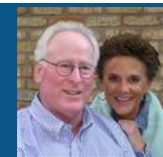


Name the Monthly Bulletin



Sun Jul 07, 2013

[Home](#)

July, 2013

District 5790

Newsletter Editor

Marilyn Pokorny

jmpokorny@verizon.net

[Link to District 5790 Website](#)

District Events

District Membership & Foundation Assembly

Weatherford

Aug 17, 2013 08:45 AM - 01:00 PM

News

2013 Granbury/Cleburne Area Disaster Relief

May 18, 2013

by John Lucas

2013 Granbury/Cleburne Area Disaster Relief

Donate



Recent Disasters in Other Rotary Districts: Moore, Oklahoma; West, Texas: etc

May 25, 2013

by John Lucas

District Leadership Approves 2013-2017 Strategic Plan

News from Governor Jim

Lisbon News

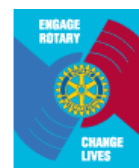
The international convention closes this afternoon. The speakers and breakout sessions have all been wonderful. One breakout was even lead by our own B.J.Smith of the Rotary Club of Colleyville.

Out of 25000 attendees, I actually saw 9 members from our district along with many other friends I have met from our zone.

I cannot say too much about the quality of programs and presentations here at the convention. To see what other Rotarians from around the world are doing to make the world a better place for all is truly inspiring.

Pam and I really appreciate this opportunity to represent District 5790 Rotarians and to experience first hand the global impact of our organization .

Jim Giffin



Our New District Governor Jim Giffin

A native Texan, Jim received his BS in Chemistry from the University of Texas at Arlington in 1971. He spent the next several years as a member of the technical staff at Texas Instruments until he succumbed to the lure of the high tech explosion on the West coast and moved to San Jose, CA where he began his career as an entrepreneur.

In 1975 he formed his first company to develop, manufacture and sell capital equipment for the growing semiconductor industry. Jim traveled extensively to deliver technical papers and conduct seminars in Europe, Japan and China. He has received numerous industry awards and in 1979 his company was named #65 on the Inc. Magazine list of 500 fastest-growing private companies.

May 21, 2013
by Charles Kurtzman

During the District Conference Business Meeting, District leadership approved the 2013-2014 Strategic Plan. The plan sets priorities & goals including the support & strengthening of clubs, focus & increase humanitarian service, enhance public image and awareness and continue the strategic planning process through ongoing review and updating as needed.

Each of these goals has a series of specific steps that district leadership will be implementing to assure each goal is addressed and priorities are established that promote these goals within the district.

Club leadership is encouraged

to review these goals and priorities and use them as a template to establishing their own clubs strategic plan for the next 5 years. Click on [**District 5790 Strategic Plan 2013-2017**](#)

[**Rotary Day at the White House**](#)
Apr 04, 2013
by PR Newswire
Exemplary U.S. Rotary club volunteers to be recognized at D.C. event April 5

EVANSTON, Ill., April 2, 2013 /PRNewswire-USNewswire/ -- The White House on April 5 will honor 12 Rotary club members from across the United States as Champions of Change for their volunteer work to improve the lives of others during the second annual Rotary Day at the White House.

The day-long event combines two weekly White House public engagement programs -- [**Champions of Change**](#) and the Community Leaders Briefing series -- to recognize the contributions of the humanitarian service organization Rotary International.

In 1982 Jim married Pam at their home in Incline Village, NV. In 1986 he returned to Texas with another start-up venture, and he and Pam decided to settle there to rear their two sons, Max and Jack.

Jim joined the Grapevine Rotary Club in January 1999 and has not missed a meeting since. At about the same time he became scoutmaster of his sons' Boy Scout troop, and for the next five years he was very busy. Jim transferred to the newly formed Southlake Rotary Club in 2005 where he served as President 2008-2009.

Jim has held several Rotary positions including Director and President at the club level. He also served the district as Asst. Governor, Vocational Service Chair, 4 Way Test Speech Contest chair, District Conference chair, and District Foundation Banquet committee.

Actively involved with youth, Jim founded an Interact Club, was host family for a Youth Exchange student, sponsored two Ambassadorial Scholars and is the Scholarship Chair for his club.

