

Rotary

District 5170



From the desk of District Governor Jeff Orth

January 2017



Last night, Barbara and I had the honor to share in the 90th anniversary celebration of the San Leandro Rotary Club. As the program progressed, I was thinking that because 24 men came together nine decades ago, the lives of countless people both locally and internationally have been

changed for the better. It was also very clear to me how much fun this club has when they get together. What a legacy!

It also occurred to me, that if more people in the San Leandro community understood what we do as Rotarians, they would want to join and support a club with such a rich history. My guess is that it's probably the same in your community. There are people in your community that are already displaying a "servant's heart"... people that are already acting like Rotarians... people that would enjoy the friendships that develop as a result of Rotary membership, and the service leverage that club membership provides.

Whether your club is over 100 years old or was just chartered this year, your members are authoring the on-going legacy for your club. You have so much to offer to those looking for what you have, and your club has so much to gain by bringing in new members to insure a future of significance in the community.

Creating a legacy of significance doesn't just happen by accident. You need to be intentional in your thoughts and actions.

Well, it's hard to believe, but we are halfway through the Rotary year! Now is a good time to reflect on the goals your club set at the beginning of the 2016-2017 Rotary year to become vibrant and effective:

Is your Club on track to meet or exceed your goal for net membership growth? Have you done your part to introduce a new member?

Have you taken the time follow you heart and your head in giving to the Rotary Foundation? Will you take a small portion of your wealth to bless the lives of others?

Are you helping to make your club's gatherings fun, and places where lifelong friendships develop?

Do you know your club goals for this Rotary year? Will you talk to your Club President and ask if you can help achieve your club's goals?

Is your club on track to receive a Presidential Citation, and be recognized as a vibrant and effective team?

As I stated earlier, building a legacy of value and significance rarely happens by accident. It happens when members take **PRIDE** in their club:

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Personal

Attract the **YOUNG**

Responsibility

Have lots of **FUN**

In

Get more **DONE**

Daily

Yours to count on,

Effort



As we move forward in 2017, will you do what you can to help your club be the very best that it can be?

Rotary



**ROTARY
SERVING
HUMANITY**

Read Me A Picture—Update

District Governor Partner's Project
Barbara Orth



Hello Rotarians! I am excited to give you an update on the “Read Me a Picture” project. First of all, I would like to thank you for your support of this project that gives students an opportunity to experience classic works of art while developing vocabulary and promoting literacy, through the ownership of books.

As of January 15th, I have received well over \$25,000 from clubs in our District, and over 1800 books have either been delivered or are on order! That makes for a lot of happy children, many of whom are receiving a book of their own for the first time. I had a teacher tell me of a student who she noticed was bringing a book he had been given to class with him each day. She reminded him that the book was his to keep and he didn't have to bring it to class. He told her that he shared a home with another family, so he was worried one of the other children would take his book and rip it. In order to keep it safe, he brought it with him — that is how special the book was to him.

If your club still wants to participate in this project, either for your first order or a subsequent order, time is running out! My goal is to make sure all books are given to the clubs prior to the District Conference in May so we can announce the grand total of books gifted this year. Send your checks, payable to “District 5170”, to the District Office—2570 N. First Street, Suite 200, San Jose, CA 95131 as soon as possible! Be sure to write “RMAP” in the memo line .

Rotarians, a book may seem like a small thing to you and me, but to many children, a book of their own is a special treasure. By giving books to these children, you are helping to improve their chance of success in the future. Thank you for making a difference in the lives of children and thereby making the future brighter for all of us!

**District 5170 Conference
Santa Cruz Beach
Boardwalk
May 6-7, 2017**



Save the Date

Vocational Service

Lee Denlinger, District Vocational Service Co-Chair

email— lee_denlinger@yahoo.com

Jim Gibson, District Vocational Service Co-Chair

email— jimgib007@aol.com



Well, I hope everyone, every Rotarian, had a wonderful and meaningful Christmas and Hanukkah! And may we all have a wonderful and healthy and happy new year of 2017! This new year can bring us awesome *opportunities* to improve our communities, as well as our world, through

Vocational Services. But we'll need to come to understand a couple of key observations some very intelligent people have made. Let's see... Is there an opportunity for either your entire Rotary Club or your Vocational Services Committee to take 15-minutes to discuss each of these insightful observations? If you find there is "truth" in them, consider how you might put them "to work" for Vocational Services.

