

Rotary

District 5170



From the desk of District Governor Tim Lundell

March 2019



As I write this month's message, the first beautiful signs of Spring are everywhere. This is a wonderful time of the Rotary year in District 5170, with more service, fun and fellowship going

on than just about any other time. Next up will be our annual **District Training Assembly**, which will take place on **Saturday, April 6th** at the Biltmore Hotel in Santa Clara. Just as the name suggests, this is the opportunity for all of next year's Club leaders to get prepared for the jobs ahead, with special training for the Presidents-Elect, Club Secretaries, Club Treasurers and Board members. The highlights of the program will include a presentation by Past RI Director Brad Howard, and the finals of the Richard D. King Speech Contest, featuring the contestants who made their way through the Club, Area and Regional contests...so you can be sure the presentations will be amazing! You can register for the DTA either **directly online**, at the **District website**, or through your Club sign-up sheet. Either way, I hope to see you all there. **Note: Because of its proximity to the DTA, we will not be holding a Leadership Meeting on April 3rd as was originally scheduled.**

Next up will be "The Big Show", our **2019 D-5170 District Conference**, which will be held this year at the **historic USS Hornet in Alameda, on Friday and Saturday, May 17-18**, with Community Service Projects around the District on **Sunday, May 19th**. Our Conference team has gone all out to make this the most spectacular District event in recent memory as we "Celebrate Leaders Who Serve", including our military veterans and all of those who have dedicated themselves to service to community and mankind. There will very literally be something for everyone, as we launch our Conference with the District Golf Tournament at Noon on Friday, followed by our special showing of the Sundance Award-Winning film "Apollo 11", the account of the historic first Moon landing 50 years ago, an event in which the Hornet played a key role. The Friday Banquet will be our special Veterans' Program honoring all those who serve, which should not be missed. Saturday will feature sixteen forums; the House of Friendship; our inaugural Parade of Flags, celebrating our Clubs; our RI President's Representative, past RI Director Larry Lunsford; docent tours; and concluding with our Grand Banquet, featuring keynote speaker, astronaut Capt. Scott Kelly. Our annual District Awards will be presented throughout the course of the Conference. Whew! Join us for any part of the

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weekend...or the whole thing for one bargain all-inclusive price. I'm very much looking forward to seeing a record turnout for this very special District Conference!

Register at: <https://events.rotarydistrict5170.org/rotary-district-5170-events/2019-district-conference>

Finally, our Spring of Celebration (and our Rotary year!) will conclude with two events: first, the **Rotary International Convention in Hamburg, Germany, June 1-5**. There is still time to register for the Convention before the final price increase on March 31st, and we still have a few spots open for our fabulous Convention River Cruise on the Elbe River. All registration links are on the District website. Finally, please save the date on your calendars for the **2019 D-5170 "Roast & Toast"**, which will be held this year on **Sunday, June 23rd** at **Blackberry Farm** in Cupertino.

I cannot close without a reminder that March and April are our months for the PolioPlus "Flash Campaign", and that all Rotarians are asked to please contribute at least \$50, which will be matched with \$100, to get us closer to the finish line in the final eradication of polio. Your contribution to the Flash Campaign, as well as your generous support of the TRF Annual Fund, are going to make this a record year for giving for District 5170. On behalf of the lives that are saved and made better, I say "Thank you"!

T. H. Adell



Rotary District Conference USS Hornet, Alameda

Come on Board!

MAY 2019

17 18 19

Conference Hours:
Friday, 4:30–10pm, Saturday 8am–10pm
Sunday Service Projects 9am to Noon




Register now!
rotarydistrict1570.org

A Sneak Peek at Our Forums



**Former Astronaut
Captain Scott Kelly**
Saturday Night
Keynote Speaker



**"HI HO Silver,
The Lone Ranger
Rides Again"**
The Broadcast
Legends



**Energy Conservation
and You**
James (Jim) Sweeney, Ph.D.,
Director, Stanford University
Precourt Institute for Energy



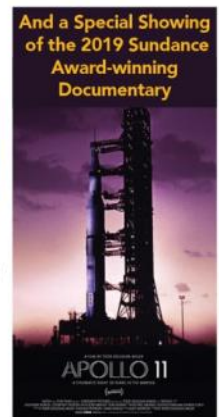
**Tips for Great
Leadership**
John Lipp
—By Popular
Demand



Honoring Veterans
A tribute to those
who've served



**Rotary
International
President's
Representative
Larry Lunsford**
Saturday Lunch
Speaker



- Ole Smoky Moonshine Tasting with Aidell's Sausage • The Magic of Rotary
- 50 Things you Absolutely, Positively Need to Know About Rotary
- The Proud and Incredible History of the USS Hornet

There will be More!

