such as the club bulletin – along with a membership application.

When asked about challenges to membership recruitment, Franke mentions competition. “There are so many other things for people to do today,” he says. “I know that metropolitan [clubs] are having a tougher time keeping the membership up – and I don’t only mean Rotary. I mean Kiwanis and Lions and all of them.”

Similarly, he says, urban populations – and the businesses that employ them – are far more transient than they were a half-century ago. In general, too, the demands of the workplace have increased. An example: Years ago, he brought to the club the president of Johnson Controls, a Milwaukee-based company. However, Franke says, the current president isn’t a Rotarian. The reason? “He’s traveling around the

‘He [Harry] keeps Rotary in mind everywhere he goes.’

– Chris Jaekels

world. He couldn’t take a commitment of 60 percent of the Tuesdays in a year [and] wouldn’t even think of doing it.”

The upside is that with fewer corporate CEOs and the like, there is more variance in the careers of current members. For instance, when Franke recruited Marissa Weaver a few years ago, she was executive director of the Black Holocaust Museum. “You don’t think of that as

a traditional Rotary classification,” Jaekels says. “That didn’t stop Harry. In fact, he thought that’s what the ‘new’ Rotary needed.”

Jaekels believes the club will reap the benefits of Franke’s recruitment efforts well into the future. As he searches for prospective Rotarians, Franke is often first to approach local organizations and businesses. Even years from now, the club will still be finding new mem-



bers in those places. “So there’s a Harry Franke legacy,” Jaekels says.

Franke, for his part, doesn’t seem quite ready to be thought of in those terms. He’s still focused on the present. “I’m getting one [new member] a month so far this year,” he says. And that trend isn’t likely to change any time soon. ■

Matthew C. Brown is a former associate editor of The Rotarian.

A BRIEF HISTORY OF THE GOLDEN RULE

Before Herbert Taylor, there was only The One-Way Test

C. 1440 BC

**"Thou shalt not avenge
nor bear any grudge
against the children of
thy people, but you shall love
thy neighbor as thyself:
I am the LORD."**

Leviticus 19:18

551-479

**"What you do
not wish for yourself,
do not do to others."**

Confucius

485-405

**"Hurt not others
in ways that you yourself
would find hurtful."**

Buddha (Udanavarga 5:18)

470-399

**"Do not do to others
that which would anger you
if others did it to you."**

Socrates

C. 427-347

**"May I do to others
as I would that they
should do unto me."**

Plato

384-322

**"We should behave to
others as we wish others
to behave to us."**

Aristotle

AD 5-30

**"Therefore all things
whatsoever ye would that men
should do to you, do ye
even so to them: for this is the
law of the prophets."**

Matthew 7:12

100

**"What you would avoid
suffering yourself, seek not
to impose on others."**

Epicetetus

570-632

**"None of you will have faith
until one desires for his brother
what he desires for himself."**

Mubammad

1724-1804

**"Act as if the maxim of thy
action were to become by thy will
a universal law of nature."**

Immanuel Kant

1817-1862

**"Absolutely speaking,
Do unto others as you would that
they should do unto you is by
no means a golden rule,
but the best of current silver.
An honest man would have but
little occasion for it. It is golden
not to have any rule at all."**

Henry David Thoreau

1856-1950

**"Do not do unto others
as you would that they
should do unto you. Their
tastes may not be the same."**

George Bernard Shaw

Compiled by Nicole Charky

Price Adjustment Board, a group that had no actual authority but could appeal to the patriotism of manufacturers to not overcharge the government. He resigned in 1943 over differences in certain "principles and policies," but not before delivering an address to manufacturers in which he said his group had uncovered about \$2.8 billion in "excessive profits." A "fair profit," Taylor told the audience, was "that profit which the contractor would be willing to announce to the men who have left his plant and are serving in the armed forces."

Around the time Taylor was lecturing manufacturers about ethics, an RI Board member asked for, and received, his permission for Rotary to use The Four-Way Test to promote high ethical standards. That, Taylor writes in his autobiography, was when "things really started to happen!" By 1954, when he became RI president and formally presented the organization with the copyright of the 24 words, the test was already in wide use around the world. On the occasion of Rotary's golden anniversary, the test traveled with the Taylors as they promoted goodwill and friendship in 38 countries and earned plaudits from *Newsweek*, which saluted the organization for having "broken through the barriers of race, religion and language as government and church have seldom been able to do."

A model of self-discipline who abstained from alcohol, wore a suit and tie even while at home, and memorized the Sermon on the Mount and recited it to himself daily, Herbert Taylor was, nonetheless, "not an intimidating guy." So says G. Robert Lockhart, 82, an active member of the Rotary Club of Wolfboro, N.H., nearly 60 years after his father-in-law recruited him for the organization.

Lockhart recalls that when he made clear his intentions to marry Taylor's daughter Ramona, "he made no big demands about my vocational ambitions. He had a very friendly outlook. He treated everybody that way. I loved the man. I couldn't have had a greater father-in-law."

