

# Rotary District 6440 Newsletter

Bruce Baumberger, District Governor

January 2011

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## Quick Event Information

See additional information about these events in this newsletter and on the District website at:

[www.rotary6440.org](http://www.rotary6440.org)

**Service Trips to Guatemala**  
[Brochure](#) and [Application](#)  
February 5 - 14  
February 12 - 21  
[AkTenamit video](#)

## "End Polio Now" Benefit CSO/Perlman Concert

March 7, 2011

## **RYLA Sessions (Rotary Youth Leadership Awards)**

At Camp Edwards, WI  
Session 1 - Mar 10 - Mar 13, 2011.  
Session 2 - Apr 7 - Apr 10, 2011

**GSE Team from Africa**  
visiting our district  
Apr 02 - May 01, 2011

**2011 District Conference** Lincolnshire Marriott Resort  
Apr 28 - May 1, 2011



The Rotary District 6440 Newsletter is filled with announcements, articles, and links to announcements, stories, and information about our clubs, our members and making a difference through Rotary.

## Governor's Message - "Come Join Us" !

As we begin a new calendar year, it's a good time to reflect on the status of Rotary membership in our district. Our clubs welcomed 143 new members since the beginning of this Rotary year on July 1, just shy of an average of two per club. Congratulations to the Rotarians who shared the gift of Rotary with those new members. Unfortunately, there is another critical membership statistic, terminations. Since July 1, 173 Rotarians left our clubs for various reasons, so we currently have a NET loss of 30 members during this Rotary year.

The combined 2010-2011 membership goal for all 72 clubs exceeds an average of net three new members by June 30. To meet that goal, each club will need to induct over three new members by the end of June, assuming no terminations. So, it's easy to see that each of us needs to focus on Rotary's membership growth and retention. Please add one item to your list of goals for this year - **sponsor at least one new member**. "Come Join Us," the joyous song that is featured in a new music video highlighting Rotarians in action around the world, shows the value of membership growth, the key to Rotary's success. Click [here](#) to view the video.

I look forward to working with you and our club and district leadership to change our membership decline to a net increase for the year. Let's do it!

-- Bruce Baumberger, District Governor

## Nominating Committee selects MIKE YESNER as District Governor Nominee Designate



At its January 11, meeting and following interviews with candidates who had submitted applications for the office of district governor, the District 6440 Nominating Committee selected **Mike Yesner of the Rotary Club of Skokie Valley** to be the District Governor-Nominee-Designate.

[2011 Rotary International Convention](#)



May 21 - 25, 2011

**Quick Contact Links**

[District Governor](#)

[Newsletter Editor](#)

[District Website](#)

He will serve as District 6440 Governor for the 2013-2014 Rotary year. Please note that the committee's selection is effective as of March 5, 2011, at which time Mike will become the official DGN-Designate.

Then there will be several more steps required in the Rotary world before he will be able to assume the office of our district governor on July 1, 2013: RI certification of the District 6440 nomination; the election as DGE at the 2012 RI Convention; and his actual attendance at the Zone GETS training in 2012 and all the DGE training sessions at the 2013 International Assembly.

Mike Yesner is a native Chicagoan and a member of The Rotary Club of Skokie Valley. He currently serves District 6440 as the Assistant Governor Coordinator, and will be District Trainer in 2011-12. Prior District posts have included Assistant Governor, PETS Chair, and Community Service Advisor. He was President of the Rotary Club of Niles/Morton Grove.

Mike holds a BA in Political Science and an MBA in Marketing from the University of Chicago. For more than 20 years, he's operated Yesner Marketing, Inc. He also teaches marketing at both the graduate and undergraduate levels.

His career started at Proctor & Gamble and he's also worked for Sears, J. Walter Thompson and other ad agencies. He was President of G. M. Feldman & Co. His clients have included McDonald's, Marriott, Arby's and Popeye's among others.

Mike is married to Donna and they have two children, Staci and Steve, and one grandson, Theo.

He has served on the Board of Commissioners of the Golf Maine Park District for 24 years and is currently its President.

**[500,000 More Children Will Receive the Polio Vaccine thanks to Ed and Jean McCabe](#)**

The McCabe's of Park Ridge gave the world a special Christmas present: polio vaccines. Taking advantage of the recently passed legislation allowing retirement assets to be donated without paying income tax, they gave the maximum amount, \$100,000, to The Rotary Foundation to be used for polio eradication. Coupled with the Gates Foundation's challenge match, this will vaccinate 500,000 children.

"It was the correct decision in 1985 [by The Rotary Foundation] to aim to rid the world of polio," said Ed, speaking from their Florida winter home. He was passionate that these funds "be used now." He vividly recalled the 1935 polio outbreak "which affected everyone, even if they did not contract the virus." He spoke about the 2007 District Conference where they had lunch with Bill Gates, Sr. The Gates Challenge Grant "gave new breath to donors."