Napoleon Bonaparte said: "Men take only their needs into consideration, never their abilities."

A Rotarian may have the ability to inspire others to gain confidence and generate an excitement about achieving their goals (even though their profession may be a CPA), so, that Rotarian may greatly "enjoy" using that ability with youth or returning vets to help them get on a "positive" track to overcoming obstacles in their life or course of work.

John Wooden said: "Do not let what you cannot do interfere with what you can do."

In running a project to help or assist others, we human beings often jump to a conclusion that because we lack a particular skill, we can't be helpful. But hold on! There is much

positive work we can do to help insure a successful outcome. Does one lack a particular skill? So who in this world is perfect? If you have a project or goal to help others, go do it and just do your best!

Several things can happen: you grow; you discover your other abilities are much more valuable and appreciated; you don't let what you think you can't do stop you from what you can do!



Helen Keller said: "The only thing worse than being blind is having sight but no vision."

Having "vision" might be associated with having a "goal." Why not take time to "explore" possible challenges you could take on... and therefore make some kind of a positive difference. If your Vocational Services Committee doesn't have a goal, I suggest you informally talk about the attributes of your Club members to understand what "potential" your Club has to serve others. Maybe talk it over with your members at a regular Rotary meeting. In the process of the meeting of the minds and the sharing of ideas, a project may be born... and a vision of what to do and how to get there may emerge, as well as a vision of a meaningful success.

And to conclude, here are some thoughts that might help Vocational Service activities develop in your Club if you set a *written* goal for your

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Vocational Service project:

Inspirational Speaker Brian Tracy mentioned, in *The Power of Discipline*, that *USA Today* reported on a study about goal-setting a couple of years ago. First, researchers selected people who made New Year's resolutions. Then they divided these people into two categories: those who made New Year's resolutions and wrote them down, and those who made New Year's resolutions, but neglected to write them down.

Twelve months later, they followed up on the respondents in this study. What they found was astonishing! Of the people who made New Year's resolutions but neglected to write them down, only 4% actually followed through on their resolutions.

However, among the group that took a few minutes to record their New Year's resolutions, 44% followed through on them. This difference of more than 1100% proves the simple act of crystallizing resolutions or goals on paper increases *likelihood of success*. The disciplined act of setting goals, making plans for their accomplishments, and then working on them daily, increases the likelihood of achieving goals by ten times, or 1000%.

This does not mean that goal setting *guarantees* success, only that it increases the *probabilities* of success by ten times. These are very good odds to have working in your favor! And this practice also works for organizations!

All the best to each Rotarian and each Rotary Club for accomplishing your goals this year! Write them down!

Be well. Do good work. Aspire to serve others over

your self!

Jim

... and a little extra...

What does your father do for a living?
He is a magician. He cuts people in two.
Do you have any brothers or sisters?
Yes, one half-brother and one half-sister....

ROTARY YELLOW PAGES

About seven years ago District 5170 started providing Yellow Pages on our Rotary District website. The objective was to give our Rotarians the capability of listing their businesses so fellow District Rotary members would have a place to look up services they may need. What a great way to communicate our vocation!

We encourage you to list your company and services. You may even consider adding this information to your club website or newsletter.

Remember, the Yellow Page listing is completely free!

You simply go to rotarydistrict5170.org and at the top of the home page you will see the Yellow Page link. Just click on Yellow Pages... it's pretty self-explanatory and very easy to add a listing. Plus it's FREE.

If you have any questions, please contact Gary Citti at garycitti@cittisflorist.com or call 408-371-9600 ext 2.

Membership Committee

Phil Dean, District Membership Chair

email— pn dean@comcast.net



December 2016 Report

The membership news for the last month of 2016 is actually pretty good. Typically, clubs lose significant numbers of members when they mail invoices for dues in December and in June. Last year the District lost 59 members in

December. In December this year, a total of 15 clubs lost members and 25 clubs gained members yielding a net loss of 11 members for the month. The total change for the first 6 months of this Rotary year is a gain of 75 members and the District membership on 1 January was 3,779 members. This is really good news but it doesn't mean that we should be complacent. The District is still far from its ultimate goal of 5,000 members.

