

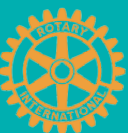
People Of Action NEWSLETTER

"Rotarians are People of Action Making a Difference"



New Satellite Club: **Wellington**

see page 9



District Governor's Message

It All Starts With Our Members

Bill & Tracey's Journal of Club Visits; Part I: July, 2017

During the last few weeks, Tracey and I have had the privilege and honor to visit many of our District's Rotary Clubs. We have met many fine Rotarians who are truly making a difference in their communities and across the globe. Over the next few months, we thought it would be good to recognize our clubs and their dedicated members for all the good they are doing.

Our first visit on Wednesday, July 5, was with the Rotary Club of Greeley. This was appropriate as the Rotary Club of Greeley is where it all began back on June 1, 1917, when this club became the first Rotary Club to charter in what is now District 5440. Since that time, we now have 53 Rotary clubs in our District with the promise of more coming this year.

President Mike Bond led us through a discussion of the projects this large club of 114 members (10 honorary) supports. At the top of the list is the Poudre Learning Center, a unique and very popular outdoor learning center serving students from all over northern Colorado and beyond. We look forward to the expansion of this valuable community resource, so it may provide even more opportunity to our area's youth. Other effective classroom projects include Extreme Science and the Four Way Test. International support includes the Juarez Mission and the very effective Global Grant Malawi Water Well Project and a Polio Plus funding raising event.

Our next visit was on Tuesday, July 11, to the extreme eastern end of our District in Northern Colorado with the 28-member Rotary Club of Sedgwick County. Established on June 12, 1940, these members support their community with an annual raffle to provide funds back to the community. Example projects include college scholarships, RYLA support and cooking for the annual Veteran's Day breakfast and a ramp for a person who suffered a stroke.

Many years ago, this club helped purchase a community landmark, the Hippodrome Theatre, saving it from becoming a warehouse and restoring a community icon which has become the Hippodrome Arts Centre for many community events. This is truly a community

■ See MESSAGE on page 4



Bill Emslie

District Governor 2017-18

*Fort Collins After-Work
Rotary Club*



Rotary Stories: Telling Your Story

by Tracey Emslie

Fort Collins Rotary After Work

The human brain is hard-wired to receive stories. We crave them. They are how we learn, how we communicate both simple and complicated ideas, and how we transmit history to generations down the line. Lists of facts can be important, but stories pack the emotional punch that reaches into people's hearts and stays there.

Rotarians have a glaring flaw. We are too good at being modest. We don't blow our own horn and more or less shun publicity concerning what we do. That is, in many ways, an admirable characteristic, but it needs to change if Rotary is to survive, much less thrive.

Some 80% of the U.S. population does not know what Rotary is. Most of the other 20% are more or less familiar with the name, but not what Rotary does. We need new members—a lot of new members. The most compelling way to let people know the essence of why 1.2 million leaders around the world dedicate themselves to Rotary is to tell what has become known as The Rotary Moment or Rotary Story. Think of it as Chicken Soup for the Rotary Soul. We have magnificent stories that should have the organization bursting at the seams with member requests, but we are lousy at getting those stories across to the general public.

Most clubs have websites and Facebook pages that offer glimpses of Rotary Stories, but as a general rule, those are just read by other Rotarians. It is nice to get some column inches in a local paper, but midsize and larger papers are tough nuts to crack and, in either case, unless both reporter and editor are Rotarians, we have no hand in shaping the direction or impact of what someone else writes. We need to tell our stories ourselves, and it is up to us to get those stories into widespread circulation.

One component of the People of Action award being offered to all Rotarians in District 5440 as of this summer is a request to share a member's Rotary Story. It can be as local as your next-door neighbor or a reflection of global impact. It can be profound. It can be silly. If a member wants to remain anonymous, that request will be honored. Our goal is to make these stories available at the 2018 District Conference in Estes Park, but we encourage all clubs to publish their collections. These can be commercial-type booklets, or pamphlets, stapled print-

outs, or single sheets with just a few stories, but get them out to the public for free. Place them in professional offices, cafes, sandwich shops, restaurants, libraries, school commons rooms; any place where people sit and might pick up something to read. Have a small stack, so people will be encouraged to take one home. If possible, refresh with new versions every now and again, so people look for them.