"He was always optimistic," says Ramona of her father. "I can't remember him being pessimistic about anything. He never raised his voice. He had a gentle spirit."

She recalls that although he suffered from chronic headaches, a result of a rare disease called brucellosis, or undulant fever, he rarely complained. Even after losing his ability to speak after a stroke in 1975, she says, he remained cheerful during the final three years of his life. During that time, he was cared for by his wife, who lived to be 100. In her parents' heyday in Rotary, Ramona says, Gloria was affectionately known as "Herb's costume jewelry." In 1999 at her birthday celebration, she received Paul Harris Fellow Recognition.

Ramona and her sister, Beverly, heard about The Four-Way Test all the time. "He talked about it to the point where, when he told us we had to do something, we would ask, 'Is it fair to all concerned?' We were always teasing him about it."

Ramona's nephew, Allen Mathis III, lived near his grandfather in Park Ridge, Ill., and spent considerable time with him growing up. "He was soft-spoken and had a quiet manner," he recalls. "To me, he wasn't a take-charge type of person. He was very low-key. When I learned about all that he had accomplished, I was surprised."

Now living in Alabama, Mathis, a member of the Rotary Club of Sylacauga, considers Taylor the greatest influence on his life and regularly speaks to groups about The Four-Way Test. Along with his sister, Caryl Cusick, a former Rotarian in Florida, Mathis manages The Four-Way Test Association, a nonprofit organization established by their grandfather in 1959. While they work alongside Rotary to preserve and promote the test, crafted nearly 80 years ago, Ramona points out that it is not her father's only legacy.

"Club Aluminum," she says. "I've been cooking in it for years now. It was advertised that it would last a lifetime – it has for us." ■

Paul Engleman is a freelance writer based in Chicago.

TESTING ONE, TWO, THREE

Honoring business leaders who live The Four-Way Test

Businesses that ignore the principles outlined in The Four-Way Test don't have much trouble getting noticed. Cook the books, set up a shady Ponzi scheme, or get caught cheating on your taxes, and you're front-page news. But what about companies that abide by the test, quietly practicing truthfulness, fairness, and goodwill every day?

Ethics awards can help even the score. Presented by Rotary clubs and districts, sometimes in cooperation with local business schools or other like-minded organizations, the awards recognize professionals who adhere to high ethical standards in their businesses and communities. They also shine a light on Rotary's litmus test for ethical conduct.

Rotary clubs in Tallahassee, Fla., USA, which have given out a joint award for nine years, saw interest soar in 2009. A record 15 business owners were nominated by Rotarians and others in the community. "When you see so much publicity about businesses that aren't being ethical, people are anxious to see something positive – to know that there are businesses that are doing it right and being successful at the same time," says Michael Forsthoefel, a member of the Rotary Club of Tallahassee who cochairs the Ethics in Business Award committee for his club and seven others.

Club membership is not a requirement for winning, but making a profit is (except for nominees who run philanthropies). The main criterion on the Tallahassee award nomination form: "Adheres to the high ethical standards of honesty, integrity, and consistency in dealing with employees, contractors, and customers, while positively enhancing the well-being of the firm's stakeholders, providing jobs, opportunity, and profits." Nominees also must benefit the community, serve as a business leader or innovator, and adhere to The Four-Way Test.

"When people see a successful business that uses The Four-Way Test, they may look at their own business practices and ask, 'What can I do to be more like this?'" Forsthoefel says.

The 2009 award went to Bill Rutherford, the CEO of the architectural firm Clemons, Rutherford & Associates. Students from the Florida State University College of Business research the nominees, and Rotarians serve as judges. The award ceremony, held at the Tallahassee civic center, features a keynote speaker such as former U.S. Senator Bob Graham and former Florida Governor Bob Martinez.

The nominees honored at the 2009 event included an accountant who discovered and handled an embezzlement case and a podiatrist who routinely provides uncompensated emergency and follow-up care for patients who can't afford insurance.

Bud Carlson, a member of the Rotary Club of Tallahassee Northside who nominated Rutherford, describes how the architect provides his employees with generous benefits. "But his caring for their well-being goes far beyond benefits," he continues. "On many occasions, he has personally helped employees in their time of need." Rutherford's volunteer commitments are lengthy and wide ranging, from serving on an architectural oversight committee in Washington, D.C., to buying new shirts for all the boys at the Florida Sheriff's Boys Ranch in Live Oak last year.

Yet in the midst of this hectic schedule, he recently spent more than an hour talking to a prospective architecture student he'd never met before. Carlson, who sat in, relates: "He emphasized to the student that to be successful, he must approach life – not just architecture – with passion, honesty, and excellence. I am sure [Rutherford's] words will stay with him for life." – M. KATHLEEN PRATT

Get more ideas on promoting The Four-Way Test at www.rotary.org/rotarian. Learn more about the Tallahassee program at www.ethicsinbusinessaward.org.