The following graph illustrates that this year the District is in a growth pattern.



The clubs that gained the most members were Silicon Valley Passport, Cupertino, Oakland, San Jose East-Evergreen, E-Club of Silicon Valley, Hayward, Los Gatos, Palo Alto University, and Silicon Valley Star. The clubs losing the most

members were San Jose, East Palo Alto Bayshore, and Livermore Valley.

A perhaps more important statistic is the percentage of club membership change. For membership gain, the big winner was Silicon Valley Star, followed by San Jose East-Evergreen, E-Club of Silicon Valley, Gilroy Sunrise and Tri-Valley. Conversely, the clubs that lost the greatest percentage were East Palo Alto Bayshore, Livermore Valley and Sunnyvale Sunrise.

A critical point in membership growth is for each club to have many visiting guests. No person becomes a Rotarian without first being a guest of a Rotary club. In one sense, every Rotarian is a member of their club's Membership Committee and they are the ones who need to be bringing guests to their meetings. Most clubs require that guests attend 2 or 3 meetings before they are considered to be prospective members. This gives the club time to review the guest's qualifications for, and to gauge the guest's interest in, becoming a Rotarian. Once a guest is deemed to be a potential club member, it is important that the financial, attendance and participation requirements of being a Rotarian and a member of the club be explained to the guest before they are asked to fill out a membership application. This is a very important point that will be expanded upon in future reports.

The Council on Legislation made several changes that can have a major impact on club membership. One of them is to establish more types of membership, such as Family and Associate. The club's Board of Directors can set both the dues and attendance requirements of these types of members such that they are more affordable in terms of monetary and time costs.

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Introduction

A proper introduction of a guest is quite important. It may be the guest's first contact with Rotary and if not done correctly, may be the guest's last contact with Rotary. If a club expects the guest to become a potential member, eventually filling out a membership application, further action needs to be taken. When Guests become Prospective Members, they must understand the commitment they are making before they fill out an application. It is suggested that 2 or 3 knowledgeable members of the club meet with the potential member to tell them about the time, effort and financial commitment they are being asked to accept. This is often called a pre-orientation session, or information meeting.

To show why this is important, from 1 July 2011 to 30 June 2016, District wide, 2,314 members were terminated. The really disturbing part is that 382 of these members (14.8%) terminated within less than one year of joining Rotary and an additional 630 members terminated within 2 years. A total of 1,012 new members terminated in less than 2 years. That's 44% of all new members. The percentage of new members who terminate in less than one year varies from 0-80% with an average of 16%. The percentage of new members who terminate within 2 years varies from 0-75% with an average of 44%. Think about the time, effort and expense your club spent in bringing those people into your club and training them, and the loss to Rotary.

If you have questions about the Membership Development Program of District 5170, please contact me at pndean@comcast.net

CONGRATULATIONS to our DISTRICT GOVERNOR NOMINEE DESIGNATE, RAMESH HARIHARAN!

The District is pleased to announce that the Nominating Committee, chaired by PDG Loren Harper, has unanimously selected Ramesh Hariharan of the Silicon Valley Passport Club as



District Governor Nominee Designate, to serve as District Governor in 2019-2020.

Ramesh, who is currently the District's Assistant Governor – Small Clubs and the Charter President of Silicon Valley Passport Club, has been a Rotarian for 16 years. He joined the Rotary Club of San Jose in November 2000 and has served in several committees, including Vice-President of the Board from 2006-2009. He was Club President of the Rotary Club of East Palo Alto Bayshore for two terms, 2013-2014 and 2014-2015, and saw its growth from 14 to 51 members in that period.

Ramesh and his wife of 36 years, fellow Rotarian Sobha Ramesh, current Treasurer and President-Elect of East Palo Alto Bayshore Club, have two children.

Youth Service

Chris Miller, Communications Lead

email— camillerlg@aol.com

Youth service programs are rolling along in District 5170! We have a wonderful team of dedicated Rotarians who are committed to delivering great programs and great experiences for the youth of our district. We are truly embracing this year's RI theme of *Rotary Serving Humanity* and the district theme of *attract the young, have fun, and get more done* by sharing our talents with the youth of our District.

