

Rotary District 6440 Newsletter

Carlos Früm, District Governor

November, 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

[Deadline Bangkok 2012 Convention Greatest Discounted Rooms Rates](#)
Dec. 1, 2011

[Dist. Gov. Nominee Deadline](#)
Dec. 5, 2011

[Rotary International Convention](#)
May 6-9, 2012
Bangkok, Thailand

[Midwest PETS \(Presidents Elect Training\)](#)
Mar 10, 2012 - Mar 11, 2012

[District Installation Dinner](#)
Evanston Golf Club
Jun 29, 2012

Quick Contact Links
[District Governor](#)

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



Reach Within to Embrace Humanity

153 Days

Ser-en-dip-i-ty (ser-ən-'dip-ət-e):
The faculty of finding valuable or agreeable things not sought for (Webster's 8th Edition)

When was the last time anybody asked you to take him or her to a Rotary meeting? This would have been serendipitous but unfortunately, if you have been in Rotary ten, twenty or more years, it very seldom happens these days.

This wonderful opportunity only happens to newer Rotarians when their friends find out they have joined a club. They are curious, they may have a desire to also 'help the community', they may want to meet new people for a variety of reasons, or they just want to see what their friend is 'up to' now.

But for us, seasoned Rotarians, it doesn't happen. All our friends know about our weekly meetings, weekend projects, and fundraisers. At least, over the years we made sure they did.

Yet, sadly, how often we hear new members say, "I didn't join before because nobody asked me!"

In my visits to clubs sometimes, I hear old timers tell me how grateful they are to that older acquaintance who invited them to their first Rotary meeting when they were just getting on in life. This is always accompanied by a sweet smile and a remembrance of the friendships they forged in the club. What a gift they got!

We are approaching the gift-giving season so let us consider giving a young man or woman the gift of serving above self. They will remember us with a sweet smile!

Please reflect for a moment on that friend or acquaintance who invited you to your first meeting or project. As I mentioned in many of my club visits, we may not remember our induction ceremony but we surely remember our sponsor. We are forever grateful that he or

[Newsletter Editor](#)
[District Website](#)

she cared enough to invite us to share his or her passion.

Yours in Rotary Service,

Governor Carlos

District News Items -- a Long List of Short Items

- **Reminder -- District Governor 2014-15 - Applications** are due by e-mail to [Gov. Carlos](#) by 12/5/11.
- **Bangkok** - This Thursday, December 1 is the last opportunity to register at the lowest price.
- **\$Money\$** - District Simplified Grant money is still available
- **Public Image & your pin** -- Do you wear your pin only for your meetings? Do you see fellow Rotarians at other occasions without them? Have you asked them why? An easy and important part of our Public Image campaign is showing you are a Rotarian. It's something we all can be proud of...and it's a great conversation starter ! Lost yours to your car's seat belt ? Ask your club secretary about another.
- **The 6th Month** -- Here's some post-Thanksgiving "Food for Thought" -- We're Entering our sixth month! How will you remember your club's year ? A year of growth ? A year of new ideas? A year of accomplishment ? Like they say in football, we can all keep active and be active in our second half, moving onto 2012 yard line.
- **Something worth emulating!** - Mike Schwert, President Elect of the Rotary Club of Antioch, told us his club got a 60% response rate to a Zoomerang survey of members. Way to go Antioch Rotarians!
- **Bangkok** -- Opportunity for lowest price registration expires 12/1. After that it goes from \$160.00/person to \$195.00/person. After March 1 it goes to \$245.00/person. For information, click [here](#).
- **Example of a creative marketing piece** -- To see Elgin Breakfast's pdf/poster promoting their "Rotary with a Twist" evening meeting, click [here](#). Some say it makes bacon look even better !
- **Idea from Buffalo Grove** - The water bottles they use for fundraisers with their club name come from Ultrapure (www.ultrapureinc.com) in Arlington Heights. They bought two pallets (3400 bottles) for about .40 a bottle. For more information contact Bob Seitz of the RC of Buffalo Grove. Keep those ideas coming!

A Tip for Growing -- Looking for New Members?

Recently we received four applications for membership sent by RI. One was from an RI staff person. The other three were from individuals in Evanston, Carpentersville, and Hanover Park. There's a new twist to this, though.

Our District Membership Committee contacts the individuals to find out their preferences as to time of day and location of their future club meetings and the leads are sent to the respective clubs as soon as possible. This is not anything out of the ordinary. We receive some 70 applications this way.

What is different this time is that RI started to track how these potential members found out about us. Except for the staff person, which should be excluded for obvious reasons, the other three responded "Search engine" in the multiple-choice selection. Hmm...

Time to start thinking about what people see when they search for "Rotary club of ..."

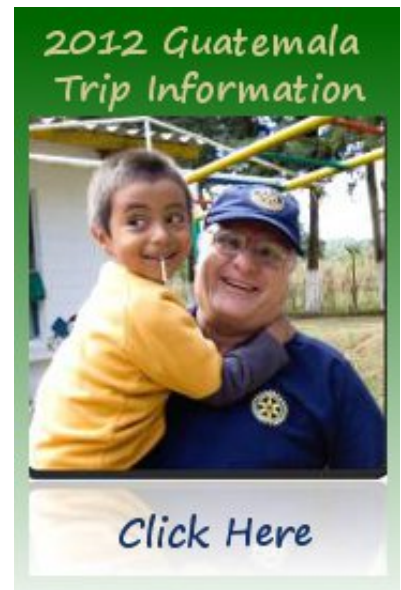
Here is how the Rotary Club of Mount Prospect/Prospect Heights is answering the challenge:

<http://www.clubrunner.ca/Portal/Home.aspx?cid=2395>.