A Rotarian since 1971, it was many years before he gave money to The Rotary Foundation. He said, "Many Rotarians think once they became a Paul Harris Fellow that they complete their [Rotary Foundation] financial obligation. That is not true. I hope more Rotarians give to our Rotary Foundation, to step up to the Gates Challenge." See the flyer on the District Website to learn more about how you can [Nurture Your Dream](#).



Thank you Ed and Jean!

### **Rotary Hires New General Secretary**

Following a year-long search, the Rotary International Board of Directors announced this week that John Hewko has been hired to become the new General Secretary on July 1, 2011. He replaces current General Secretary Ed Futa who retires at the end of this Rotary year.



The Rotary International press release announcement had this to say about John Hewko,

"At a time when Rotary is recognized throughout the world for its leadership in the area of community service, its unique and diverse membership, and its ability to address significant global challenges, it is appropriate that Rotary International attract a unique individual to replace its retiring General Secretary.

That individual is John Hewko . . ."

In what some consider the most important decision the Board of Directors will make this year, Mr. Hewko was unanimously chosen from a pool of over 400 candidates because of his experience, leadership and management skills.

[...Read More](#) about John's job and very interesting background.

**Coming Up Soon -- ROTARY YOUTH LEADERSHIP AWARDS (RYLA), Session One 3/10-13, and Session Two, 4/7-10.**

The RYLA (Rotary Youth Leadership Awards) experience for high

school students is soon upon us. The first session is the weekend of March 10 - 13, 2011 and the second session is April 7 - 10, 2011 at Edwards Camp and Conference Center near East Troy, Wisconsin. The camp is owned by the Elgin YMCA. For the Who, What, Where, When and How go to the [District Website](#) and click on New Generations, RYLA. The cost to clubs sending high school students to RYLA is \$325.00 per student. Students who attend RYLA find it to be a life changing experience.

Clubs are encouraged to submit news releases to area newspapers to encourage high school students in their area to apply for RYLA. Sean Nelson, District RYLA Chair, and his committee, will be contacting all clubs in the district with sample news releases that clubs can use to mail to local newspapers. [Application forms](#) and complete information are available on the District Website in the download section of the New Generations page. Nelson mailed information to RYLA club chairman or club presidents in December with all necessary information, including application forms. If you need any further information, contact Sean Nelson at [sean\\_nelson@ymcachgo.org](mailto:sean_nelson@ymcachgo.org).

### **It will be a sold-out event, so buy tickets now...for Itzhak Perlman special performance to fight Polio**

He will join members of the Chicago Symphony Orchestra in his only Chicago performance this season for a concert on Monday, March 7, benefiting Rotary's campaign to end polio worldwide. Concert information is available [here](#). Purchase tickets at [www.cso.org](http://www.cso.org), and mention Rotary. You also may join us after the concert for an intimate cocktail reception. Ticket prices for the Concert: \$50-\$200, for the Post-concert reception: \$150. As you may know, Perlman is a polio survivor himself.

### **New RI & TRF Annual Report Features District 6440 Project!**

The new 2009-10 RI and TRF Annual report has just been released, and features photos and stories about District 6440's work in Guatemala.

The cover of the report features Isabel Gutierrez de Bosch, the first female Rotarian in Guatemala. DGE Carlos Früm reports that she hosted our first district team to Guatemala with a dinner at her home and she visited District 6440 a few years ago. She is very dedicated to the 'girls' hosted by her foundation. She chaired the first emergency committee of the Guatemala city clubs to assist the victims of hurricane Stan.

Most significantly, the inside front cover



(shown here) features our District 6440 service project team working on the construction of a library building at Ak'Tenamit. In addition, the report features an article about Ak'Tenamit on page 10.

[You can see the entire report here.](#) You can [learn more about the February 2011 service trips to Guatemala here.](#)

### **District Conference is Coming...it's Hospitality and More**

It's never too soon to plan for Fellowship and Learning, so mark your calendars as "filled with excitement" for April 28-May 1 at the Linconshire Marriott Resort.

Planning can be easy and it's [on-line](#).

### **Free Money? No, but the next best thing-- free ads in Dist. 6440's eYellow Pages!**

Get one while they last! You've been hearing about our District's opportunity to help Rotarians do business with other Rotarians, but for that to be a success, every Rotarian with a product or service to offer needs to click on eYellow Pages at [www.rotary6440.org](http://www.rotary6440.org) . The free postings are available **through February**. You can add your occupation if it is not already listed in the e-yellow pages !

Editor,

Bob Paddock, Jr.  
Rotary District 6440