Jim is a multiple Paul Harris Fellow and benefactor. He is a life member of the Rotary Wine Appreciation Fellowship and Fellowship of Scouting Rotarians where he serves as Chair of the Texas Section

Jim enjoys fine food and wine, fast cars, fine guns, his lovely wife and life. His passions for 2013-2014 is small Rotary Clubs and Youth.

District 5790 News

Name our District Newsletter

Welcome to a new look for our District 5790 Newsletter. Please take some time to think of a name for our Newsletter keeping in mind that our theme for the year is "Engage Rotary - Change Lives." Please submit your entries to me and a committee will chose a winner. The new name will be displayed in the August issue of the Newsletter and throughout the year.

Have fun and be creative!

In the spirit of Rotary,

Marilyn Pokorny

jmpokorny@verizon.net

Insights on Public Relations

By Ray Champney - District PR Chair

When preparing for his year as governor of District 5790, Jim Giffin asked if I would work with him on public relations. By the way Rotary International now refers to public relations (PR) as public information (PI). Jim probably asked me because my entire career has been in the area of marketing and advertising and he assumed public relations was the third leg on that stool. Well yes, a reasonable assumption. However, my experience covers a span of more than forty years and if I used that past old world experience we would not have a dynamic or very fast paced public relations effort. The rapidity of change has been and continues to be dramatic. This mandates a public relations strategy that meets the demands of today's vastly different distribution channels.

Public Relations today must tap-into a much different and diverse set of deliverables. It requires the use of a wide variety of tactics to effectively create visibility and awareness that will elicit response. Our mission over this next year is to effectively use these resources in order to reach a broad audience with the Rotary message. Ultimately our goal is to increase membership across the board by reaching a younger and broader spectrum of the population in their preferred media.

The content of our messages must be impactful and stimulating and position local Rotary Clubs as community service organizations that civic minded people will want to become a part of. These messages will be comprised of local club activities, district activities, national and international initiatives as they relate to the district and local clubs. We want the recipient recognize that Rotary is making a difference in their community and the world.

While we will continue to utilize traditional local print and broadcast media we will heavily incorporate the new digital deliverables referred to. Recently a

[Full Champions of Change Story Link](#)

District Links

» [Rotary Zone 21b-27](#)

Website Sponsors



Please visit our Sponsors.

[Click here to place your ad](#)

While we will continue to utilize traditional local print and broadcast media, we will heavily incorporate the new digital deliverables referred to. Recently a young man told me "I no longer have to search for news or information – it finds me". He was referring to the constant barrage of news and information that he receives through the wide variety of digital channels reaching him.

In order to achieve what has been outlined a Public Image Grant Application was submitted to Rotary International with the following goals stipulated:

1. Increase visibility and awareness of Rotary Clubs within the district.
2. Increasing Rotary membership by 5% within the district 5790 over the period of the next 12 to 15 months.
3. Establish a sustainable PI program that will transfer easily to future administrations

The application addressed how a centralized approach will be used to accomplish these objectives. We anticipate a decision on the application shortly. If awarded, the grant will greatly facilitate the program as outlined. Either way, we will pursue the use of social media as a primary publication information resource in order to achieve he stated objectives.

WANT TO GROW YOUR CLUB?

By David Hurt District 5790 Membership Chair

As advance notice, right now set aside **Saturday, August 17...**Your **District Membership and Foundation Assembly!** This year it will be held in Weatherford, beginning at 8:45....More details to follow...right now just set the date and confirm attendance. Lunch will be served for some good fellowship!

What's New???

An innovative Three-Year Membership Plan: Not just strategic planning, but tactical "how-to implement" ideas that have been proven to attract new members and help retain existing members. A systems approach that engages membership teams...no longer putting the burden for club growth solely on the Club Membership Chair. **This plan particularly targets the small and medium size clubs wanting to increase their membership, as well as large clubs who do not have a three-year plan or need new ideas in growing their club.**

Who Should Attend?

Of course your club **Foundation Chair** and **Membership Chair** should attend. In addition, at PET's, it was recommended that the **President-Elect** be a key player in the process of developing new members (after all, this will be your club next year)! Also important to the success of each club are you **AG's** who will be involved in the training and communication process. For sure each club should have at least two membership committee members present as well as the Foundation Chair.

Plan Ahead!

Don't wait until August to get the word out, especially to those listed above. Food planning is critical so the sooner you Club Presidents get confirmation from those in your club who can make it, the better.

Have Fun!

