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SEPTEMBER 2018

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Dear Fellow Rotarians,

September is National Literacy month, and we all know that literacy is one of our six areas of focus. As many of you know, I believe it's time to regain our focus on literacy in District 5440. Let me start by defining what literacy is.

"Literacy is the ability to identify, understand, interpret, create, communicate and compute, using printed and written materials associated with varying contexts. Literacy involves a continuum of learning in enabling individuals to achieve their goals, to develop their knowledge and potential, and to participate fully in their community and wider society" source: Survey of Adult Skills (PPIAC)

While illiteracy is a worldwide problem, studies show that there are 30 million functionally illiterate adults in the United States. Most of the efforts of Rotary clubs in our own communities focus on our youth, and I applaud your efforts. We must recognize though, that functionally illiterate adults also need assistance. This is a much more difficult issue to address since most are embarrassed and tend to hide their disability.

We also know that older adults have serious issues with reading and writing skills. Researchers say that this may be because many older adults left school early or that reading skills are lost over time if not practiced. This can seriously compromise their health and wellbeing due to their inability to obtain health information, as well as not understanding instructions. Some other studies have shown that seniors with low literacy skills are admitted to hospitals more often than those with reading skills, they tend to stay longer and are more likely to suffer from mental health problems.

I believe there is a huge opportunity here for Rotary clubs to address the issue at several levels. I have seen the power of Rotarians coming together to make their communities a better place to live for everyone. Let's "Be the Inspiration" in our communities by stepping up our efforts to address the issue of Literacy at all levels.



Chuck

Charles Rutenberg

District Governor 2018-2019

Rotary District 5440

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ROTARY FELLOWSHIPS

Rotary Fellowships consist of members who share a common interest in recreational activities, sports, hobbies, or professions. These groups help expand skills, foster vocational development, and enhance the Rotary experience by exploring interests while developing connections around the world.

OVERVIEW

- Help participants make lasting friendships outside their own club, district, or country
- Advance Rotary's public image and identity
- Serve as an incentive for joining Rotary and for maintaining active membership

ORGANIZATION

- Function independently of Rotary International by establishing their own rules, dues requirements, and administrative structure.
- Are open to Rotarians, their family members, as well as participants and alumni of all Rotary and Foundation programs.

STARTING A NEW FELLOWSHIP

If your recreational or vocational interest isn't represented by Rotary's current Fellowships:

- Join a [discussion group](#) or start a new one on My Rotary. It's a great way to share your interest with other members.
- Use Rotary's presence on [Facebook](#), [Twitter](#), and [LinkedIn](#) to promote your idea.
- Attend the Rotary International Convention or other Rotary events to network and find others that share your interest.

ADDITIONAL INFORMATION

Visit www.rotary.org/fellowships for additional resources on Rotary Fellowships.

Contact rotaryfellowships@rotary.org with questions.



JOIN LEADERS: www.rotary.org/fellowships



District 5440 Governor Chuck Rutenberg (l) welcomes Rotary International Director Larry Dimmitt (r) to the Fort Collins Rotary Club's centennial dinner held on August 1, 2018. Dimmitt was guest of honor and presented the keynote address. Over 225 Rotarians and guests attended the event, held in the sky box area of the Colorado State University football arena.

Cowboy Country Rotary Youth Exchange Rebound Orientation

By Beth VanDeWege
CCRYE Chair

Returning home from a year exchange is frequently harder than parents or students are expecting. During our Rebound meeting we offer support, understanding and a network of friends and resources to help students adjust well to being back home. We are also trying hard to keep them involved in Rotary, perhaps for a lifetime!

I'd like to thank a few people for providing a wonderful Rebound meeting for our recently returned students. Michelle Schwan, who is on our district committee, arranged for the food and hosted the meeting at her home in Casper which was perfect! Brenna Harris, our Rotex Coordinator, worked really hard putting together the program and running the meeting. Our Rotex volunteers, Maddie Schwan, Samantha Slais and Shelby Bell, were invaluable, sharing their stories, experiences and advice.

