

# Rotary

## District 5170



From the desk of District Governor Tim Lundell

October 2018



We are just a day away from November which, each year, is "Rotary Foundation Month", and a good opportunity for each Rotarian to review his or her plan for giving this

Rotary year. It is never too late to sign up quickly and easily for "Rotary Direct", which invisibly and painlessly makes monthly contributions in your name to The Rotary Foundation (<https://my.rotary.org/en/document/rotary-direct-rotarys-recurring-giving-program-form>). \$20 per month makes you a Double Sustainer, \$42 per month a Super Sustainer, and \$84 per month a Grand Sustainer, and eligible for Paul Harris Society membership! What's more, your Club Foundation Chair tracks your Rotary Direct registration and makes sure you are credited for the full amount of your cumulative annual donations. It could not be easier to support the mission of the TRF, and to increase the amount of funding your Club receives back for its District or Global Grants each year. And for the hundreds of you who have made pledges in connection my Club visits, now is a great time to fulfill them!

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Our "Triple Crown" program, introduced last year, is quickly gaining membership. For the many Rotarians who are members of the Paul Harris Society (contributions of \$1,000 per year) and also Major Donors (cumulative lifetime contributions in excess of \$10,000), the final step to qualify for membership is to join the Bequest Society, which simply means you have established a future TRF giving commitment through your will, trust, life insurance policy, or retirement plan of at least \$10,000. Our excellent District TRF Team will be more than happy to guide you through the simple steps to qualify ("Phil Dean" [pndeane@comcast.net](mailto:pndeane@comcast.net), "Russ Hobbs" [r4hobbs@aol.com](mailto:r4hobbs@aol.com)).

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I have written before, and spoken at all of my Club visits, about the importance of our Rotary and Leadership training programs... and the appetite of Rotarians for learning in these areas is greater than ever before! Our 2018-19 Leadership Academy students are energized and excited about the much bigger world of Rotary that is opening up to them through the monthly courses. And now we have an opportunity for even more students to learn "pure leadership" skills in our one-day seminar "The Science (and Art) of Leadership", which will be presented on Saturday, December 15<sup>th</sup> at the Los Gatos Lodge in Los Gatos. The times are 8:30 to

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3:00, and you will be welcomed with coffee, tea and a light breakfast, and then a full lunch spread at noon. Our presenter is the renowned author and lecturer, John L. Lipp, who will present training on leadership skills in volunteer organizations, a challenge for all of us both within and outside of Rotary. The cost is \$20 and registration is through the District website (<https://rotarydistrict5170.org/>). Please sign up early as the very popular program will definitely sell out.

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Reminder to Club and District Leaders - All Club Presidents, AG's, and the District Leadership Team are invited to join me for the D-5170 Mid-Year Meeting, the "State of the District" event, to assess where we are at the half-way point of our Rotary year. This meeting will be on Saturday, January 12, 2019, 8:30 to Noon at the Los Gatos Lodge.

*T. Lipp*



**Saturday, December 15th, 8:30 am – 3:00 pm**  
**Los Gatos Lodge**

## **The Science (and Art) of Leadership**

### **for Volunteer-Based Organizations**



Volunteer energy and passion can change the world. But it doesn't happen without skilled and thoughtful leadership. This interactive workshop provides leaders with best practices and hands-on tools to mobilize their volunteer base and drive their mission forward. Topics include: understanding volunteer motivation, recruitment, retention, recognition, situational leadership, and

conflict management. Participants will review the latest trends impacting the world of service, and develop practical solutions to their individual volunteer recruitment, retention and leadership challenges.

After attending this workshop, participants will know how to:

- Translate proven leadership principles to volunteer-based organizations
- Use motivation theory to improve volunteer impact and retention
- Design volunteer and membership recruitment campaigns to target a new generation of volunteer leaders
- Manage "difficult" volunteer behaviors before they undermine your project
- Create a "culture of appreciation" that makes all volunteers feel appreciated and valued
- Use storytelling to inspire others to give time and money

### **John L. Lipp - Presenter**

John is a national leader in the nonprofit sector with comprehensive experience in fundraising, executive leadership, governance, community engagement, and program development. John's book, *"The Complete Idiot's Guide to Recruiting and Managing Volunteers"*, was published in October 2009 by Alpha/Penguin. In 2015, he was a featured contributor to the anthology *"Volunteer Engagement 2.0: Ideas and Insights Changing the Work"* from Jossey-Bass.