- Big Band Dance • Parade of Flags
- House of Friendship
- Rotarians' Business Showcase • Hospitality Suites
- Docent Tours of the USS Hornet
- Special Friday Night Event
- A Return of the D5170 Rotary Golf Tournament!

Registration is open!

Family and friends are welcome!

www.rotarydistrict5170.org

Think MemberSHIP and invite a potential Rotarian!

Friday May 17– Sunday May 19	Friday May 17 4:30 (Registration)–6:30pm	Friday May 17 4:30 (Registration)–10pm	May 18, Saturday Day 8am–5pm	May 18, Saturday Day 8am–10pm	May 18, Saturday Night Gala 6–10pm	Sunday, May 19
Leadership Package <i>Access to entire conference.</i> <i>This is</i> <i>YOUR BEST DEAL!</i>	Premiere of 2019 Sundance Film Festival Award Winning Documentary Apollo 11	All Inclusive, Premiere of 2019 Sundance Film Festival Award Winning Documentary Apollo 11 Reception, Dinner, Dancing, A special Night Honoring Those Who Serve	Breakfast, Morning Forums, Lunch, Parade of Clubs Flags, Richard D. King Speech Contest Winner, RI President's Representative, Awards, Afternoon Forums	All Aboard— All Saturday Package Includes all Saturday Day events, plus 6pm Cocktail Reception, Hospitality Suites, Dinner with former Astronaut Captain Scott Kelly and Big Band Dancing	Cocktail Reception, Dinner with Keynote Speaker, Former Astronaut Captain Scott Kelly, and Big Band Dancing	Club-directed service projects located around our District invite participants to join in
\$229	\$49	\$99	\$99	\$179	\$139	FREE
	Included with Friday Package		Included with Saturday Package			
All Activities, Meals and Events included in this Leadership Package						
By Popular Demand, the Rotary Golf Tournament returns on Friday, May 17— details and registration at www.rotarydistrict5170.org						

Register Now Online at www.rotarydistrict5170.org

We thank these sponsors and partners
who have come on board already!





TEE IT UP!

OPEN to ALL Rotarians and NON-Rotarians ALIKE!

WHEN: Friday, May 17, 2019

WHERE: Corica Park Golf Course
1 Clubhouse Memorial Road
Alameda, CA

TIME: 12:00 pm - 5:00 pm
Shotgun start

Your District Golf Tournament experience includes:

- **Lunch**
- **Golf Hat**
- **Goodie Bag**
- **Awards Ceremony**

To Register go to: <https://events.rotarydistrict5170.org/rotary-district-5170-events/2019-district-conference-golf-tournament>

- Proceeds donated to non-profit Veterans organizations



EARLY BIRD DISCOUNT

Sign up by **May 3rd**
for discount ticket
\$135 per person

After **May 3rd**
REGULAR PRICE:
\$150 per person

Final date to register is May 7th

Rotary District Conference
USS Hornet, Alameda

Come on Board!

MAY 2019
17 18 19

Conference Hours:
Friday, 5-10 p.m., Saturday 8 a.m.-10 p.m.
Sunday Service Projects 9 a.m. to Noon





A New Tradition to the Conference— *Parade of District 5170 Club Flags*

The Parade of Flags is a highlight of the Rotary International Convention. The First District 5170 Parade of Club Flags will replicate that visual illustration of the power to do good.

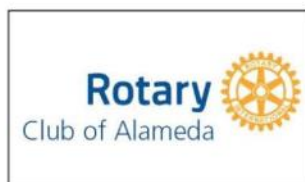
Every club president is asked to be recognized by presenting their club flag as part of our Parade. It will take place Saturday, May 18 on board the USS Hornet.