As you know, we believe Youth Exchange is really a three year program, one year getting trained and ready to go, one year abroad and one year adjusting to being back at home. Please see the photo of your students with a painting that they did of the US flag and the flag of their host country, showing how their exchange will always be a part of them.



Thanks to every club who is sponsoring or sending a student, we so appreciate your dedication to the program!

Your hard working Youth Exchange committee's next event is Inbound Orientation in Cody September 9-12 where we will continue to welcome our new Inbound students for the year. The students will spend one day touring the park and one day learning how to have a successful year in District 5440.

Rotary Club of Lander

Literacy – Lander Style

By Helen Higby

It ought to be illegal to have as much fun as I do with The Cat in the Hat on Dr. Seuss' birthday.

After winning our 50/50 drawing 3 times within a couple of months, I used the winnings to buy a Cat in the Hat costume. (Google Cat in the Hat costume.)

Then came the hard part – meeting with the elementary school principal and explaining what I, a member of the Lander Rotary Club, wanted to do: bring the Cat in the Hat to the school on Dr. Seuss' birthday, March 2, and have a member of the Cat's entourage read one of Dr. Seuss' books to the kids in an all-school assembly.

It was a tough sell.

“You want to do WHAT?”

“WHO did you say you are?”

“WHY do you want to do this?”

“And HOW MUCH TIME did you say this would take?”

“Teachers already have more demands on their hands than they can meet.”

“You are asking me to find a time when all of the teachers in the school could agree to bring their classes together?”

My credibility was helped by being a retired librarian. But in retrospect I think what won the day was my enthusiasm, and stressing that it would help foster a love of reading in the kids. It's hard for anyone in education to dispute that teaching a child to read is the fundamental and most important part of their business.

Once the principal bought in, it became pure fun.

First I had to get someone to wear the costume. No way I was going to wear it – I wanted to see the kids' reactions! It's curious how shy people can be about wearing a character costume. Some people, that is! There are some “hams” who just can't wait. But be very sure the costume fits the wearer. The first person I conscripted was longer in the torso than the costume. It's funny in retrospect, but it was quite uncomfortable at the time.

Once in costume The Cat needs to be “in character” – i.e. somewhat uninhibited. To a point!

Absolutely no touching of the kids, beyond a “high five,” “knuckle bump” or maybe a pat on the head. And don't talk. It's uncanny how easily the kids can identify a person's voice. Some of the fun is having The Cat seem like he really is The Cat in the Hat, and not someone's uncle, or the high school track coach.

Someone needs to accompany The Cat so he (or she) can read one of Dr. Seuss' books. That choice needs to be made ahead of time, and a copy of the book needs to be available. What our school developed for us is ideal. They set up a screen that can be seen by all the kids. They provide a projector that lets the reader show the pages of the book as he reads the story.

Our county sheriff, Skip, a fellow Rotarian, loves to read Dr. Seuss to his grandkids. It was a natural progression for him to read to an elementary school assembly. He has welcomed an opportunity to be seen, in full uniform, by the kids as a friendly, nice guy. He has enjoyed it so much that I must schedule the event around HIS schedule – or face his displeasure. Not a good idea to be on the Sheriff's wrong side!

In keeping with the “having-too-much-fun” attitude, I contacted the Volunteer Fire Department. Would they transport The Cat in one of their trucks to the school for the celebration? They did, and they entered into the spirit of the affair. About a block from school they turned on all of the truck's flashing lights, blew the horns, and ran the sirens.

It's hard to exaggerate the kids' excitement when The Cat disembarks from the fire truck. Squeals of “It's The Cat in the Hat! The Cat in the Hat!” almost drown out the fire sirens.