**REGISTER NOW AT [events.rotarydistrict5170.org](http://events.rotarydistrict5170.org)**  
**COST: \$20.00 – Light Breakfast and Lunch Included**



## Membership Committee

Hung Wei, District Membership Chair

email— [hungweichien@gmail.com](mailto:hungweichien@gmail.com)



Membership flexibility will be the focus of membership development for all clubs in our District. The District Membership Committee is developing sample

membership types and will assist individual Clubs with developing Club Bylaws. The following are general guidelines for each Club to consider implementing one or two types of flexible membership – Club Presidents and Membership Chairs will receive an update from the District Membership Team soon.

### Club flexibility

Since the 2016 [Council on Legislation](#), Rotary clubs have had the flexibility to choose when, where, and how clubs meet and the types of membership they offer.

### 5 ways to use the new flexibility

It's up to your club to decide how — and if — you want to make it more flexible. Look at the examples below to see what changes may benefit your club. After you settle on a change, remember to update your bylaws.

Here are some examples of how your club can apply the new flexible options:

**Change your meeting schedule.** Your club can vary its meeting days, times, and frequency. For example, you could hold a traditional meeting on the first Tuesday of the month to discuss business and service projects and get together socially on the last Friday of the month. You just need to meet at least twice a month.

**Vary your meeting format.** Your club can meet in person, online, or a combination, including letting some members attend in-person meetings through the Internet.

**Relax attendance requirements.** Your club can ease attendance requirements and encourage members to participate in other ways, such as taking a leadership role, updating the club website regularly, running a meeting a few times a year, or planning an event. If your club is dynamic and offers a good experience for members, attendance won't be a problem.

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**Offer multiple membership types.** Your club could offer family memberships, junior memberships to young professionals, or corporate memberships. Each type of membership can have its own policies on dues, attendance, and service expectations. Rotary will count these people in your club membership and will consider them active members if they pay RI dues.

**Invite Rotaractors to be members of your club.** You can invite Rotaractors to join your club while remaining members of their Rotaract clubs. If your club chooses to, it can make special accommodations for these members, such as relaxed attendance requirements or reduced fees, as long as they are reflected in the club bylaws.

Find examples of bylaw amendments that clubs might use to try these new flexible options below, and review our frequently asked questions for more information.

## Resources & reference

[Frequently asked questions](#)

[Rotary's governance documents](#)

[Start Guide for Alternate Membership Types](#) (includes sample bylaws)

[Start Guide for Flexible Meeting Formats](#) (includes sample bylaws)

[Club meeting flexibility and format](#) (video)

[Membership Types and Attendance Flexibility](#) (video)

[Satellite club FAQ](#) (PDF)

[Satellite club application](#) (PDF)

[Satellite club member information form](#) (PDF)

[Membership Flexibility Overview](#)

*Hung Wei*

*Membership Committee Chair 2018-19*

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## Vocational Service

Jim Gibson, District Vocational Service Chair

email— [jimgib007@aol.com](mailto:jimgib007@aol.com)



At our last ***District Avenues of Service Conference***, our *Vocational Service Forum* explored some about our "human-ness." As we humans look at ourselves, Rotarians or not, it is extremely beneficial that we gain insight and learn about things like how our "nature" can influence

how we live and what we accomplish. Sometime "intangible" things like having a positive attitude can make a huge difference in how we manage and overcome the challenges facing us and how we might accomplish our goals and objectives. When we have a positive outlook, a positive attitude, our energy level goes up, our enthusiasm increases, and opportunities tend to show up more often than not.

George Bernard Shaw once said, "People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and if they can't find them, they make them." Make them? How can that be? And when it comes to an organization like Rotary, how does *that* work?

Overall, for an organization, it's important we think about our collective selves regarding what we want to do in "Vocational Services" and where we want to go. Once we define our direction and our goal, then we become what we think about doing. This is known as "visualizing" our destination that we choose to get to. Conversely, if there is no "identified" goal and no objective, our energy and "purpose" are compromised and we become (our Club becomes) ineffective, confused and "mute." If we are not sure what Vocational Service projects to do, here are two quick things to do: 1) check with your neighboring Rotary Clubs

to see what types of VS projects or activities they do and discuss them in your Club to see if you can help them, or, initiate a similar project in your community... and/or 2) "interview" your local School Principals and/or your local Police Officers and/or your local Chamber of Commerce to learn from their perspective what potential programs you might help them address (i.e. kids learning about various careers, creating exciting activities that draw teens in and keeps them from joining gangs, help local businesses see the total value of practicing business ethics, etc.).