Demonstrating your club spirit by cheering as your flag is announced is highly encouraged!

Each club should create their own flag. Your club flag may be your club banner, your name in bold type, or a graphic that promotes your fundraiser. It's up to you! Some examples are below. Don't worry, once the artwork is done, flag providers will do the rest.



Your Club Banner



Your Club Rotary Graphic



Your Fundraiser



Flags should be a standard 3' x 5' horizontal format. Production Estimate: \$50–\$100 per flag.

Many internet flag producers can work from your artwork. Examples: bestflag.com; feistyflags.com; qualityflags.com; bannerbuzz.com; bestcustomflags.com; northstarflags.com; the-flag-makers.com

For questions: Judy Wilson, 408-309-3760, judykwils@earthlink.net



Rotary does great work around the community and the world. We want more people to know about the good work we do. And that includes other Rotarians.

We invite you to show us your projects! Small, large, at home or abroad, let your fellow Rotarians know about your projects. You may be a great source for attendees' future projects, and you may benefit from their support.

Rotarians like to support other Rotarians. Letting people know what you do and what you need is the first step. Come join others in this popular District Event.

House of Friendship *and* 2019 Your Club's Project EXPO

What: A chance to tell the Rotary world about your projects

Why: Marketing, potential new partners, pride in what you do/what you've done

When: The District 5170 District Conference, May 17 and 18, 2019

Where: Aboard the USS Hornet Museum, Alameda

Cost: No cost. Table provided

How to register: www.rotarydistrict5170.org **Questions?:** orsihartigan@comcast.net



Rotary District Conference, May 17–19, 2019



Rotary began with business networking. We want to continue that tradition! So, for the first time, we invite you to show us what you do when you aren't with us!

Whether you are small, large, self-employed or have hundreds of employees -- let your fellow Rotarians know about your business.

Rotarians like to support other Rotarians. Learning what you do is the first step.

2019

Showcasing Rotarians' BUSINESS EXPO

What: A chance to tell the Rotary world about your business

Why: Marketing, meeting potential new clients, showing the pride in what you do

When: The District 5170 District Conference, May 17 and 18, 2019

Where: Aboard the USS Hornet Museum, Alameda

Cost: \$300 for a 10' space, table provided

How to register: www.rotarydistrict5170.org (after March 1, 2019)





Salute a Veteran \$100

Style A (Sample)

Template
with photo



Col. Blaine K. Coburn

USAF 1944-1964

Dad, I was so
proud of you.
Your loving daughter,
Deborah Coburn Rice

George Arthur Rice

US Navy 1944-1947

Served with honor at
Pearl Harbor, the 2nd
Battle of the Coral Sea
and as a pilot in the
Aleutian Islands.

Awarded the
Presidential citation
from Admiral Nimitz.

Father of Tom Rice

Style B (Sample)

Template
without photo

For payment and style choice go to

<http://dc.rotarydistrict5170.org/tributes/>

Please send completed form and digital photo (you may able to take a photo of your photo) to

debby@debbyrice.com

or mail to Deborah Rice, 16400 Matilija, Los Gatos, CA 95030.

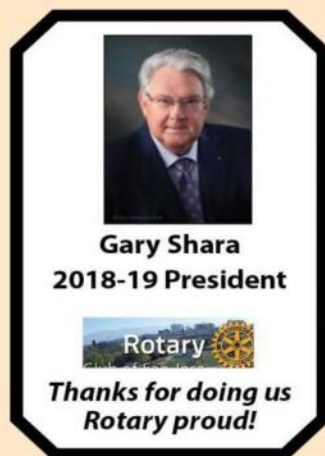
Your tribute will appear in the District Conference Program



Salute a Rotarian \$100

Style C (Sample)

Template
with photo



Saratoga Rotary Thanks President Chuck Page

You did a great job
this year and brought
smiles and laughter
along the way.
We appreciate you!
Welcome next year's
president, Phil Young!

Style D (Sample)

Template
without photo

For payment and style choice go to

<http://dc.rotarydistrict5170.org/tributes/>

Please send completed form and digital photo (you may able to take a photo of your photo) to
debby@debbyrice.com

or mail to Deborah Rice, 16400 Matilija, Los Gatos, CA 95030.