What's In Store for Team 6440 In Guatemala -- join the effort.

The first of the District's three teams will be leaving for their Annual Service Project to the Ak'Tenamit School in Guatemala on Jan 14. This first team, led by Steve Swanson of the Lake in the Hills Club, is tasked with continuing the development of a tilapia fish farm project started by his club, as well as building a community center and an addition to the dining hall for the 500 resident students. At the end of their trip, the group will visit the spectacular Mayan ruins of Copan in Honduras. "This trip is a great opportunity to work on a hands-on project and see how Rotary is helping around the world. It is a life-changing experience to participate in a project like this" said team leader Swanson.

Two other teams will follow in February to complete the work, and there's still some room. If you are interested in a wonderful service experience, see the details on the District [6440 website](#) -- click on the photo you'll see there.



We're making a difference, and more !

District 6440 project to provide X-Ray equipment to medical clinics throughout Guatemala is making great progress.

You may recall that our district initiated a pilot project, together with Rotary clubs in Guatemala, to install 29 x-ray machines through a unique arrangement that includes the Ministry of Health of Guatemala and the Pan American Health Organization. It is expected that this project can be duplicated in any country where Rotarians are present !

X-Ray Project Team Members attended the opening of the Radiological Society of North America meeting at McCormick place and met with high-level representatives of Phillips, Siemens, GE and SEDECAL to discuss the upcoming issue of a Request For Information (RFI). The RFI will be offered to potential suppliers prior to issuing a Request For Quotes (RFQ) to ascertain their level of interest and their ability to supply equipment and services.

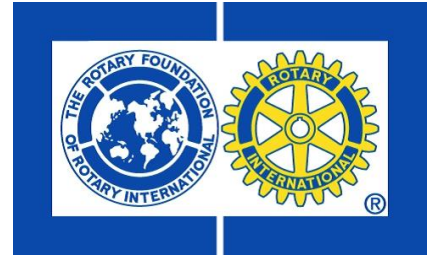
To read and see more, click [here](#).

Holidays are Approaching, and the 2011 and Tax Year are soon Coming to an End...



....and there are opportunities for Planned and Tax Benefit Giving. One is a charitable gift annuity -- in exchange for a gift of cash, securities or other assets, The Rotary Foundation agrees to pay you or 1-2 other annuitants a fixed sum each year for life. To learn more about this, about a chance to win an expenses-paid trip to

the convention in Bangkok, and Foundation's current work and efforts, see the Zone 28 Nov.-Dec. [Foundation Newsletter](#)



Another thought -- make a contribution in someone's name and then let them create their own "This Close" Ad for Rotary's campaign. Share it with your family and Facebook friends. Click to see an [example](#) of creating an ad. Also, the half-price 500-point matching program for Paul Harris recognition is still available -- for details, click [here](#).

Welcome, New Members !

Batavia	Ronald	O'Connor
Evanston	Michael	Pure
Lake in the Hills	Bryant	Cannon
Lincolnshire Morning Star	Bryan	Elliott
	Chris	Poteet
McHenry	John	Jones
Park Ridge	Anthony	Armada
	Philip	Bender
Richmond-Spring Grove	Dan	Hartwig
Skokie Valley	Lindsay	Broadbent
St. Charles	Bruce	Orlando

See the Spotlight on Membership feature, upper left on the District website for an acknowledgement of several sponsors.



Reflections from the "catbird seat"

The use of the expression perhaps indicates that I've been around Rotary for awhile, but I'm still "young" enough to say, "not as long as some !" As the son of a Rotarian, and now a Rotarian myself, I've had the opportunity to observe and be involved -- as a club president

and helping a little at the District level (as newsletter editor and Historian). Seeing our website this month and thinking about some of the material in the newsletter keeps me enthused. Maybe it will "rev" your engine too.

For example, there's the update about the three Guatemala trips. One of my daughters and I went on one of the first...it was some good, what-they-today-call "quality time". It was a winter opportunity to see a new, warm part of the world, while trying to do a little good. By the way, there's still room on the 2nd and 3rd trips this February, so you, too, might find it a great Rotary experience.

Over the past 15 years or so, we've talk a lot about getting young people involved. Perhaps everyone looks younger to me these days, but take a look at the slide show on the Dist. website ([Images from District Seminar Day](#)). See if you don't indeed think this is coming about. Those new Interact and Rotaract clubs, too, indicate we're making progress in continuing to be a vital, growing organization.

As examples of continuing service, see the two website stories, "Wilmette Harbor RC Hosts [Disability Group Picnic](#)" and "Lake [Zurich Rotary Halloween Bash Raises thousands for Charity](#)." And as for continuing and growing traditions, I think back my club's own backyard fellowship this past summer, and it's upcoming and relatively new Santa Run fund raiser this December...makes me think of re-upping for warm Guatemala, and encouraging you to sign up ([click for info](#))! Or encourage you to invite someone to sample and enjoy the good times of your club.

Bob Paddock
Editor

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