Interact 5170 District Council was recently notified it will receive a prestigious Project Cornerstone Asset Champion award at the organization's annual awards breakfast on Friday, March 24, 2017. All Rotarians are invited to attend to show their support of Interact 5170! Please click here for more information and to order a ticket to the breakfast: <http://www.ymcasv.org/projectcornerstone/html/assetchampions.html>.

Here are updates of what is going on across the district:

Speech Contest: This district-wide program is currently in high gear, with a significant number of contests happening in the next month. The theme, of course, is Rotary Serving Humanity! All of the information for this Rotary year are posted on the district speech contest webpage: <http://www.rotarydistrict5170.org/SitePage/speech-contest>.



Club level to be completed by February 24, 2017

Area level is held between February 27 - March 24, 2017

Regional level is held between March 27 - April 14, 2017

District Level will be on Friday evening, May 5, 2017 in Santa Cruz.

RYLA: Planning for 2017 RYLA is well underway! Camp will be from June 25-30, 2017 at Mission Springs in Scotts Valley.



As a reminder, payment from Rotary clubs are due no later than January 31, 2017, with the cost of \$275 per camper. For more information, please visit the RYLA website at: <http://ryla5170.com/rotarians/>.

ELC: The Enterprise Leadership Conference (ELC) is designed to help develop the leadership and presentation skills of industrious high school juniors through a working introduction to the opportunities, benefits and challenges of establishing and operating a business in the free enterprise system.

This year's ELC/EI Programs include:

ELC #1—San Jose, Los Gatos, and Los Gatos Morning Rotary Clubs: Wednesday-Friday, February 22-24, 2017 at Asilomar State Conference Center: <https://www.rotaryelc.org/>

ELC South Bay—Santa Clara, Mountain View, and Milpitas Rotary Clubs: Wednesday-Friday, March 22-24, 2017 at Asilomar State Conference Center: <http://elcsouthbay.org/>

ELC Silicon Valley West—Campbell, Los Altos, Saratoga, Sunnyvale, and Sunnyvale Sunrise Rotary Clubs: Wednesday-Friday, March 8-10, 2017 at Asilomar State Conference Center: <http://www.elcsvw.org/>

EI—Enterprise Institute—Oakland Rotary #3: Friday-Sunday, April 28-30, 2017 at Camp Monte Toyon. Deadline to apply is January 27, 2017. For more information, visit: <http://portal.clubrunner.ca/3190/SitePage/enterprise-institute>

Click here to learn more about the ELC programs:

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<http://www.youthservicesandbeyond.org/elc/>

Interact:



Interact District 5170 will soon be holding its annual Presidents Winter Retreat (PWR), sponsored by the District Council of Interact 5170. PWR is an overnight leadership program that will be held at Walden West in Saratoga on **February 11th-12th, 2017**. This retreat is an extremely beneficial opportunity for the Interactors of D5170 to learn directly from DC members about the qualities that make the leaders of Interact succeed within their home clubs, communities, and in the world.

The cost of attendance for PWR has been reduced from last year's \$178 to \$150 per person; this covers all expenses for each attendee, which includes meals, lodging, and event shirts and other materials. In the past, many Rotary clubs have generously supported their associated Interact clubs financially by partially or completely sponsoring all the attendees. This year, each school is allowed a maximum of 2 attendees with additional spots granted if specifically requested.

The International project this year is titled, "Me, the Human," focusing on the Syrian Refugee crisis. Learn more here: <https://www.interact5170.org/me-the-human/>.

The community project this year is titled, "Circle of Love" focusing on mental health. Learn more here: <http://www.interact5170.org/circle-of-love/>.

There are a number of area benefit events coming up in the next several weeks/months, where Rotarians are invited to attend to show their support. Check out this link to an Interact calendar of events: <http://www.interact5170.org/calendar/>.

For more information on these and other district Interact events, please visit the Interact website: <http://www.interact5170.org/>.



Youth Exchange: District interviews for the 2017-2018 Rotary Youth Exchange year were completed in December, with a number of students interviewing, all with amazing stories.