I start off the program by announcing that it is Dr. Seuss' birthday. (Or that it was yesterday, or tomorrow, or whatever is appropriate. It has to fit the school's schedule AND the Sheriff's). Then we sing Happy Birthday to Dr. Seuss. I tell, in about 4 or 5 sentences geared to first and second graders, about Rotary. That has to be really short. I introduce Sheriff Skip and announce that he I going to read The Cat in the Hat, or Green Eggs and Ham or whatever Dr. Seuss story has been chosen. Recommendation: choose one of the shorter ones. And have the reader practice reading it out loud at least 3 or 4 times.

(Continued on next page)

Rotary Club of Lander (Continued)

Literacy – Lander Style (Continued)

It took some “diplomacy” to persuade the school principal the first time. But when the teachers found out what was going to happen, they and the PTA got into the spirit and had the kids make hats and name tags, and decorations for the school. Now the school secretary calls me in early February to set a date for the event. When I call the Fire Chief and identify myself, he just says, “What day?”

Along the way, someone decided to add Thing 1 and Thing 2. Depending on how uninhibited they are, they can really add a lot of fun to the event.

OK, convincing the school principal can be a challenge, but it’s worth it for the pure fun – for you, for the reader, for whichever Rotarians choose to be part of The Cat’s entourage, for the firemen, and most importantly, for the kids. Anything we can do to promote a love of reading helps address one of Rotary’s area of focus: literacy.



Rotary Club of Casper

A Rotary Gem in Casper

By: Bill Schilling

Just south of the city of Casper, WY, you'll find one of the true gems of our Rotary District 5440. Rotary Park was established as a 40-acre gift to the Rotary Club of Casper in 1933. The intent was for a park to be used by the public in perpetuity.

In 1938 it was transferred to the City and then to the County in 2012. In the years leading up to this transfer, which required Rotary approval, the Park had become tattered and was increasingly less hospitable. For the Rotary Club of Casper this posed a problem. Rotary's reputation was at stake.

Rotarians responded, using as a springboard for action its Visioning Process which identified the Park as a vital community asset. At the point of transfer to the County, Rotary provided an updated Master Plan with more than twenty improvement ideas. These were accepted by the County, with each party having shared funding responsibilities.

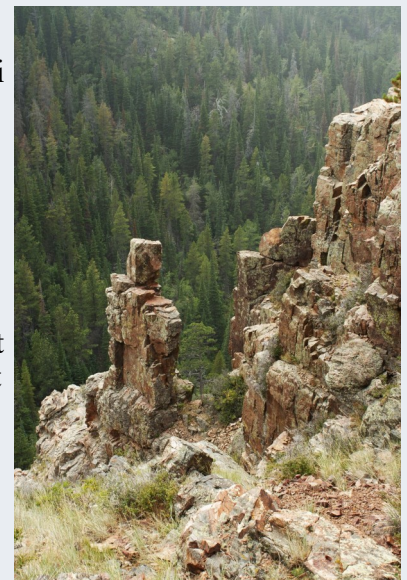
The Rotary club has, since 2010, marshalled terrific club participation. District 5440 DNG Bill Schilling has led a committee of more than fifty hard-working Rotarians, and the accomplishments are astounding. They include the following:

- Main entrance sign;
- New bridge with view of Garden Creek Falls;
- Six hiking trails;
- Two observation decks and a view area cut into one hillside;
- Bathroom and picnic shelter at the lower parking lot;
- Fourteen posts with detailed trail maps and elevations;
- Forty-nine bushes and trees as well as 400' of post and rail fencing; and
- Two informational kiosks--upper and lower parking areas.



DG Chuck Rutenberg, along with AG Wayne Heili of the Casper Five Trails club, took the opportunity on August 20th after his visit to the Rotary Club of Casper, to hike one of the beautiful trails in Rotary Park. He was particularly impressed with the Rotary signage and the beauty preserved by the Rotary Club of Casper.

Rotary Park today has become a must place to visit for local residents and visitors from far and near. It began with vision; Rotarians united went to work with volunteer time and funding to turn the Master Plan vision into a reality.