Guidelines for writing your Rotary story

Not everyone is comfortable putting a story on paper, so here are some hints and options.

1. Put the Rotary brand, your club name, and contact information on every page.
2. Relax. Your story does not have to be a Pulitzer contender. Anything written from the heart will reach a reader.
3. Do not make anything up! Nothing surpasses fact in a Rotary Story, so rein in any novelist's dreams churning within you. Do not assume you know what someone else in the story is thinking or feeling unless they told you. It is often desirable, and sometimes legally necessary, to fudge names and identifying details, but tell your reader up front that you are doing that to respect the confidentiality of the subject.
4. Stories need a beginning, middle, and end. A "lede" (insider's spelling of "lead" as an opening hook) grabs a reader's attention. Your lede may or may not be part of the chronological beginning of your story. After you have a solid draft, look for a short sentence that summarizes the emotional impact of the story. Put it in front, then draw back and do a logical progression. Or start with something, improbable, incongruous, or funny. Sometimes your lede is the final sentence of your rough draft.
5. Ground your story with a few (very few) pithy details. Was it sunny? What was a child wearing? How did the side of the iron lung feel?
6. Unless you are experienced in long form journalism, keep it short! Imagining that you are paying ten dollars a word to have your story pub-

■ See **YOUR STORY** on page 14

MESSAGE

from page 2

centered club. Thank you, President Jay Goddard, for the strong support you and your members have for their community.

Visit number three on Wednesday, July 12, was the 33-member (1 honorary) Rotary Club of Sterling which was established on May 1, 1920. This club has both a community focus and international focus. Some of the local projects include the Cooperating Ministries project, support for RYLA, and giving of dictionaries to 4th and 5th-grade students. The club also supports the very effective Kenya Water Project, a global grant managed by Rotarian of the year Joe Schon that supplies clean water and basic sanitation systems and training at rural schools in the Meru District of Kenya. Total students served by Phases 1 and 2 are 16,509 at 56 schools. Phases 3 and 4 will serve many more students and schools under this amazing project. I also had the honor of presenting Paul Harris Fellowships to three Rotarians that included Kim Sellers, Dave Tennant, and Pete Youngers. Thank you, Rotary Club of Sterling and President Bob McCarty.

Our fourth visit on Monday, July 17, was with the 75-member Rotary Club of Torrington. Chartered on November 1, 1931, this is a larger club with many community centered projects that include backpacks to 450 middle school students, dictionaries to 3rd graders in two counties, Books for Babies up to their first birthday; books for the medium security prison, non-traditional scholarships, the Land of Goshen project, and recognizing students of the month. There is a special focus on the elderly.

At the international level, this club supports, the Kenya Clean



Visit Number One: Rotary Club of Greeley. DG Bill Emslie at the podium with President Mike Bond looking on from the right.



Visit Number Two: Rotary Club of Sedgwick County. Left to right are DG Bill Emslie, Tracey Emslie, President Jay Goddard and other great Rotarians who attended that day. AG Steve Smith, who support this club stands in the far right back row.

Water project and ShelterBox. As a larger club, they can take on more local projects. Congratulations to President Wally Wolski for continuing this tradition of solid community support. The club also has an affiliated satellite group that has a focus on providing much needed Alzheimer's care for the elderly. This is a strong indication of the solid support in the community.

Following Torrington, we drove farther east for visit five on Tuesday, July 18, to the 97-member Rotary Club of Scottsbluff/Gering. Some of the community projects for this club include school playground equipment in partnership with the Kiwanis Club, funding for Scottsbluff downtown farmers' market, funding for

■ See MESSAGE on page 5

MESSAGE

from page 4

the North Platte Valley Museum merger and support of the local United Way and a tree planting project.