How does *visualizing* work? Why do humans become what we think about? Well, we are amazing beings and our brains are amazing "instruments." Here are two stories...

1. There was a study done at the University of Minnesota not long ago about "visualization." The study took two groups of student athletes who wanted to improve their basketball skills. One group was evaluated on their skill level then instructed to practice their free throw shots at least 1-hour a day for 30 consecutive days. The other group, also evaluated on their skill level, were told NOT to practice physically, but for an hour a day, visualize their free-throw shot for 30 days. At the end of 30 days, the expectation was that the second group who did not touch a basketball for 30 days would be "rusty" and would suffer some loss of performance from their initial evaluation. RESULT: The first group actually improved from their initial evaluation... but so did the second group! They essentially performed the same! The study showed that the visualization of the physical act of shooting a free throw had the brain responding/active in the exact way as if the student were actually, physically in action. The act of "visualizing" our success in overcoming a challenge or problem seems to orient our spirit and our energy toward doing what we visualize. I am convinced *visualizing success* will work for us in Rotary and even in other parts of our lives.

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One fellow Rotarian told me that he had heard of this study and recalled a bit more information: there was a third group of athletes who were asked to do BOTH, visualize *and* practice, and their results showed substantial improvement in their basketball skills over the other two groups.

2. Visualization... "How does it work? (This is an excerpt from *The Strangest Secret* by Earl Nightingale.) Why do we become what we think about? Well, this is how it works, as far as we know. ...

*Suppose a farmer has some land, and it's good, fertile land. The land gives the farmer a choice; he may plant in that land whatever he chooses. The land doesn't care. It's up to the farmer to make the decision.*

*We're comparing the human mind with the land because the mind, like the land, doesn't care what you plant in it. It will return what you plant, but it doesn't care what you plant. Now, let's say that the farmer has two seeds in his hand- one is a seed of corn, the other is nightshade, a deadly poison. He digs two little holes in the earth and he plants both seeds-one corn, the other nightshade. He covers up the holes, waters and takes care of the land...and what will happen? Invariably, the land will return what was planted.*

*As it's written in the Bible, "As ye sow, so shall ye reap."*

*Remember the land doesn't care. It will return poison in just as wonderful abundance as it will corn. So up come the two plants - one corn, one poison.*

*The human mind is far more fertile, far more incredible and mysterious than the land, but it works the same way. It doesn't care what we plant...success...or failure. A concrete, worthwhile goal...or confusion, misunderstanding, fear, anxiety and so on. But what we plant must return to us.*

*You see, the human mind is the last great unexplored continent on earth. It contains riches beyond our wildest dreams. It will return anything we want to plant."*

So, this effort we make to visualize the success we desire can have as much impact on our success as

having an obvious "winning" project. The visualization gives our brain's subconscious the map, the destination, the goal... and then, while we are busy doing other (conscious) things, our brain picks and chooses our actions that will help us achieve the goal. Amazing!

Have a happy November! If I can be of any *Vocational Service* assistance to you and your Club, please contact me! I am also willing to talk to your Club if you would like.

Be well Do good work.

Jim Gibson

... and a little extra...

**Train Ticket**

Three women and three men are traveling by train to see the Dodgers play the Red Sox.

At the station, the three men each buy a ticket and watch as the three women buy just one ticket.

"How are the three of you going to travel on only one ticket?" asks one of the men.

"Watch and learn," answers one of the women.

They all board the train. The three men take their respective seats but all three women cram into a toilet together and close the door.

Shortly after the train has departed, the conductor comes around collecting tickets. He knocks on the toilet door and says, "Ticket, please."

The door opens just a crack, and a single arm emerges with a ticket in hand.

The conductor takes it and moves on.

The men see this happen and agree it was quite a clever idea; so, after the game, they decide to do the same thing on the return trip and save some money.

When they get to the station they buy a single ticket for the return trip but see, to their astonishment, that the three women don't buy any ticket at all!

"How are you going to travel without a ticket?" says one perplexed man.

"Watch and learn," answer the women.

When they board the train, the three men cram themselves into a toilet, and the three women cram into another toilet just down the way.

Shortly after the train is on its way, one of the women leaves her toilet and walks over to the toilet in which the men are hiding.