Rotary Club of Estes Park Sunrise

Estes Park's Autumn Gold Festival

Beer, Brats and BANDS

September is a beautiful time to make your way to the mountains for the Sunrise Rotary annual Autumn Gold Festival, held this year on September 22nd and 23rd in Bond Park. This event, now in its 25th year, is a fall favorite, and has been recognized as one of Colorado's top fifteen fall festivals by The Denver Post. Festival attendees may enjoy a mustard-smothered bratwurst and a cold brew or local Snowy Peaks Winery pour while listening to talented local musicians, award-winning Front Range bands, as well as nationally-recognized acts.

This year's festival opens with Brad Fitch and the Tropicowboy Band, playing on Saturday, September 22 from 11:00-1:00. Brad was raised in Estes Park and has been playing professionally since he was 15 years old. While he is a local favorite, Brad has also performed nationally at western music festivals ranging coast to coast, at Red Rocks in Morrison, and has also performed John Denver tribute concerts in numerous places, setting record attendance at their venues.

Following Brad Fitch and the Tropicowboy Band is the Wendy Woo Band, playing 1:30-4:00. A Colorado music scene mainstay, Wendy has performed at top venues across the country including the Fox Theater and Red Rocks here in Colorado, the Bitter End and the Living Room in New York, the Hotel Café in Los Angeles, the Bluebird Café in Nashville, Sweetwater in Mill Valley and Eddie's Attic in Decatur, Georgia. She has shared the stage with artists including The Fray, Sarah McLachlan, Indigo Girls, James Taylor, Counting Crows, Brad Paisley and Big Head Todd and the Monsters. Wendy has been named Westword Magazine's Music Awards "Singer/Songwriter of the year" five separate times, resulting in her induction into Westword's Hall of Fame.

Closing out Saturday's lineup is Estes Park local favorite, Rock Country Revival (RCR), playing from 4:30-6:30. RCR is a musical collaborative with over 40 years of combined musicianship. The band members have a shared love of classic rock and country musical genres. Band members include Zach Vogel, Don Benton, Kaelynn Morgan and Gary Hall, all Estes Park locals, as well as Jimmy and Jake Nichols, now residing in Nashville, Tennessee, where 12-year-old Jake has been sharing the stage with multiple

Nashville recording artists. RCR brings a blend of music covering artists from Merle Haggard to Lynrd Skynyrd.

On Sunday, Autumn Gold welcomes Last Men On Earth, one of Northern Colorado's most popular live bands, from 11:30-2:00. Playing a mixture of classics cuts from the 70's, 80's, 90's and beyond, this group is 'A Tribute to Everything'. Last Men on Earth features members from other successful local bands such as Open Fire, The Moorheads, Fat Pappy, and The Long Run, Colorado's Tribute to the Eagles, and plays a variety of music that includes Queen, Journey, Jimmy Buffett, Nickelback, Aerosmith and Cheap Trick. Selling out venues across the front range, Autumn Gold is pleased to add Last Men on Earth to the lineup this year!

Our popular Sunday festival finale includes The Long Run, Colorado's Tribute to the Eagles, on stage from 2:30-5:00. A group of professional Colorado-based musicians dedicated to the faithful reproduction of the music of America's most iconic band, The Long Run sells out venues throughout the Front Range, Colorado, and across the nation.

Plan to join us in Estes Park for Autumn Gold, September 22 and 23rd in downtown Bond Park. In addition to beer, wine, brats and BANDS, vendors offer roasted corn on the cob, funnel cakes, fresh squeezed lemonade, roasted almonds, and dessert. This is a family-friendly event, with free admission and activities include face painting, soap bubbles, corn bag toss, a bounce course, and a classic car show.

