



From the desk of District Governor Orrin Mahoney

January 2018

## Happy New Year



Well, we are at the Rotary year mid-point, with lots of recent activity and much to look forward to for the second half of the year.

Let's start with recent activities. Rotary International won the Rose Parade Princess Trophy for the second year in a row, awarded for the most outstanding floral presentation for floats under 35 feet.



After the parade, RI President Ian Riseley joined us in San Jose for a great President's Dinner. We had over 150 attendees from District 5170 and our own Cecilia Babkirk was awarded the Rotary International Distinguished Service Award. She is one of only 50 Rotarians in the world to receive this honor.



Close to home, I am pleased to report that the Club Visioning Program has been reinstated and had their first session with the Los Altos Rotary on Jan 13<sup>th</sup>. I joined the session and was impressed with the good work that was done by the team leaders and the Club Members during this pilot run. This will be a useful tool for any Club wanting to take a forward step in their strategic planning process.



That leads us to the many upcoming events. Here are the key ones with separate articles elaborating on them.

There is a **Zone Webinar** on using social

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media later this month. See the Marketing Section of the newsletter for more details.

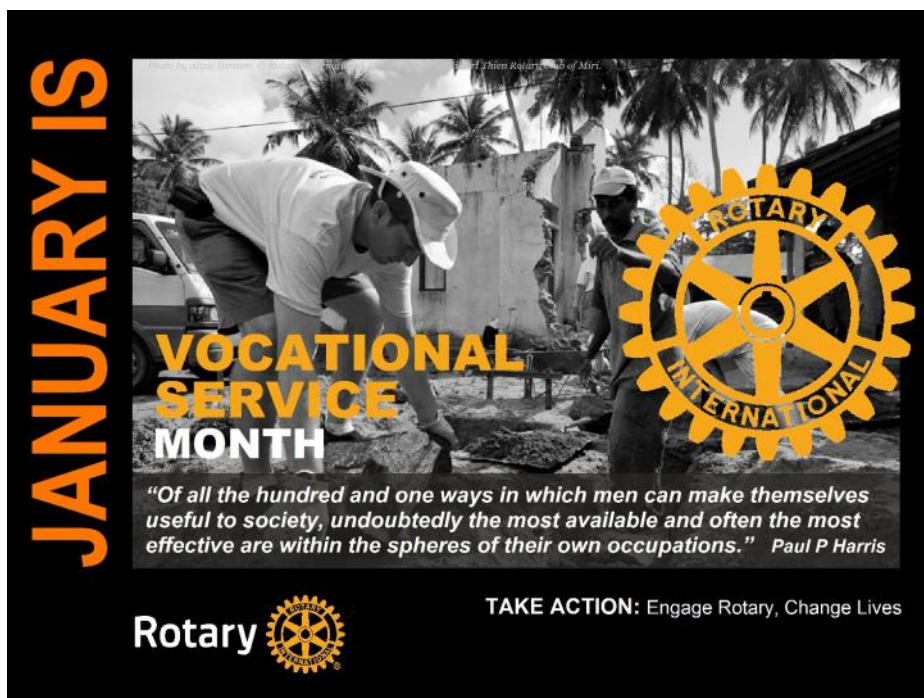
**District Training Assembly.** Please save the date for this important training event for new Club Officers and Chairs. The old date has been changed to the morning of Saturday, April 14<sup>th</sup>. See attached flyer.

The **District Conference** is coming together under the leadership of Chair Lisa Lorenz from the Rotary Club of Niles (Fremont). It has expanded to three days, with a fun event the evening of Friday, June 1, and a Project Day on Sunday, June 3, to complement the main conference day on Saturday.

**Toronto Dinner Cruise.** While the International Convention in Toronto seems like a long way away, we are taking reservations for a great opening night Dinner Cruise. See attached flyer for details.

Finally, John Kennett, the long-time Executive Director of the San Jose Club is retiring and the Club is conducting a search for his replacement. Click on the link — [Full job announcement](#) for more information on this opportunity.