This club also placed a statue of a Minuteman at the Colorado National Guard building. This club's international focus includes support of the global grant Kenya water project, a new global grant for a women's organic farm in Turkey, a Mexico ambulance project that involved sending a reconditioned ambulance to Fortin, Mexico, including a Jaw of Life and a used Dental Chair. The club is also a supporter of the polio eradication effort. Thank you, President Shelley Knutson, for your leadership this year.

Our sixth visit on Wednesday, July 19, was with the 18-member Rotary Club of Morrill. Morrill is one of two clubs in our district located in the great state of Nebraska. A smaller club, the Rotary Club of Morrill was founded on June 1, 1938.

As with so many of our clubs, there is a strong focus on community support. Some of these local projects and organizations supported include scholarships for local students, support of the local Boy Scouts, a sidewalk for the local school, a gazebo in the local park and improvements in the local library such as carpet, windows and the media center. International support includes sending wheelchairs to Mexico, including a very moving story of a mother who carried her teenage son to receive the wheelchair and with emotional praise, said this would change his life.

The club also supports Shelter-Box, which provides temporary living space for families displaced by natural and other disasters. Thank you, President Joe Sher-



Visit Number Three: Rotary Club of Sterling. Seated are Tracey Emslie and DG Bill Emslie. Paul Harris Fellow recognition was awarded to Rotarians Peter Youngers, Kim Sellers and Dave Tennant and who are standing from left just behind Bill & Tracey.



Visit Number Four: Rotary Club of Torrington. From left to right are PE Tim Pieper, DG Bill & Tracey Emslie, President Wally Walksi, AG Nancy Hobbs and Hal Brethour.

wood and members of your club, for your leadership in support of your community and beyond.

Visit number seven brought us back to northern Colorado on Thursday, July 20 with the 36-member Rotary Club of Windsor. Chartered on February 10,

1986, this club recently celebrated its 30th anniversary.

Members of this very active club have some outstanding community projects such as an

■ See MESSAGE on page 6

MESSAGE

from page 5

impressive youth focus by sponsoring 25 RYLA and Young RYLA students and support of the

9-Health Fair since 1986 with 500 to 700 people now attending.

Recent district grants supported local projects such as the 1,000 Books Literacy project and the playground for preschool chil-

dren at the recreation center show resourceful use of matching district grant funds. With a focus on youth, members also provide a fishing derby and Halloween party. Members provide strong support of The Rotary Foundation by giving at a level of over \$200 per member.

During this meeting, we had the honor of inducting a new member, Dakota Brown. We wish him well on his Rotary journey. We also presented a certificate for 10-year perfect attendance to Rotarian Robert Penny.

Congratulations Robert for your strong support of Rotary. Thank you, President Kelly Arnold and members of your club, for the extra effort to fund RYLA and Young RYLA and for such strong support within your community.

Following a short but restful weekend, Tracey and DG Bill went back on the road for visit eight on Tuesday, July 25, with a day trip to the 20-member Rotary Club of Rawlins.

Chartered on April 1, 1921, this small club has big heart for their community. Members have some outstanding community projects such as Wyoming Reads with books to first grade students, dictionaries for third grade students, the Veterans Day project, Breakfast with Santa with over 400 people attending, the Rotary golf ball drop to support scholarships and club projects, Rotary Park including an irrigation project, Rotary signage and wheel. The club provides strong support of youth leaders through RYLA and Young RYLA. International projects such as the Guatemala water project demonstrate a desire to reach out beyond the community. Thank you, President Dana Barnett, for your leadership. Your members for making a difference in your

■ See MESSAGE on page 7



Visit Number Five: Rotary Club of Scottsbluff/Gering. From left to right are DG Bill & Tracey Emslie, AG Nancy Hobbs and President Shelley Knutson.



Visit Number Six: Rotary Club of Morrill. Club members. Included in the photo are AG Nancy Hobbs and President Joe Sherwood (back row third from right) with DG Bill and Tracey

MESSAGE

from page 6

community and beyond.