ESTES VALLEY SUNRISE ROTARY CLUB

AUTUMN GOLD

BEER • BRATS • BANDS
September 22nd & 23rd, 2018

Saturday, September 22

- 11:00-1:00 Brad Fitch & The Tropicowboys
- 1:30-4:00 Wendy Woo & The Woo Crew
- 4:30-6:30 Rock Country Revival

Sunday, September 23

- 11:30-2:00 Last Men On Earth
- 2:30-5:00 The Long Run

BUY YOUR RAFFLE TICKETS FOR A CHANCE TO WIN GRAND PRIZE \$5,000 2nd Prize \$2,500 Plus More Prizes

CLASSIC CARS **FAMILY GAMES** **BOUNCY HOUSE**

BOND PARK DOWNTOWN ESTES PARK
Brats, Hot Dogs, Beer, Wine, Soft Drinks, Desserts.
Corn on the Cob, Funnel Cakes, Ice Cream, Fresh Lemonade and FUN

Buy your raffle tickets at Autumn Gold or in advance from any Sunrise Rotary member. An Estes Valley Sunrise Rotary Club Fund Raiser.

Rotary Club of Scottsbluff / Gering



DG Chuck Rutenberg visits Scottsbluff / Gering Rotary – July 2018

Rotarians gave a standing ovation to Mr. Rutenberg, from the Ft. Collins Rotary Club. He began by touching on a constant problem, membership. An equal number of members are leaving as are joining, so there is no overall growth. Mr. Rutenberg compares Rotary to Kodak, who is no longer a common name. The reason is because both entities are in the eye of a hurricane of change. Change does not appear to be happening, so no one is taking any action. The answer, Mr. Rutenberg feels is no one talks about 'the why' of Rotary. When asked about Rotary, members often explain what Rotary is doing and how they are doing it but never explain the why of Rotary. If members would, Mr. Rutenberg feels the membership problem would solve itself. Shifting gears, literacy is the focus for the term of our new district governor. He is changing the fall assembly to a symposium on how to fight literacy. He emphasized its importance with a short video and concluded the meeting with another short video to stress this year's Rotary theme, 'Be the Inspiration'. The video demonstrated what being an inspiration can be like with a contestant on America's Got Talent.

The Scottsbluff / Gering Rotary Club recently recognized several Rotarians during a gavel exchange held in June at the Scottsbluff Country Club.



Newly elected President Jeff West presents Past President Shelly Knutson with a plaque recognizing her for her service during the 2017-2018 club year.