The Foundation agenda will illustrate many of the Humanitarian Programs that give us all a certain amount of pride just being a Rotarian. The Membership Theme will be "Fishing for New Members" so feel free to wear any fishing gear...and be ready

Polio News

WHO

The [World Health Organization \(WHO\)](#) unveils a new comprehensive, long-term strategy that addresses what is needed to eradicate polio by 2018. Thanks to you and the hard work of millions of volunteers, polio has been pushed to the brink of eradication. Let's see this through to the end. see story in [Washington Post Opinion](#)

See also the RI Strategic Plan for Polio Eradication and an article entitled "An Economic Case for Polio Eradication at [District Polio Eradication News Site Page](#)





Decline of Global Polio

from Chris McLucas

Global polio cases have fallen by 89% since 2005, 66% in 2012 alone.

Steep Decline in Global Polio Cases

In 2012, the world saw the fewest polio cases in the fewest countries ever.

India, long regarded as the most difficult place to end polio, has not recorded a case in more than two years.

Outbreaks in re-infected countries have nearly all been stopped, with Angola and the Democratic Republic of the Congo regaining polio-free status in the last year.

The remaining endemic countries—Afghanistan, Pakistan and Nigeria—launched Emergency Action Plans in 2012 to boost polio vaccination coverage to levels necessary to stop transmission. These efforts are producing results.

Addition information about the Polio Strategic Plan for 2013-2018 can be found by clicking

[2013-2018 Strategic Plan for Polio](#)

District 5790 - Club Attendance

Will be published in August, 2013

Club News

The Next Ten Years Can be our Best Ten Years!

by Derrick Kinney - President Rotary Club of Arlington

As I begin serving as President of the Rotary Club of Arlington, I am filled with a sense of humility and excitement. As our club just celebrated it's 90th Anniversary, here are some thoughts I shared with our club on our vision for the next 10 years.

Research shows that membership in service clubs is declining across the country. Why? People are busy. They don't feel as connected. And I believe it's because clubs don't have purpose and members are not actively engaged.

But our organization – this Rotary Club - is different. First of all this is not a club. Really it's a "cause." We should be called the Rotary Cause of Arlington! Why is that? It's because of the past 90 years. A strong foundation has been built. It's a strong foundation that continues to be built upon. It's because we are on a mission.

We are helping kids go to college and make a real difference. When we saw the need to send at-risk kids to college, we took action. The visionaries in this club showed courage and boldness. They said, we won't just stand by and watch things happen. Not this group! They said we will lead.

When we saw the need to provide clean drinking water around the world - we didn't just stand by and watch it happen. Not this group. We went. We looked into the eyeballs of people. We made a difference. We led.

When we identified that adult literacy was a problem in our local area. We didn't just stand by and watch it happen. Not this group. We led. We went. And now we're making a difference.

So what do the next 10 years look like? In 2 words: Exciting and Opportunistic! Over the next 10 years, the opportunities we have to make real impact will only grow. There will be more quality students that we will give the gift of a college education too. There will be more families and villages that can be transformed with the gift of clean water and helping stop disease. More adults will need to learn how to read and the course of their lives will be forever changed.

While technology continues to change all around us, what will not change is how effective caring people with a cause can be. That won't change and will continue to be our calling card for impacting the world around us in a positive way!

As new needs arise, we will be there to ask "How can we make a difference?"

The next 10 years will require us to think differently to adapt to the new trends of a changing world:

First, we will need to apply entrepreneurial thinking in our approach to solving problems.

Second, we will be asking ourselves how can we better meet the needs of projects we are already involved in?

The next 10 years starts now. It starts with our existing club members. We need a renewed level of energy to mentor new members. One of the biggest benefits of being in our Rotary club is to learn from successful people!

To carry out the great causes we're pursuing, demands that we bring in new members to continue our vision. To do more, we need more.

So today, I sound a call for big membership growth. We need to identify the leaders in our surrounding community. These may be visible leaders or those that work behind the scenes. Invite people that you already serve with at church, other organizations and other causes you're passionate about.

Ask yourself, "Who would I like to have lunch with every week at Rotary?"

Whether you join our cause to network. Whether you join us to be around other success-minded people. Whether you join us to serve. You can find all three in one place in Rotary.

The best friendships I have formed have come from serving elbow-to-elbow with many of the people in this room as we are united in a common cause.