Thursday, July 27, was a busy day with two club meetings, two board meeting and a fifth meeting regarding the Rotary Foundation to round out the day. We were up early for club visit nine to meet with the 84-member Rotary Club of Fort Collins, Breakfast at an eye opening 6:45 a.m.

Chartered on April 4, 1987, this is a larger club that provides great support to the Fort Collins community and beyond.

President Chris McMahon and the members of this club support many important community projects including the Matthews House to help youth under the age of 18 with experiential education. They are now looking to support a satellite Matthews House in south Fort Collins.

Homeless Gear is another organization the club supports with emphasis on bike repair of homeless people in need of transportation. Other entities supported include Project Self Sufficiency, Meals on Wheels and the Larimer County Food Bank. Other vocational support includes teacher of the month, student of the month, the Four Way Test in schools such as the Global Village Academy.

International projects include support of projects in India brought forward by the most recent Service Above Self award winner Dr. Krishna Murthy. Other international projects include a woman's vocational school in Zambia, water projects in Ethiopia under a District Grant and another District Grant to ship \$265,000 in textbooks to the Ethiopia Darrow Education Department under Books for Africa.



Visit Number Seven: Rotary Club of Windsor. Club members. Included in the photo are President Kelly Arnold (back row, second from right) and AG Karoline Woodruff on far left. DG Bill & Tracey Emslie on far-right front row.



Visit Number Eight: Rotary Club of Rawlins. From left to right are Copper France, AG Larry Struempf, DG Bill Emsie, PE Patricia Maberry, President Dana Barnett, Gary Woodward, Randy Dabb and Robert Hunt (back row right).

The club also co-sponsors the local Rotaract Club with the other three Rotary Clubs in Fort Collins. This is a very active club and because of the size, can accommodate many projects in the community and internationally. Thank you, President Chris, and the many members of your club for all you do.

After a great Rotary breakfast meeting and still being Thursday, July 27, we drove to Loveland to visit the 36-member Rotary Club of Loveland, Thompson Valley – our tenth club visit.

This club absolutely rocks at fund raising with three separate fundraising events each year that net about \$38,000 for use in supporting the community and beyond. Some examples of the many projects supported include community organizations such as the Auburn Crest Hospice, Realities Focus, the Loveland Chamber, The Nappie project which provides diapers to day care services for use in child care for working families that cannot afford the diapers.

■ See MESSAGE on page 8

MESSAGE

from page 7

Also supported in the community is the Thompson Education Foundation for homeless children and the Platte River Fly Fishing project through Healing Waters for traumatized veterans. Other youth focus projects include an art scholarship, the Thompson School District Ignite program, and Entrepreneurship program and RYLA and Young RYLA.

International projects include a library in Nicaragua courtesy of a former club member now in Nicaragua, The Saratov Rotaract, Polio plus, Shelter Box and a school in Kenya for children in refugee camps.

Additional projects in support of the environment include an Eco Stove in Nicaragua, clean water for the Myanmar school in a village consisting of Muslim, Christian, and Buddhist residents, a Loveland sustainable youth garden, and Colorado Youth Outdoors which teaches youth outdoor skills with their families.

Thank you, President Linda Bower, for your leadership this year as you support these and other fine projects.

In this first installment of club visits, we have been impressed with the number of projects and funds expended locally by these ten Rotary Clubs.

Rotary International President Ian Riseley has asked that this year we support and strengthen our clubs, focus and increase humanitarian service and enhance Rotary's public image and awareness.

These ten clubs certainly do this with all they have accomplished.

Now, having accomplished so much, Ian Riseley has also asked that we report the hours and



Visit Number 9: Rotary Club of Fort Collins, Breakfast. Pictured left to right are PDG Phil Murphy, Gary Turner, Ann Bedient, Ellen Brinks, Patrick Bois, and PDG Charlie Peterson next to DG Bill Emslie on far right.



