

A MESSAGE FROM . . .

JOHN FRISCHIE

2020-2021 District Governor

I'm not sure how or why RIP Holger Knaack picked the theme "Rotary Opens Opportunities," but I'm glad he did. When I first heard Holger share his theme in Governor Training in San Diego, I was excited. Rotary does open opportunities if you embrace Rotary. Rotary membership enables ordinary members to do extraordinary things when they work with others. I have attended so many virtual club meetings and I come away enthused after each meeting.

Club News

One of my goals this year is to celebrate District 6540 Clubs. Here are some highlights:

Boswell, Kentland, Otterbein, Fowler, and Rensselaer are using food voucher programs supported by their Community Foundations to distribute food vouchers that can be redeemed at their local grocery stores.

Logansport has started a weekly bulletin to improve club communication and engagement. It lists upcoming speakers, rotary duties, club announcements, birthdays, anniversaries and more! It has been well received by their members.

South Bend has resurrected its executive committee and is meeting monthly. They will be reviewing their by-laws and updating where needed. They also have a stronger marketing effort underway led by engaged marketing professionals.

Nappanee has lost its weekly meeting place, and their largest fund-raising event for the year has been cancelled. HOWEVER, the club board met, and it is evident that they will pull up the bootstraps and still accomplish what they can this year..

LaPorte will induct two new members on August 3 with three more likely to be added soon! They have also developed a "work plan" for membership recruitment trying to get members more involved in recruiting new members.

North Manchester delivered and sold drive-through grilled chicken BBQ meals on Saturday, July 18, setting a record for the annual event. Between 11 a.m. and 2 p.m., 17 volunteers sweated their way to pulling in more than \$3,000 of gross profit.

Please keep sharing the Opportunities your Club is opening.

Club Member Spotlight

Maybe member retention is as important as getting new members. Holli Seabury past President of the Fort Wayne club and current Assistant Governor for Berne, Bluffton, Ossian Satellite, Columbia City & Decatur was a “virtual” presenter at the Honolulu International Convention. She developed a very effective member retention program. You can view here: <https://youtu.be/wwGYJlnKgv4?t=621>

Membership

District 6540 has an eight-member team to address new and innovative membership types They have attended four hours of training by Zone 30 leadership and are developing a plan to address new and

innovative club types. They will not look like the traditional model. Coffee Clubs, Corporation Clubs, Electronic Membership, and Theme Clubs possibly based on an environmental model for clubs around Lake Michigan, Indiana waterways, or gardens in our communities.

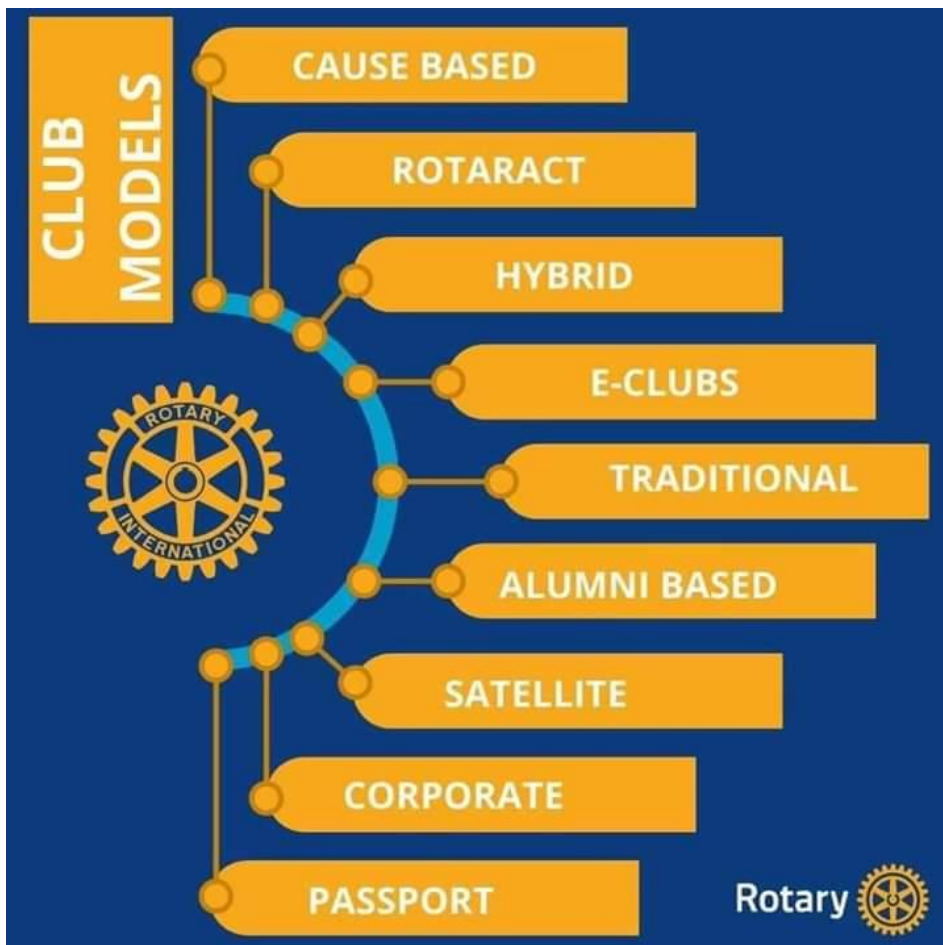
Training on Virtual Meetings.

Rotary Zones 30-31 Heart of America is offering a virtual workshop, please visit this site <https://www.rizones30-31.org/events/virtual-summer-leadership-seminars/> and choose option #5 to register.