Each applicant is required to provide 3 potential hosts families. Be Creative! Partner with clubs in your area to share responsibilities and costs. One club provides the monthly stipend the other club provides the counselor role. Of the 53 Rotary Clubs in the District, only 6 participated last year---we don't want to turn away students who want to participate in this life experience!

Please contact Darlene de la Cerna at dmdsc57@gmail.com or 408-810-8855 for more information.

Youth Protection: Club leaders are reminded that club youth services certification application needs to be completed each year. Visit this link to see the current status of your club:

http://yex.rotary5170.org/ave_youth/CCAList.asp

It is highly encouraged that all Rotarians take the online youth protection awareness training course. It can be accessed at this link: http://yex.rotary5170.org/ave_youth/YPATraining.asp.

All Rotarians with extensive involvement with youth need to complete a more detailed process, including reference checks and LiveScan fingerprint submission. Further information can be found on the youth protection website: <http://www.rotarydistrict5170.org/SitePage/youth-protection-1>.

Club Events

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



Corvette Looks Good On You

Enter for a chance to Win a 2017 Base Model Chevrolet Corvette in the San Leandro Rotary Endowment's Car Raffle



photo is representation only

Tickets are only \$20 and a maximum of 5000 tickets will be sold.**

The drawing will be held on February 4, 2017.

**3500 tickets will need to be sold in order to win the car. If less than 3500 tickets are sold it will be a 50/50 split of all funds raised. Any taxes, licensing fees, registration fees and upgrades to the vehicle are the responsibility of the winner.

To purchase tickets, contact Terry Rogers at 510-330-6143 or fbman2@juno.com. Thank you for your support!

Club Events

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

A flyer for the Rotary Club of Fremont's Masquerade Ball. The background is a dark blue night sky with white stars. On the left, there is a large, ornate, gold-colored masquerade mask with intricate scrollwork and jewels. The text "Rotary Club of Fremont's" is in a small, light blue script font at the top left. Below it, "Masquerade Ball" is written in a large, elegant, gold-colored script font. To the right of the mask, the text "Hold the Date!" is written in a large, bold, gold-colored font with a blue outline. Below this, "Spring Fundraiser for Local Charities" is in a smaller, white script font. The date "May 13, 2017" is in a large, bold, white font. Below the date, "6:00p.m. till 11:00p.m." is in a smaller, white font. At the bottom right, the venue information "Royal Palace Majestic Ballroom 6064 Stevenson Boulevard, Fremont, CA 94538" is in a white font.

Rotary Club of Fremont's
Masquerade Ball

Hold the Date!

*Spring Fundraiser for
Local Charities*

May 13, 2017

6:00p.m. till 11:00p.m.

Royal Palace
Majestic Ballroom
6064 Stevenson Boulevard,
Fremont, CA 94538

RSVP: Kathy Kimberlin — 510-552-0221 or kimberlin@comcast.net

Rotary District 5170

2016-2017 Officers:

District Governor: Jeff Orth
 Immediate Past District Governor: Susan Valenta
 District Governor Elect: Orrin Mahoney
 District Governor Nominee: Tim Lundell
 Lieutenant Governor, Avenues of Service: Daren Young
 Lieutenant Governor, Assistant Governors: Gregg Giusiana
 Governor's Partner: Barbara Orth
 District Treasurer: Mary Humphrey
 District Administrator: Olivia Poe

Assistant Governors:

Area 1: Robert Kidd
 Area 2: Heidi Hausauer
 Area 3: Karen Koshy
 Area 4: Milly Seibel
 Area 5: Robbie Izat
 Area 6: Peter Anderson
 Area 7: Donna Maurillo
 Area 8: Hung Wei
 Area 9: Steve Ross
 Large Clubs: Brian Adams
 Small Clubs: Ramesh Hariharan

District Chairs:

Club Service: Art Testani
 Community Service: Jeboy Koshy
 International Service: Larry Barr
 Vocational Service: Jim Gibson & Lee Denlinger
 Youth Service: Margarethe Pfeffer
 Membership: Phil Dean
 The Rotary Foundation: Cecelia Babkirk
 District Trainer: Arley Marley
 Technology: Ross McClenahan

The District Office is located at 2570 N. First Street, 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!