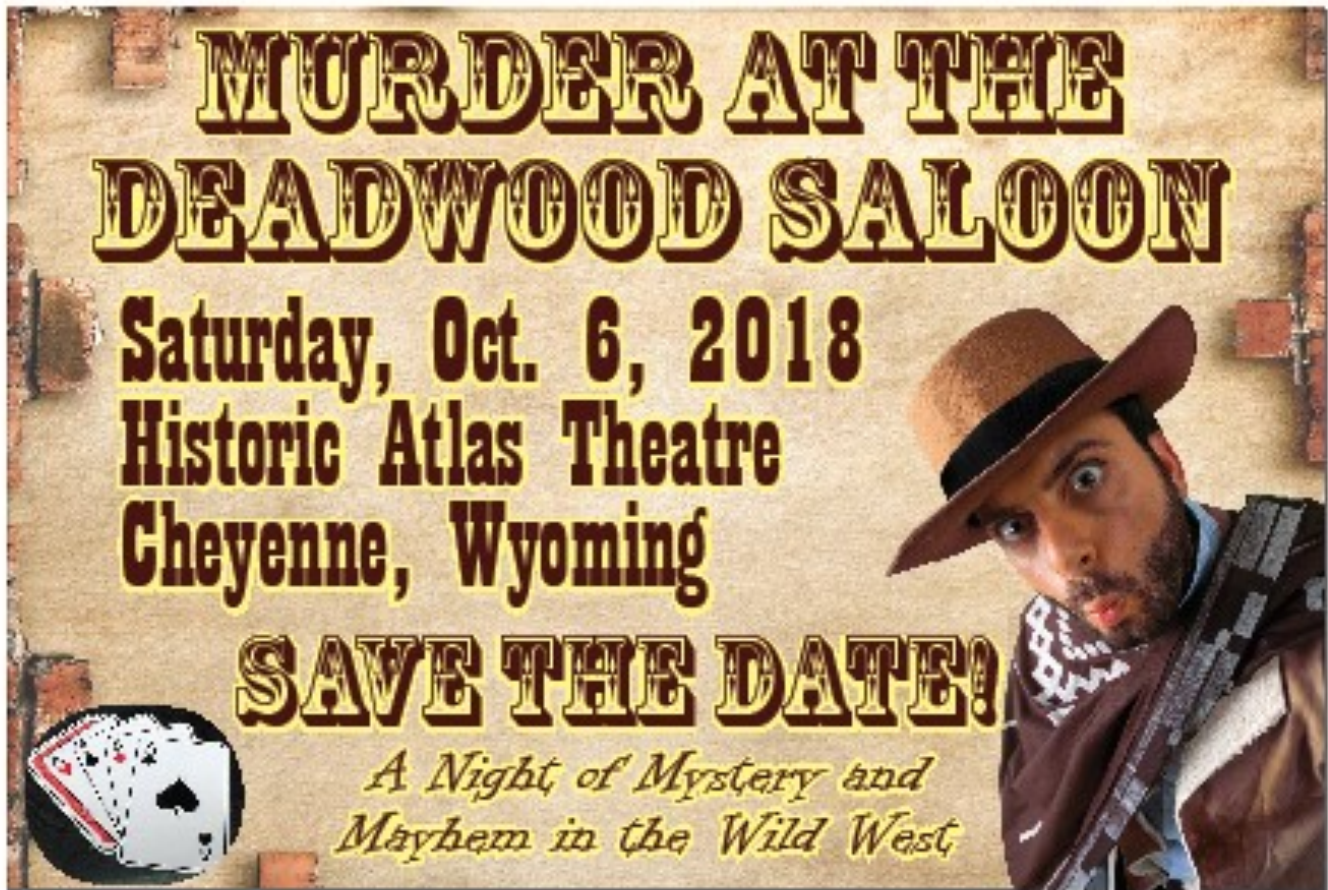
Past President Shelly Knutson presents Bob Pile with the Rotarian of the Year award.



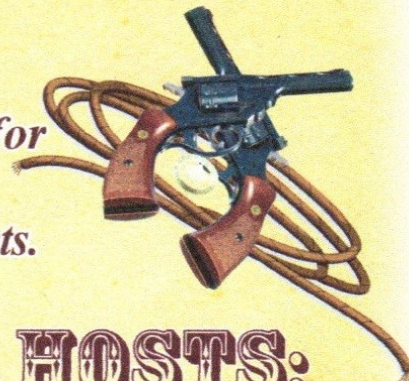
Past President Shelly Knutson presents Katie Reichert with the Rookie of the Year Award.

Upcoming Events

Rotary Club of Cheyenne After Hours



*Follow us on Facebook for details and tickets. This event will sell out fast!
Email cheyennerotaryafterhours@gmail.com to get on the mailing list for priority sales.
Proceeds benefit local community projects.*



Murder Mystery
Dinner tickets \$50.00
Cash bar
Live and Silent Auctions
50/50 Drawing

YOUR HOSTS:

Cheyenne
Rotary
After Hours



SAVE THE DATE

For the **1st** District 5440 Literacy Symposium
Saturday, October 6th from 9am—3pm.
Laramie County Community College, Cheyenne, WY



More details will be available soon, however, registration
is open at www.rotary5440.org
Only \$30 for Rotarians & Guests AND \$20 for Rotaract members!



Please join us for the third annual

DISTRICT 5440 INTERACT FALL ASSEMBLY

Saturday

Ocotober 6, 2018 9 a.m.– 3 p.m.

Triumph High School

1250 W. College Drive Cheyenne, WY

Come and get great ideas for your club! Leadership Development! Awesome team building ! Participate in a community service opportunity!