The woman knocks on their door and says, "Ticket, please."



## Youth Service

Yvonne Kwan, District Youth Service Assistant Chair

email— [yvonne.kwan90@gmail.com](mailto:yvonne.kwan90@gmail.com)



**Interact 5170's** annual  
Fall Leadership

Conference (FLC) took

place on Sunday, October 14 at Independence High School. This year's event drew 3,000 Interactors from around the district and beyond. It's a tradition for Interact 5170 to reveal its community project and international project during FLC. This year's community project -- chosen by the Community Coordinator -- is "Future in Focus," which will focus on helping foster youth in the community have access to food, transportation, and vision tests; the



international project -- chosen by the International Coordinator -- is "Se Necesita Un Pueblo," translating to "It takes a village," focuses on helping youth affected by the Venezuelan crisis.



The registration  
fee for **RYLA**  
**5170** will be  
\$620 per

camper. There will also be a \$50/camper fee for any LATE reservations. To be considered timely, both a reservation AND funds must be received by the district by January 31st.

In addition, this year's camper registration is being streamlined! It will be completed fully online. No more physical paperwork to mail in. We will also launch an official wait list. Details to follow on the RYLA website by November 1st.





# **Rotary Club of Saratoga**

## **Seeking Partners for International Projects**

Saratoga Rotary is excited to consider two new International projects for 2018-2019. Both projects have their seed with Saratoga Rotarians who have done a project with or visited the project site. The host club Rotarians are therefore known to Saratoga Rotary. We would like to welcome other clubs to join us; if interested please email Sangita Seshadri, Chair Internal Services Committee, Rotary Club of Saratoga; email: [Sangitaseshadri@gmail.com](mailto:Sangitaseshadri@gmail.com)

### **Orphanage in Guadalajara, Mexico – lead by Rotary Club of Guadalajara**

The Organization helps to provide care to children with Down syndrome, who because of their vulnerability have been rejected or abandoned, offering a home, dress, education, medical care, therapies and most importantly the love of a family. The building where the Albergue Infantil is located is not in very good conditions, Guadalajara Rotary have been helping them, but they still have many necessities.

PROJECT COST: \$11,000.

### **Madonna school for the Physically and Mentally Challenged – lead by Rotary Club of Asaba Central, Nigeria**

Renovation of classroom block and toilet facility, rehabilitation of cafeteria, provision of beddings for hostel; at Madonna School for Children with Special Needs, Okpanam – Asaba Delta State. Specific needs of the project are to provide:

200 units of 6" mattress and pillows for 100 double-decker beds

Painting (internal & external) and replacement of broken windows

Renovation of toilet facility and classroom block

Dining tables/chairs/cabinet/freezer/refrigerator and cooking gas for the refectory

PROJECT COST: \$35,000; targeting a Global Grant therefore need to raise \$17,500 DDF.

## Club Events

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



### *Holiday of Lights Celebration & Parade* *Saturday, December 1, 2018*



*11am SJB Downtown Merchants Open House*

*State Historic Park*

*“Living History Day”  
and Park Decorating,  
Cowboy Christmas Songs,  
Saloon Dancing, and  
Cider & Cookies*