Visit Number 10: Rotary Club of Loveland, Thompson Valley. Pictured left to right are DG Bill Emslie, President Linda Bower; Randy Touslee, Treasurer; Mark Weiman, Director; Phyllis Moore, Secretary; Eric Weedon, Past President; and Teresa Kaufmann, Director.

dollars spent on humanitarian service in My Rotary for each club.

By doing this, we can communicate to the public all that Rotary is doing thereby enhancing Rotary's public image and awareness. I am aware of one club that recently did this and was surprised to learn that the cumulative efforts

of just one club amounted in one year totaled over \$400,000 in humanitarian service. This is a big number for one club.

Stay tuned for the next installment of our club visit log. In August, we will visit 18 Rotary clubs.



Members of the new Rotary Club of Fort Collins, After Work, Satellite. Left Front Chair-elect Carolyn Reed, Chair Linda Knaack is third from left holding the RCOW bell. Secretary Ashley Macdonald is just to right of Linda Knaack. Rotary Club of Fort Collins, After Work President Ted Cluett is on the far right. DG Bill Emslie is in the gold shirt.

Welcome **RCOW:** Rotary Club of Wellington

by **Bill & Tracey Emslie**

District Governor,
Rotary District 5440

District 5440 has a new satellite club sponsored by the Rotary Club of Fort Collins, After Work. The new satellite, which will eventually become the Rotary Club of Wellington (RCOW), had its inaugural meeting on July 24. The antique cowbell, pictured below, with an equally antique leather-covered western stirrup may be the most distinctive Club Bell in Rotary!

Thanks for the effort and creativity from Rotary Club of Fort Collins, After Work President Ted Cluett. Thanks also to After Work Past Presidents Marji Trinen and June Boon for assisting with the launching of this satellite.

This is a vibrant group of new Rotarians. Thirteen members were welcomed to the satellite. Meetings are on Mondays at 6 p.m. in Wellington, Colorado, either at the Old Colorado Brewery or the fire station, depending on the mood and/or situation. Satellite Chair is Linda Knaack. Chair-elect is Carolyn Reed. Secretary is Ashley Macdonald. They intend to charter as an independent Rotary Club soon.

A warm welcome to District 5440 Rotary Club of Fort Collins, After Work, Satellite, and future Rotary Club of Wellington (RCOW). We anticipate good things happening with these great Rotarians!

Windsor Rotary Club: Youth Involvement



Over the years, the Windsor Rotary Club has sponsored 25 RYLA and Young RYLA students. They were honored recently to have some of those students and their parents (above) join them for a meeting to share their experiences. Also this month, several of the members of the club were asked to volunteer at the Clearview Library in Windsor for a Block Party for children 0-6 years. Pictured (below) are Jody Niswender and Dr. Michael Carey.



Polio eradication gets a boost from DG visits

by Bill & Tracey Emslie

District Governor,
Rotary District 5440

During the District Training Assembly and Rotary Foundation Dinner this past April Rotarian Bill Ballou came to visit with a full-sized iron lung, photos and an update on Rotary's polio eradication effort. He shared the good news that polio cases were down again in 2017 as we vaccinate our way to full eradication.

From a total of about 350,000 cases per year in 1986 we are now at 8 wild polio virus cases for the current year.

In this span of 31 years, Rotary

estimates that 16 million people have been saved from this devastating and deadly disease.

One of the items Bill Ballou brought with him was a small replica of an iron lung with a slot in the top. Bill told us that he passes this around wherever he goes and receives donations to help eradicate polio.

Not wanting in to miss an opportunity, we purchased one for our District Governor visits. With 53 Rotary clubs, we can make a difference.

The cost of one oral vaccine is about 60 cents for one child.

With this in mind, we set a goal of collecting \$5,000 over the course of 53 club visits.

We probably underestimated the generosity of our fellow Rotarians because after just 10 club visits, when have now collected or have donated by our clubs from our ten visits, a total of \$2,229.94.

This puts us well on our way to meeting and possibly exceeding our goal.