In closing, remember that



Best,

A handwritten signature in black ink, appearing to read "Chris My".





## SAVE THE DATE!

### DISTRICT TRAINING ASSEMBLY

Saturday, April 14, 2018 - 8:30 am – 2:00 pm

West Valley Community College

14000 Fruitvale Avenue - Saratoga, CA 95070

[www.westvalley.edu](http://www.westvalley.edu)

**Mark your calendars for the upcoming District Training Assembly this Spring!**

The Schedule and Forum details will be available soon with updates on the District 5170 website ([www.rotary5170.org](http://www.rotary5170.org)) and in the District Monthly Newsletter.

If you have questions, or suggestions for the Forums, please contact:

Ramesh Hariharan, District Training Assembly Chair: [ramesh@compusharp.com](mailto:ramesh@compusharp.com), or  
Arley Marley, III, Forums Chair: [arley@info-scan.com](mailto:arley@info-scan.com)

An addition to the DTA program, we will also host the District 5170 Richard D. King Speech Contest Finals.



For more information contact Kamal Della, Speech Contest Chair, [kamaldistrict5170@gmail.com](mailto:kamaldistrict5170@gmail.com).

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## Save-The-Date District 5170



### Dinner Cruise in Toronto

June 24, 2018, Sunday, 6:30 pm

\$55.00 USD

Register now at <https://events.rotarydistrict5170.org/>

Join us aboard the Kajama for an evening of fun and fellowship.



For more information, contact the District Office at  
408-273-5755 or email [admin@rotarydistrict5170.org](mailto:admin@rotarydistrict5170.org)

## Membership Committee

Hung Wei, District Membership Chair

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



Happy New Year - Hope your holiday season has been full of warm, relaxing, and happy gatherings with family and friends!

The beginning of 2018 brings challenging news to our District membership status as we have a total loss of 32 members within district clubs – there is work to be done! During the

January District Membership Committee Meeting, a lively discussion was initiated on best practices for member retention as well as attracting new members. There were also encouraging reports of upcoming new members joining Rotary Clubs throughout the District – let us work together to grow our Rotary family!

### January to April – Actions for Retention and Attraction Best Practices

The first few months in the New Year are critical time to implement best practices and to work on member retention and attraction. Here are a few suggestions:

**Establish criteria in identifying at-risk members:** Meeting attendance is just one indicator. Other factors such as project participation, fundraising participation, TRF participation, social event participation are also important indicators. Use the established criteria to go over club membership list and identify at-risk members who may not renew membership by the end of June. **Ask/assign active members to make contact with at-risk members – personal connections work best in making people feel welcoming and valued. A brief coffee chat goes a long way in building fellowship and enhancing connections.**

**Monthly Socials** are great venues for member engagement and to cultivate a sense of belonging. During a warm and fun social gathering, a brief report, with pictures if available, of recent club projects provides members with the opportunity

to be proud of being part of the Rotary family.

**Review and revise Club Bylaws to incorporate flexibility in meeting requirements and to establish engagement criteria. Then execute effective announcements to make sure that club members know and understand the many alternate ways of participation.**

**Ask/assign each member to bring at least one guest to club meetings. Inducting a new member starts with bringing a guest to club meetings - No guests, no potential members! Every single club member is responsible in bringing guests to club meetings – make this a priority in the New Year.**

**Good Program Speaker is crucial to attract guests to attend again. Collaborate with your Area Clubs to share program speaker information. Most speakers are happy to hear that his/her presentation is well received and that you would like to recommend him/her to other Rotary Clubs in the area.**

**While you have your guests in club meetings, make extra efforts to ensure that your guests are greeted by many club members – First impression counts! Creating a warm welcoming atmosphere makes a great first impression.**

**Establish joint activities with other organizations in the area. This brings a diverse range of activities/projects that fit different interests of members – relevance brings engagement, engagement enhances retention and attracts new members.**