*6pm Rotary Holiday of Lights Parade*

<http://www.rotarysanjuanbautista.com/holiday-parade.html>

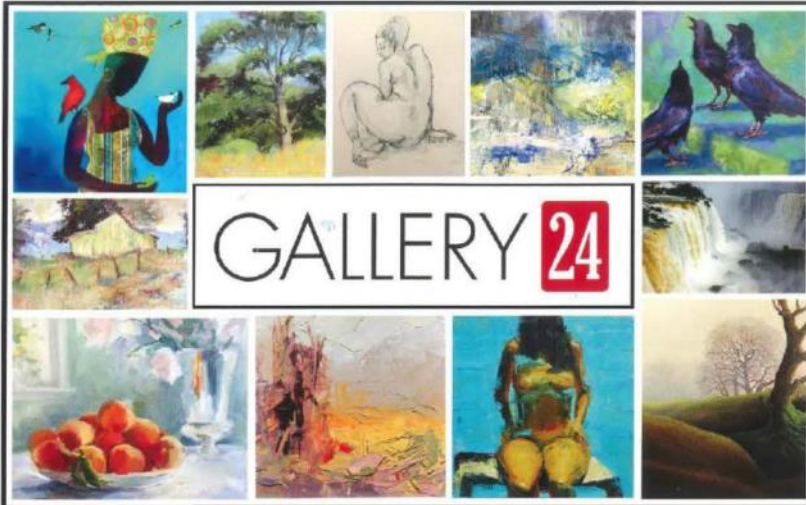
*7pm Pictures with Santa*



# GALLERY 24

BY

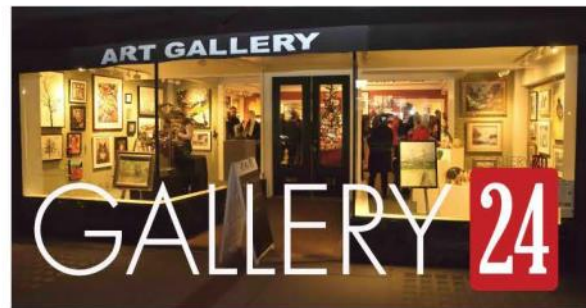
 LOS GATOS  
MORNING ROTARY



Rotarians have the opportunity to purchase extraordinary works of art by talented local and regional artists, and at the same time support the work of Rotary!

Through the extreme generosity of community benefactors, the Los Gatos Morning Rotary Club has been given the management responsibility for Los Gatos'

renowned **GALLERY 24**, which is a cooperative of some of the Bay Area's most talented artists in all mediums. From each art sale, LGMR Charitable Foundation earns a large percentage of the sale price, resulting in thousands of dollars annually to benefit the community. Please come to Los Gatos to browse and buy, and to support Rotary in the process!



**GALLERY 24 • 24 N. SANTA CRUZ AVENUE • LOS GATOS, CALIFORNIA**



## ***Congratulations to the Rotary Club of Los Gatos Morning!***



This month the Los Gatos Chamber of Commerce presented the prestigious "*Service Organization of the Year*" award to Los Gatos Morning Rotary. Nominated by the Town of Los Gatos Chamber of Commerce, merchants, residents and civic leaders, LGMR received the highest votes based on the following criteria:

- A social benefit organization serving the Los Gatos community.
- Significance of the organization's accomplishments – present and past
- The quality, scale and duration of the benefits to the community resulting from the organization's accomplishments

Representing the Club and its members at the event, LGMR President Richard Schmidt accepted the plaque at the Chamber of Commerce Gala Award night, attended by over 200 guests. President Richard shared the highlights of LGMR since its charter in 2003. *"LGMR's mission to support art, humanities, music, and science education, leadership training and scholarships has been consistent. We have donated hundreds of volunteer hours to the community and production of fundraisers. As of the beginning of this year we awarded more than \$450,000 in support of our mission."*

Of equal significance, our own Ginger Taylor McDonald, a charter member and Past President of LGMR, and many times serving in important District roles in the fields of public image, public relations and marketing, was selected by the Los Gatos Chamber as the Los Gatos Citizen of the Year!

Rotary District 5170 extends its congratulations to both Los Gatos Morning Rotary and its outstanding member, Ginger Taylor McDonald, for their well-deserved recognitions!

WHAT CREATES PEACE?  
JOIN US FOR THE

# POSITIVE PEACE CONFERENCE 2018

*Envisioning a Positive Peace Agenda for the Americas*

MONDAY, NOVEMBER 5TH  
DINNER AT THE STANFORD FACULTY CLUB

TUESDAY, NOVEMBER 6TH  
ALL DAY CONFERENCE AT THE STANFORD GRADUATE  
SCHOOL OF BUSINESS (VIDALAKIS ROOM)

Positive Peace, or the attitudes, institutions and structures that sustain peaceful societies, offers a new way to approach violence reduction, sustainable development, and resilience. The conference brings together leading practitioners, policymakers, academics, media, and experts from interdisciplinary fields around the world to explore new opportunities and challenges for strengthening the drivers of peace in the Americas.

*Free Admission*

*Discounted hotels rates available*

For more information and to RSVP:  
<https://positivepeace2018.splashthat.com/>



Stanford | Center for  
Latin American Studies

INSTITUTE FOR  
ECONOMICS  
& PEACE

# 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  
 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

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

[www.rotarydistrict5170.org](http://www.rotarydistrict5170.org) | Phone: (408) 273-4577 | Email: [admin@rotarydistrict5170.org](mailto:admin@rotarydistrict5170.org)

To highlight your club projects and events in the District newsletter, please email the information to [admin@rotarydistrict5170.org](mailto: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!