Session 5 - Saturday, August 8
High-Impact Club and District Meetings/Online and Hybrid

Is your club still active? If not,

then I ask why not? The Covid 19 crisis is not abating and it appears to be getting worse, but the good news noted above should give your club some ideas. I am urging Club Presidents to offer virtual meeting options and if members don't know how to access the meetings with a computer or phone District 6540 will help with training, contact Chris Widner chris@rotary6540.org. District Governor John Frischie can be reached at rotaryfrisch@gmail.com.



A MESSAGE FROM . . .

JANE ROUSH

2020-2021 District Governor Elect



*Rotary is an Experience -
Not a Club Room or Bricks and Mortar*

Several District leaders recently attended two workshops on Innovative New Clubs and one on Membership-Opening Opportunities and Embracing Communities. As we look at ways to grow Rotary and Open Opportunities for more people to be involved in Rotary, the title statement really spoke to me. One of the presenters shared that Rotary is an experience rather than the clubroom or bricks and mortar and we should want to share it with others.

So, I ask you: What is your Rotary Experience? Were you active and engaged before COVID? Are you still making a difference through Rotary? If the answer is yes, please invite others to join you in making a difference in your community and around the world through Rotary. Many positive activities are taking place in District 6540.

If you haven't been as active, then I encourage you to look at your skills, passions and interests to see how you can use those to make your club stronger. We are all valuable members of our organization and important cogs in the wheel.

District 6540 needs your talents and passions to help share the great work of Rotary. We are looking for people throughout the District that would be willing to help our committee chairs in many different



areas. Since the August focus is membership, we would really like to have people join Carla Herr, our membership chair, helping clubs to grow through Membership Attraction and Engagement. Or would you be willing to be an advocate in opening opportunities for new types of clubs throughout the district? Maybe you would like to learn more about the Foundation, community service or international projects. I certainly

became more engaged as I participated in District activities and I invite you to join me. Please contact me at rotaryroush@gmail.com to learn more.



A MESSAGE FROM . . .

TIM GIBSON

2020-2021 District Governor Nominee

What in the world could family reunions and Rotary clubs have in common? More than you may think.

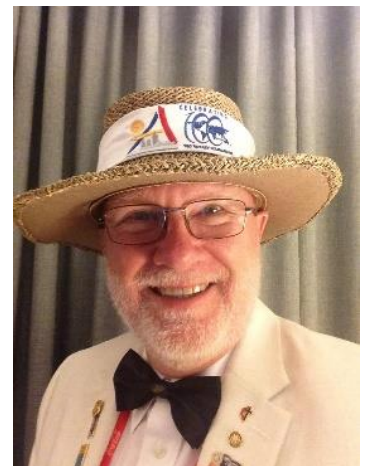
When we gather at family reunions outcome the photo albums and with it a record of the past who all share the same bonds of family. It is so enriching to review what we did and who we wanted to be and it's easy to do because the memories wash over us.

In this same vein Rotary Clubs are members of The Family of Rotary. So let us record all our memories of last year 2019-20 now and make a Yearbook to capture our accomplishments before they fade from our memory. Then when we look back and have a virtual reunion, baked beans and potato salad are optional, we open the Pdf file and reminisce with awe how much we have advanced the Object of Rotary in just that one year.

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ED VAN WIJK

2020-2021 District Trainer



So, what is a DGND and what does a DGND do?

If you were to google DGND it would tell you that it stands for Digital Ground as opposed to Analog Ground, which are terms used in electronic engineering... Interestingly enough, I believe a Rotary District Governor Nominee Designate (DGND) needs Digital and Analog grounding too...

You see as a DGND one is a member of the line of succession for the leadership of the District and during one's first year there is a lot of learning going on and one takes further steps in becoming familiar with the leading and managing of the District.

DGND article continued . . .

As the DGND, I am now part of the Administrative Council and one of my tasks during this year is to help raise money for the Annual Fund of the Rotary Foundation. Part of the money we raise this year will come back during my year as District Governor in the form of District Designated Funds that will help support District and Global Grants.

To be successful as a DGND, or a leader at any level in Rotary for that matter, one needs passion and structured management skills. Passion may be equated to Analog Grounding and structured management skills to Digital Grounding.

There you have it, a DGND is one who with passion and structure learns to lead the District in the future and the present. Hopefully that passion and structure will help “Open Opportunities.” Or as Holger Knaack our RI President will say: “Rotary eroffnet Moglichkeiten.”

If you have any feedback or comments that will help improve the Rotary experience in D6540 please let me know. You can reach me at rotarycevw@gmail.com



A MESSAGE FROM . . .

JUDY WALKER

2020-2021 District Rotary Foundation Chair

The Rotary Foundation

Thank you for your giving. This is a time that there are many requests for our discretionary funds, and it is great to see that D6540 Club members are choosing to support the Foundation. Total District giving is already \$4,500 ahead of last year. Please remember Governor Frischie’s request for club members to save your change for the Foundation. Put your money in a jar and cash it in. Apparently, coins are somewhere other than our stores so it must be in our homes, purses, in a coin bank. So please save your change and donate it to the Foundation. If every member in our District collected a \$100.00 and donated it to the Foundation that would be approximately \$230,000.00.

We still encourage the endowments, major donor giving and the support of the Paul Harris Fellows program, this is an opportunity for those that don’t choose to give a larger amount.

The
Rotary
Foundation



EVERY
ROTARIAN
EVERY
YEAR