Your tribute will appear in the District Conference Program

Vocational Service

Jim Gibson, District Vocational Service Chair

email— jimgib007@aol.com



The Recent College Admissions Bribery Scandal shows Rotary's Emphasis on Ethical Business Practices Matters

Is it the truth? Is it fair to all concerned? These questions suggest an ethic based in what is right and

what is honest and what should motivate people's decision making... rather than, say, the question of "What's in it for me?"

Some of our youth are now interacting within our society who were students (high school or college) back in 2012. The Josephson Institute, which promotes a *Character Counts* program with emphasis on ethical behavior, made a regular survey of randomly chosen U.S. high school students with the following results (below)... but it is still somewhat alarming what the statistics/ results tell us.

The Ethics of American Youth: 2012

FOR THE FIRST TIME IN A DECADE, LYING, CHEATING AND STEALING AMONG AMERICAN STUDENTS DROPS. Biennial Report Card on American Youth by Josephson Institute of Ethics Finds Evidence That Young People Are Cheating, Lying and Stealing Less (See also: Report on youth violence, bullying and high-risk behavior.)

LOS ANGELES, CA (November 20, 2012) -- A continual parade of headline-grabbing incidents of dishonest and unethical behavior from political leaders, business executives and prominent

athletes suggests that we are in a moral recession. But a new report — the 2012 *Report Card on the Ethics of American Youth* — suggests that a robust recovery is underway. More information can be found at: <http://charactercounts.org/pdf/reportcard/2012/ReportCard-2012-DataTables.pdf>.

The survey of 23,000 high school students, which was conducted by the Los Angeles-based Josephson Institute of Ethics, reveals that for the first time in a decade *students are cheating, lying and stealing less than in previous years*. The Institute conducts the national survey every two years.

CHEATING: In 2010, 59 percent of students admitted they had cheated on an exam in the past year; in 2012 that rate dropped to 51 percent. Students who copied an Internet document for a classroom assignment dropped 2 percent, from 34 percent in 2010 to 32 percent in 2012.

Other good news:

LYING: Students who said they lied to a teacher in the past year about something significant dropped from 61 percent in 2010 to 55 percent in 2012. Those who lied to their parents about something significant also dropped from 80 percent to 76 percent. In 2012, 38 percent of the students said they sometimes lie to save money; that is a drop of 3 percent from 2010.

STEALING: In 2010, 27 percent of the students said they had stolen something from a store in the past year. In 2012 that number dropped to 20 percent. In 2010, 17 percent said they stole something from a friend in the past year compared to 14 percent in 2012. The percentage

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who said they stole something from a parent or other relative in the past year (2012) also decreased (from 21 to 18 percent).

"It's a small ray of sunshine shining through lots of dark clouds," said Michael Josephson, founder and president of the Josephson Institute of Ethics and a nationally-noted commentator on behavior. "Changes in children's behavior of this magnitude suggest a major shift in parenting and school involvement in issues of honesty and character. The number of schools adopting our CHARACTER COUNTS! program, and parents who visit our website, suggests that adults interacting with young people are more concerned with teaching kids that honesty really is important." (Could Rotary also be an influence?) Josephson added, "Though there is still far too much cheating, lying and stealing, I think we have turned the corner." Josephson's theory is supported by survey results showing that 93 percent of students said their parents or guardians always want them to do the ethically right thing, no matter the cost. Eighty-five percent said most adults in their life consistently set a good example in terms of ethics and character.

Other important findings:

Young people believe ethics and character are important, and they think highly of their own ethics despite very high rates of dishonesty and other unethical conduct.

- 99 percent agree that "it is important for me to be a person with good character."
- 93 percent say they are satisfied with their own ethics and character.
- 81 percent believe that when it comes to doing what is right, they are better than most people they know.

Boys are much more likely to harbor negative attitudes and engage in dishonest conduct than girls.

