



District Governor Joe Hamilton's August 2012 Newsletter



Mon Sep 03, 2012

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QUESTIONS AND

SUBMISSIONS TO

CHARLIEWASSER@ATT.NET

District Events

District Cabinet Meeting

DoubleTree Hotel
Sep 05, 2012 06:30 PM - 08:30 PM

Community Day at the A's

O.co Coliseum
Sep 29, 2012

District Cabinet Meeting

DoubleTree Hotel
Oct 03, 2012 06:30 PM - 08:30 PM

Avenues of Service

DoubleTree Hotel
Oct 25, 2012 05:00 PM - 09:00 PM

District Cabinet Meeting

DoubleTree Hotel
Nov 07, 2012 06:30 PM - 08:30 PM

District Cabinet Meeting and TRF Drawing

DoubleTree Hotel
Dec 05, 2012 06:30 PM - 08:30 PM

District Cabinet Meeting

DoubleTree Hotel
Jan 09, 2013 06:30 PM - 08:30 PM

Pre-Pets

Dolce Hayes Mansion
Jan 26, 2013

District Cabinet Meeting

DoubleTree Hotel
Feb 06, 2013 06:30 PM - 08:30 PM

District Cabinet Meeting

DoubleTree Hotel
Mar 06, 2013 06:30 PM - 08:30 PM

District Conference in Napa

The Meritage Resort and Spa
Mar 21, 2013 - Mar 24, 2013

District Cabinet Meeting

DoubleTree Hotel
Apr 03, 2013 06:30 PM - 08:30 PM

Stories

District Governor Joe Hamilton's August Message

Posted by Joe Hamilton on Sep 02, 2012



August was Membership Month throughout Rotary. I know from visiting clubs that clubs have membership plans for bringing in new members and retaining current members. Many clubs have fewer members now than on June 30, 2012. While this may be a normal pattern, this trend needs to be reversed. I ask all Rotarians to rally behind your Presidents to help your club increase its net membership number. In reality, it takes all club members to bring in new members and retain members in danger of dropping. One club service obligation all members have is to step forward and help their club mentor current

members, contact and encourage members who are not involved in the club, and actively invite friends or associates to visit their club. Please take this as a personal responsibility. Your club President needs your assistance.

As a district, we are providing both short- and long-term support. The approaches are simple but dynamic. For this year, District Membership Chair Russ Hobbs, the district leadership team, and club leaders will push as hard as possible on membership utilizing Membership Grants, inspirational and informative speakers, new ways at looking at attendance and membership definitions, area workshops, and incentive contests to spur club membership growth.

Perhaps more important in the long run, Jimmie Brewer and a group working in conjunction with the District Membership Committee and the Focus on the Future Committee are developing the Vision 5000 Strategic Plan. Past District Governor Arley Marley will chair this effort which will thoughtfully plan, organize, and institute new and different systems which will cause us to identify and change the root causes of our district membership stagnation. Vision 5000 will change our approaches at the district and provide a clear path to you for better future membership increase in clubs. This is how we will achieve the outcome of 5000 members by 2017.

District Membership Task Force

Posted by Russell Hobbs on Sep 02, 2012



Membership Growth is the primary focus of our District this year, and Governor Joe Hamilton has established a Governor's Membership Task Force to assist the clubs in reaching their membership goals. Each Region in our District has a Task Force member assigned to help the clubs' Membership Committee in three areas:

- 1) Development
- 2) Retention

Apr 03, 2013 06:30 PM - 08:30 PM

District Cabinet Meeting
DoubleTree Hotel
May 01, 2013 06:30 PM - 08:30 PM

Rotary U (formerly District Assembly)
TBA
May 18, 2013

District Cabinet Meeting
DoubleTree Hotel
Jun 05, 2013 06:30 PM - 08:30 PM

3) Public Relations.

These Task Force Rotarians are here to help you, so lets get better acquainted with them.