Design a presentation board about your club and share it!

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

Free Registration! Please Register before October 1, 2018!

Club Fundraisers

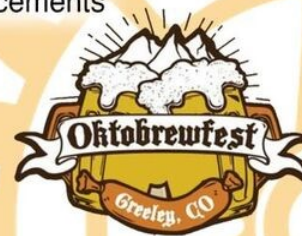
GREELEY AFTER HOURS ROTARY **3rd ANNUAL APPLE FUNDRAISER**

5 lb bag of Honeycrisp Apples - \$20

10 lb bag of Honeycrisp Apples - \$35

*order pick up date TBA - check our Facebook page for announcements

Fresh Baked Apple Pies, sold whole or sold by the slice at the 2018 Greeley OktoBREWfest September 28th & 29th in Downtown Greeley



Wags World Orchards
20553 Nowhere Rd
Eckert, CO 81418
1-888-604-4673

Apple sales help support local and national projects such as: Senior Christmas Bags, Northridge High School Interact club, District 6 Backpack program, the Poudre Learning Center, Malawi Solar Lights, Honduras Schools, Guadalupe Shelter, Eagle Scouts & SO much more!

ONLINE SALES www.GreeleyAppleFestival.com

Facebook.com/GreeleyAfterHoursRotary



Purchaser Name: _____

Email Address: _____

Phone Number: _____ Purchasing From: _____

5lb bag of Apples

10lb bag of Apples (number of bags)

Total Amount: _____ Paid: CASH or CHECK Initial Received by Club Treasurer _____

Checks paid to: Greeley After Hours Rotary Foundation

Mail Orders to: PO Box 1175 Greeley, CO 80632

Mail orders due by September 22nd, 2018 - NO late orders accepted



CHEYENNE SUNRISE ROTARY FUNDRAISER

NOVEMBER 1, 2018

DOORS OPEN AT 4PM

EVENT STARTS AT 4:30PM

PLEASE JOIN US AT THIS FUNDRAISER EVENT –

Proceeds will benefit the Laramie County Library's "First Steps: Early Literacy Program". A program designed to increase early literacy opportunities for at-risk children as well as the Cheyenne Sunrise Rotary Foundation – a fund that was established to help immediate needs of the community and local, regional or international missions.



Cheyenne Sunrise Rotary
Cheyenne, WY U.S.A.

LIVE AUCTION

—

DINNER

—

50/50 RAFFLE

—

CARD GAMES

—

CHANCE TO WIN
\$1000

LOCATION:

AMVETS POST 10
3839 E. LINCOLNWAY
CHEYENNE, WY

Upcoming District Events

- [Water, Sanitation & Hygiene Symposium](#)

Denver Wastewater Management Bldg.

Oct 06, 2018

8:00 AM – 4:30 PM

- [Interact Fall Assembly](#)

Triumph High School

Oct 06, 2018

9:00 AM – 3:00 PM

- [Symposium on Literacy-Rotaract Registration](#)

Laramie County Community College

Oct 06, 2018

9:00 AM – 3:00 PM

- [Symposium on Literacy-Rotarian Registration](#)

Laramie County Community College

Oct 06, 2018

9:00 AM – 3:00 PM

- [Nominating Committee Interviews for DGND](#)

Nov 10, 2018

- [President Elect Training Seminar \(PETS\)](#)

Denver Renaissance Stapleton Hotel

Mar 01, 2019 4:00 PM –

Mar 03, 2019 12:00 PM

- [Rotary District 5440 Conference - 2019](#)

May 16, 2019 – May 18, 2019

- [Rotary District 5440 Conference - 2020](#)

May 28, 2020 – May 30, 2020

- [Rotary District 5440 Conference - 2021](#)

May 20, 2021 5:00 PM – May 22, 2021 9:00 PM

Check out the District 5440 Website! <https://rotary5440.org/>

District Governor—Chuck Rutenberg



Service Above Self



BE THE INSPIRATION