- Almost one-quarter of the boys (23 percent) admitted stealing from a store in the past year, compared to 17 percent of the girls.
- Boys were almost twice as likely to steal from a friend as girls (19 percent compared to 10 percent). Boys were 6 percent more likely to steal from a parent or other relative (21 percent versus 15 percent).
- Nearly half of the boys (45 percent) believe that "a person has to lie and cheat at least occasionally in order to succeed." Twenty-eight percent of girls surveyed possess this cynical belief.
- Boys are twice as likely as girls (20 percent versus 10 percent) to believe "it is not cheating if everyone is doing it."
- While 95 percent of the girls agree that "being good is more important than being rich," only 86 percent of the boys have this belief.
- One in five (19 percent) of the boys *disagreed* with the statement: "It's not worth it to cheat because it hurts your character." One in ten girls did not agree with the statement.

The purpose of reminding us of this recent news is not to beat a dead horse, but to have us all become more aware of how lying, cheating, stealing or bribing hurts all of us in that it isn't truthful and it isn't fair to others.

Rotary and Rotarians can help make a difference not only now, but in the near future. The questions would be: 1) what can your Rotary Club do to help establish high ethical business practices in your community, and, 2) how do we teach ethics, in a meaningful way, to our youth? I believe that your Club's *Vocational Services* can help other Avenues of Service mentor youth,

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provide Job Shadowing exercises, invite Senior Citizens and retired folks to meet with youngsters to encourage ethical behavior, and work with your Chamber of Commerce to offer a course: The Positive Benefits Business Ethics to the bottom line and to the business reputation.

... and a wee little extra for the Irish in our midst...

Firstly, in honor of the Irish literary form-- the limerick:

There was a young lady named Rose
Who had a large wart on her nose.

When she had it removed
Her appearance improved,
But her glasses slipped down to her toes.

... and...

A Cupertino Rotarian owned a landscaping nursery. He created a new plant by combining the four-leafed clover with poison oak. It sold very well to Irishmen wanting to have a rash of good luck!



**SILICON VALLEY
ROTARY
MEANS BUSINESS**

The Silicon Valley Rotary Means Business (SVRMB) Fellowship provides Rotarians with unique opportunities to meet, network, and socialize with like-minded business leaders. SVRMB hosts monthly events where members can build business connections, discuss their businesses, and learn from others about trends and patterns impacting their markets and industries.

Next Meeting:

March 28, 2019 at 5:45 pm

Speaker:

Bert George, President, Joseph George Wines, 3rd-generation Rotarian and business owner

RSVP to www.SVRMB.com

**Monthly meetings: 4th Thursdays @ 5:45pm in Santa Clara
RSVP to <https://SVRMB.com>**



District 5170 Training Assembly

Biltmore Hotel, 2151 Laurelwood Road, Santa Clara, CA

Saturday, April 6, 2019 - 8:00 AM - 2:00 PM

Continental Breakfast/Registration/Fellowship/Live Scan

8:30-9:30 AM - **Plenary I - Brad Howard, Rotary International Director 2015-17**

9:40-10:40 AM - **Session A** | 10:50-11:50 AM - **Session B**

8:00 AM - 12:30 PM - **Live Scan**

12:00 - 2:00 PM Lunch followed by **Plenary II**

Richard D. King Speech Contest Finals

Presented by: **Richard D. King, Rotary International President 2001-02**

Registration Fee - \$49 is customarily paid by your club

Who Should Attend? ROTARIANS

- Connect and exchange ideas with District Rotarians.
- Interested to learn more about Rotary at the club, district and international level.
- Interested in local and global humanitarian efforts that improve lives.
- Interested to educate and mentor youth.
- Has a desire to connect with local and global neighbors.

PLAN TO ATTEND - Register today and join us on April 6th
Participate in a series training, exchange of ideas and network forums.

Be prepared to set your sights. Be a part of "Rotary Connects"
Take your club to new heights.

District Training Assembly Registration is the responsibility of your Club. Register during a club meeting and select the forums you plan to attend. Your Club will collect and submit the registration list to the District Administrator/Registrar.

The District Training Assembly forums are designed to prepare club leaders for their new role, as well as all members. Many are designed to provide an interactive, hands-on experience. Those who attend will have a better understanding about Rotary, at the club, district and international level. We welcome you to invite a friend, and a family member

For Registration Questions contact: **Olivia Poe, District Administrator/Registrar**
admin@rotarydistrict5170.org or (408) 273-4577

Don't Miss Out On This Opportunity. Sign Up and Register Today!