Region 1 -- Del Blaylock, Past President of the Rotary Club of Alameda, serving Alameda, Oakland #3, Oakland Sunrise, Piedmont Montclair, East Oakland, San Leandro, Hayward, Castro Valley.

Region 2 -- Lee Denlinger, Past President of the Rotary Club of Fremont/Union City Newark, serving FUN, Fremont, Fremont Warm Springs Sunrise, Mission San Jose, Newark, Niles/Fremont.

Region 3 -- Bob Tucknot, Past President of the Rotary Club of Dublin, serving Dublin, Pleasanton, Pleasanton North, Tri Valley, Livermore, Livermore Valley.

Region 4 -- Manual Naku, Past President of the Rotary Club of Almaden Valley, serving Almaden Valley, Gilroy, Gilroy-South County Sunrise, Hollister, Morgan Hill, San Joan Bautista.

Region 5 -- Ken McLaughlin, Past President of the Rotary Club of San Jose North, serving San Jose North, Alviso, Milpitas, Santa Clara, San Jose East Evergreen, San Jose.

Region 6 -- Mary Bradley, Past President of the Rotary Club of Sunnyvale, serving Sunnyvale, Sunnyvale Sunrise, Silicon Valley Star, Campbell, Mountain View, Los Altos, Los Altos Sunset, Palo Alto, Palo Alto University, Los Gatos, Los Gatos Morning, Cupertino, Saratoga.

Region 7 -- Ken Whiting, Past President of the Rotary Club of Santa Cruz Sunrise, serving Santa Cruz Sunrise, Santa Cruz, Scotts Valley, San Lorenzo Valley, Capitola Aptos, Freedom, Watsonville.

Here are the district-wide membership trend numbers.

<http://www.clubrunner.ca/Data/5170//HTML/173867//2012-13YearMembershipTrendswithgoalsasof8-30-2012.htm>

TRF Information

Posted by Charles Wasser on Sep 02, 2012



The following link will take you to the August 2012 edition of the TRF News Today. It gives an overview of questions and status of information related to The Rotary Foundation. Read it and pass the link onto the other members of your club.

<http://www.clubrunner.ca/Data/5170//HTML/172779//TRFNewsToday-August2012.pdf>

Technology Corner

Posted by Charles Wasser on Sep 02, 2012



This is the year DG Joe is making a concerted effort to pump up the use of technology. Seems like a good idea since District 5170 covers a large swath of what is called Silicon Valley. A great example of this is the Public Relations seminar run recently by District PR chair Ginger



McDonald. Ginger is also the Zone 26 RPIC which means she is responsible for helping districts in Zone 26 use PR in the most beneficial fashion.

The seminar discussed how PR uses some of the available tools like social media and the Internet to develop effective PR campaigns. The seminar was attended by over 40 local Rotarians. The significant part was that the seminar was broadcast as a webinar all over the Zone. Rotarians not in attendance in San Jose were able to participate by seeing the speakers' slides on their computer screens and sending questions for the speakers. The following is the link to the pages in the district website that are related to the webinar.

<http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?did=5170&pid=49503>

Another example where technology is being applied for the district is the Foundation Resource Bureau.

<http://www.clubrunner.ca/portal/SitePages/SitePage.aspx?accountid=50083&pid=52877>

The bureau is a compendium of various types of programs that highlight different aspects of The Rotary Foundation (TRF). There you will find a list of speakers who will come to your club to present and discuss a topic related to TRF. Some of you may have seen my Polio Plus presentation at your club. That is the type of presentation the speakers offer with PowerPoint slides and videos.

There are short and long videos depending upon how much time you want to allot to TRF topics at a club meeting. The pages also have PowerPoint slides that can be viewed individually or presented to your club. The slides have text attached to them; so with a bit of practice, anyone in your club can make the presentation.