Now Imagine this. If we reach our goal of \$5,000 during our visits, the 60 cents per child in polio vaccine cost will protect over 8,000 children from this terrible disease.

Thank you, Rotarians. Your generosity in helping to eradicate polio is deeply appreciated. We will win this one!

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**Make a Difference in your Community
with a
Local Global Grant
from
District 5440 and the Rotary Foundation**

Overview

In partnership with the Rotary Club of Shimoga, India and the Rotary Club of Bangalore North West, India, district 5440 will offer a global grant opportunity to one club in the district to do a \$35,000 project in their community for an investment of \$4,000 from the club or clubs.

Project requirements

- The project must be in the local community of the district 5440 club or clubs applying
- The project must be in one of the following six areas of focus:
 - Water and sanitation
 - Disease prevention and treatment
 - Peace and conflict resolution
 - Economic and community development
 - Education and literacy
 - Maternal and child health
- The project must be sustainable - it can't just be providing supplies or remodelling structures. There should be training, long-term management and a maintenance and support plan. Sustainability means providing long-term solutions to community problems that community members themselves can support after the grant funding ends.

Selecting a project

Start by assembling a small group of people in your club and other clubs in the community to make a community assessment. Also, look for partner organizations working in the community that have a track record of successful projects. Next, investigate where Rotary and the partner organization can make a long lasting improvement in the community. Define a project that is doable in a year or two with a budget of \$35,000. Examine the sustainability of the project using the district 5440 Sustainability Score found on the district web site at <http://www.rotary5440.org/SitePage/global-grant-training> under Files.



Please join us for

**DISTRICT 5440 INTERACT
LEADERSHIP ASSEMBLY**

Saturday

October 7, 2017 9 a.m. – 3 p.m.

Triumph High School

1250 W. College Drive Cheyenne, WY

**Come and get great ideas for the new club year! Leadership Development for
all of your new officers and club members! Awesome team building!**

Participate in a community service opportunity! Free Lunch!

Load up a car or van and make your way to Interact District Assembly!

Free Registration! Please Register before October 1, 2017!

YOUR STORY

from page 3

lished tightens your prose to a dramatic degree. Also, break up your paragraphs and insert an extra blank line to give the reader some restful white space.

7. Rough drafts are, by definition, rough. If you have a writer or English teacher in the club, ask them to do some editing. Or ask a local publisher, editor, or reporter to just read it over as a favor. If it is short, they probably will. Chances are excellent that your story will come back with copy edit suggestions, will open the door to having stories published in the paper in the

future and, good stories being more addictive than crack to journalists, might even result in the person asking to join your club.

8. If you have a heart-tugging picture, use it!
9. A cell phone video that is later posted to a District or club Facebook page can be a powerful tool. Provide a link and a teaser to get people to click on it. Encourage club members to copy and paste individual stories on personal FB pages with encouragement to let others share.

Please consider these stories as a gift to Rotary. When permission is given to share the stories, the District will collate, copyright and publish them with all profits going to the Rotary Foundation.



Rotary
District 5440



Rotary

District 5440



U P C O M I N G E V E N T S

Membership Summit

Sep. 9, 2017
Casper, WY

CCRYE Inbound Orientation

Sep. 21-24, 2017
TBA

2017 Fall Assembly

Oct. 7, 2017
Little America Resort
Cheyenne, WY

2017 Fall Interact Assembly

Oct. 7, 2017
Triumph High School
Cheyenne, WY

2018 High Country PETS

Mar. 2-4, 2018
Denver, CO

2018 Spring Assembly

Apr. 7, 2018
Little America Resort
Cheyenne, WY

2018 Foundation Dinner

Apr. 7, 2018
Little America Resort
Cheyenne, WY

2018 District 5440 Conference

May 3-5, 2018
Estes Park, CO

SEE YOU SOON

Share your club's projects, events, and milestones with the rest of Rotary District 5440, by sending your photos and stories to Kellie Tovar at rotary5440@yahoo.com