I believe the next 10 years will be our best 10 years! Now is our time! And it starts today.

Meal-and-grill team becomes Dublin Rotary's local service arm

by Lee Leatherwood - President Dublin Rotary

The **Dublin Rotary Club's** "meal and grill team" has expanded the meaning of service above self through food.

It started out as a simple way to say thanks to the staff and employees of the Dublin schools and was expanded to include the fire and police departments.

Incoming president Lee Leatherwood, a fourth generation Dublin Rotarian with voluntarism in his DNA, explained that in addition to being an expression of appreciation, the meal preparation gives the Rotarians a chance to be visible in the community and to show by example "service above self" to people who might not know what Rotary does. Wearing their bright blue Dublin Rotary aprons, it's hard to go unnoticed.

The result, he says, is an increased appreciation for the club's purpose, which has resulted in several new club members.

"Our meal-and-grill team goes to all four campuses of DISD to take hamburgers and all the fixings to the teachers and staff. It gives us a chance to say thank you face-to-face. As a long-standing tradition, we also invite a teacher from each campus to join us for a weekly meeting during the school term. And we also send handwritten letters of appreciation to them," Leatherwood said.

"Whenever we have the opportunity, we go to school when an evening event is going on to serve food. Most recently we served rice to parents as part

Whenever we have the opportunity, we go to school when an evening event is going on to serve food. Most recently we served pies to parents as part of the school's Parents in Education (PIE) program.

"This year we took a barbecue brisket meal with all the trimmings to a training session of the fire department," he said. "It was during a particularly dry period and the firefighters needed to be at the station near their equipment in case a fire call came in, so the grill team delivered the meal to them with a written thank you.

"We also went to the police department one afternoon and took snacks and desserts so the officers could just run in and grab something to eat," Leatherwood said.

"We take pride in being known as a singing club and now we are developing a reputation for saying thank you through food. And in doing so, we support both the vocational and the club service aspects of our organization," Leatherwood said. "And it is gratifying for us as well as fun."



New Event this Fall from Flower Mound Rotary

by James Benton - President Flower Mound Rotary

Risk-taking is a definite sign of a good organization. It is easy to lull ourselves into a routine. However, none of us became a Rotarian to manage what is already there. Rotarians are all leaders. Management is maintaining the status quo. Leadership, true leadership, is disruption of the status quo. Get outside the walls of your club and do something. Engage the hearts, minds and hands of every member. This is how you have a strong Club and a Club that grows. If you're not growing you become stagnant. When you become stagnant decline is sure to follow.

The **Flower Mound Rotary** has been operating one fundraiser, Vine and Dine, for a number of years now. The fundraiser is a wonderful event. However, we as a club, continue to talk about a second fundraiser. But we are just fine doing what we have been doing. Why spend all the time, energy, effort and money to kick off a new fundraiser? Because Rotarians are leaders. We don't sit still. We keep moving.

Our new event will be this fall will be comprised of many different events at one location. The Festival will include a live **BBQ Cook Off, Live Music, Washer Tournament and 5K Run**. There will be **food** and fun for the whole family. You can find out more information about the event at fmrotaryfest.com. Come on out and join us as we roll out this new event.

James Benton, President

Flower Mound Rotary

The Rotary Club of Vernon

by Jim Trafton - President of Vernon Rotary

The Vernon Rotary Club, Club # 1811, was chartered in Vernon, Texas on April 1st, 1921. It has played an important role in city, regional and even national events during that time. It's most noteworthy recent project was the marking of the Great Western Trail from Mexico to Canada which was completed just a few years ago.

Currently the Club focuses on an annual Western Chili Supper which coincides with the annual Vernon Christmas parade. This Chili Supper provides funds for a Rotary scholarship at Vernon College. Other projects are developed and carried out on a one off basis, for example, last year the Club held a drawing for a beautiful quilt depicting the Western Trail. This quilt was hand made by the wives of several members and the drawing resulted in a nice donation to both Vernon College and the polio eradication challenge.

The Club currently has 35 members. One member, Dr. Marvin Sharp, has had 45 years of perfect attendance.

Goals for this year are still being developed but one area already discussed for inclusion is recruitment of new members.

Did you know you can follow district events on Social Media sights?



Rotary 5790 Facebook



Twitter

Check us out at the above links. Click "like" to follow fellow Rotarian posts