On the district website, there is a video that shows current Cupertino Rotary President Hsing and Immediate Past President Larry discussing Cupertino's successful recruiting program. The following is the URL for the district website's HOME page. In the center you will be able to click on the image and listen to the interview.

www.rotarydistrict5170.org

There is a PowerPoint slideshow on the website that describes the program in a presentation Orrin Mahoney made at Governor Joe's last cabinet meeting. It can be found at:

<http://www.clubrunner.ca/Data/5170/HTML/173090/EthnicDiversityMahoneymodify.ppt>

A new area we are looking into is video conferencing. With video conferencing, you will be able to see with whom you are chatting or meeting. An example would be to use Google+ with Hangouts. This will allow up to 8 participants on a video conference.

Stay tuned.....there are more technology ideas and concepts that will be presented for District 5170 Rotarians to use. By all means, visit the District website to stay on top of changing content and the high activity level of our fellow Rotarians.

What is the Elefante Blanco?? (Or ...have you seen the White Elephant???)

Posted by Joy Engstrom on Sep 02, 2012

I would like to introduce you to an interesting project of the Rotary Club of San Jose East Evergreen, The Elefante Blanco Thrift Boutique! I spearhead this project for our club, and a lot of other Rotary clubs have already started helping us. Rotaract and Interact help too!

Mostly, they volunteer at the store and are learning marketing, sales, merchandising, and accounting. Our mantra is, "Shop, Donate, and Volunteer."

You may ask, "Why this name?" Well most of the people I know have "White Elephants" all around their homes...things they don't use or need...things that would be so valuable to someone else. They have clothes stuffing their closets that are practically new.



that are precious, many some never worn still with the tags on them. They have expensive toys filling their children's rooms that are hardly ever used. Their garages are so full of unused things that they can't get their cars in...White Elephants everywhere we look. Take a look around. What do you see?



When will we realize we have too much in the way of material things in our lives?

Well, I guess I realized it about the time I met some families that had too little.

I saw the barefoot children playing baseball with a stick for a bat. I saw them laughing while they rolled each other around inside an old tire. I saw their fathers building a home for them with old used corrugated sheet metal for a roof and stacking concrete blocks without any mortar for the walls...windows with colorful curtains but no glass...doorways with no doors but just a blanket to keep out the cold. Inside the houses, there was no running water, just a big jug to carry it from the well. The bathrooms, of course, were outside and a good distance behind the house.

I saw a woman working in a garden growing the food for her family, working the soil with tools made from pieces of old rebar. I met a woman who couldn't read. She was squinting terribly to see the picture I had given her. I handed her my reading glasses and saw the shock on her face when the picture suddenly became clear. A huge smile came across her face. I left her my glasses, which she at first said she could not take. I insisted, telling her in my broken Spanish that I had another pair and wanted her to have this one. She accepted them tearfully, telling me she could not believe that anyone would ever give her such a gift.



I started bringing things to these people. Then my friends in my Rotary Club joined me and Elefante Blanco was born!

Our Club has a strong commitment to the Interact kids. We support them in lots of ways; and at the shop, we have come up with some ideas to help them fund some of their humanitarian projects. If you are interested in finding out more about how we help, please call.

WANT TO HELP? You can help by volunteering your time, donating those things you no longer need, or just go there and do a little shopping. You'll be surprised at what you may find so... Shop, Donate, Volunteer!

Elefante Blanco is located at 1343 the Alameda, San Jose, CA 95126, shop phone, 408.279.5001.

We are open 10:00 a.m. to 6:00 p.m., Mon-Fri, and 11:00 a.m. to 4:00 p.m., Sat-Sun.

Rotary Peace Fellow

Posted by Charles Wasser on Sep 02, 2012

Jarunee, also known as Weaw, is a Rotary Peace Fellow Class X (2011-2012). A Rotary Peace Fellow is appointed



Class X (2011 - 2013). A Rotary Peace Fellow is sponsored by Rotary International to study peace and conflict resolution at the master's degree level. The program was created to develop future leaders skilled in peace studies.

Peace Fellows are usually willing to give a presentation for a club program. Jarunee gave one such talk recently for San Leandro.