Club Events

Click on event flyers to be taken to the Club websites for more information



The Rotary Clubs of Scotts Valley and San Lorenzo Valley Present



Country Music Legend
Lacy J. Dalton

"No secular artist blends the
spiritual and physical as movingly,
or as profoundly, as Dalton"
Entertainment Weekly



Sunday, April 14th, 2019 **\$45.00**

12:00 pm - No Host Food Trucks, Beer & Wine
With Live Music By the Sada Springs Jug Band

1:30pm - Raffle & Complimentary Dessert

2:00 to 5:00 pm - Lacy J. Dalton

Bret Hart Hall, Roaring Camp, 5401 Graham Hill Rd, Felton, CA

GET TICKETS AT: lacyjdalton.brownpapertickets.com

Club Events

Click on event flyers to be taken to the Club websites for more information



Enjoy a champagne reception, wine, beer, dinner, and dancing at historic Fortino Winery.

Enter to win raffle items or bid on spectacular live auction items.

Proceeds benefit Rotary Club of Morgan Hill's service projects.

Tickets \$95. To register and for more information, visit www.dazzlemorganhill.org

Club Events

Click on event flyers to be taken to the Club websites for more information



1964 VW Bug Raffle

Drawing May 31, 2019 - Winner need not be present to win

\$100/Ticket – Limited to 350 Tickets

Cash or Check (made out to Rotary Club of Morgan Hill Endowment)

Tickets available at the following locations in Morgan Hill:

On The Road Again Classics • Rosy's at the Beach
Bubble's and Brew • Guild Mortgage

For more information, contact Rachel Hill rachel@otraclassics.com

Anyone 18 years of age or older and a U.S. resident may enter. The raffle is void where prohibited or restricted by law. Winners are solely responsible for any and all state or local license, title, registration, or fees associated with the vehicle, as well as insurance and must pickup the vehicle or arrange for delivery from On The Road Again Classics, Morgan Hill, CA. Rotary Club of Morgan Hill takes no responsibility for any tax liabilities. Consult your tax advisor.



Rotary Club of Morgan Hill Endowment is a 501c3 organization tax id: 77-0314742
Rotary Club of Morgan Hill, P.O. Box 283, Morgan Hill, CA 95038

Rotary District 5170

2018-2019 Officers:

District Governor: Tim Lundell
 Immediate Past District Governor: Orrin Mahoney
 District Governor-Elect: Ramesh Hariharan
 District Governor Nominee: Gregg Giusiana
 District Governor Nominee Designate: Richard Flanders
 Chief of Staff: Debby Rice
 Lieutenant Governor: Judy Wilson
 District Treasurer: Joe Pfahnl
 Sergeant at Arms: John Bruzus
 District Administrator: Olivia Poe

Assistant Governors:

Area 1: Ruben Sundeen
 Area 3: Jim Bell
 Area 4: Lee Denlinger
 Area 5: Art Taylor
 Area 6: Art Testani
 Area 7: Karen McNamara
 Area 8: Tina Orsi-Hartigan
 Area 9: Richard Schoelerman

District Chairs:

Community Service: Scott Savage
 International Service: Jeboy Koshy
 Vocational Service: Jim Gibson
 Club Service: Don MacKenzie
 Youth Service: Chris Miller
 Marketing/Public Image: Ginger Taylor McDonald
 Membership: Hung Wei
 District Trainer/Technology and Communication for Enhanced Training: Arley Marley
 The Rotary Foundation: Russ Hobbs
 District Conference Co-Chair: Deb Knowles
 District Conference Co-Chair: Debby Rice

The District Office is located at 2570 N. First Street, Suite 200, San Jose, CA 95131.

www.rotarydistrict5170.org | Phone:(408) 273-4577 | Email: admin@rotarydistrict5170.org

To highlight your club projects and events in the District newsletter, please email the information to admin@rotarydistrict5170.org by the 10th of each month.



Please help the District Office share the most accurate information. Update your information now on ClubRunner.

<https://portal.clubrunner.ca/50083/User/Login>

“Like” Rotary District 5170 on Facebook

We share club posts, information from Rotary International, District event information and more on our Facebook page <https://www.facebook.com/RotaryDistrict5170>.

Go check it out today!