Rotarians are people of action! Now is time for all clubs to act on best practices to ensure member retention, and to induct new members into our Rotary family! Please contact the District Membership Team if you have questions or need support - [hungweichien@gmail.com](mailto:hungweichien@gmail.com)

## Public Relations & Public Image Committee

Larry Dean, District PR & Public Image Committee Chair

email— [ldean95014@comcast.net](mailto:ldean95014@comcast.net)



We recommend your club PR/Marketing representative sign-up for the Rotary Zone Institute 25/26 Social Media 101 basic webinar listed below.

**After registering, you will receive a confirmation email containing information about joining the webinar.**

**If you are not able to attend, you will still receive a recording of the webinar if you have registered.**

**Please register for Social Media 101 for Rotary Clubs on January 25, 2018 9:00 AM PST at:**

<https://attendee.gotowebinar.com/register/8449480064630128642>

**Want to know more about WHY your club should be using social media and which social media platform to use?**

**Join our webinar Social Media 101 for Rotary Clubs to learn more!**

This webinar will focus on how to use social media effectively to promote your club's public image.

We will explore why your club should be using social media and which social media platform will work best for you.

Then, we will share some tips and tricks to improve the appeal of your club's page, your posts, and how you post.



### TODAY'S OUTLINE

1. WHY USE SOCIAL MEDIA?
2. WHICH SOCIAL MEDIA PLATFORM?
3. OPTIMIZING FACEBOOK
4. OPTIMIZING INSTAGRAM

**Simply click on the link to register for the webinar.**

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Also, here are 10 Social Media Tips to share:

# Rotary



## TOP 10 SOCIAL MEDIA TIPS

1. **TELL A STORY.** CAPTION YOUR PHOTOS.
2. **DON'T OVERLOAD.** POST LITTLE BUT OFTEN.
3. **ENCOURAGE YOUR MEMBERS TO SHARE.** POSTS/TWEETS/EVENTS ETC.
4. **INCREASE YOUR VISIBILITY.** TAG FRIENDS, VENUES, EVENTS IN YOUR POSTS.
5. **INCREASE YOUR REACH.** SETUP & RUN ACCOUNTS ON LINKEDIN, INSTAGRAM & TWITTER.
6. **BLOG.** SHARE YOUR EXPERIENCES. SHARE YOUR BLOG POSTS ON YOUR SOCIAL MEDIA CHANNELS.
7. **TIMING.** MOST EFFECTIVE TIMES TO POST: TYPICALLY MEALTIMES 06:00-08:00, 13:00-15:00 & 18:00-20:00.
8. **OVERZEALOUS TAGGING.** NO ONE LIKES BEING TAGGED IN A POST THAT HAS NOTHING TO DO WITH THEM.
9. **STAY SAFE.** KEEP PRIVATE CONVERSATIONS PRIVATE.
10. **DOES YOUR POST PASS THE ROTARY 4 WAY TEST?** BE MINDFUL OF WHAT YOU POST.

kristoff alexander @RotaryBuzz

## Youth Service

Chris Miller, District Youth Service Communications Lead

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



### Speech Contest:

This district-wide program is currently in high gear, with a significant number of contests happening in the next month. 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 23, 2018
- Area level is held between February 26 - March 23, 2018
- Regional level is held between March 24 - April 10, 2018
- District Level will be held at the District Assembly on April 14, 2018.



**RYLA:** Planning for 2018 RYLA is well underway! Camp will be from June 24-29, 2018 at Mission Springs in Scotts Valley.

As a reminder, payment from Rotary clubs are due no later than January 31, 2018, with the cost of \$610 per camper. For more information, please visit the RYLA website at: <http://ryla5170.com/rotarians/>



### 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 17-18, 2018**. 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 2018 is \$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.



# Leaders in Motion

a speaker series on innovation & service



**Nikhil Arora**

Founder at  
Back to the Roots



**Komal Ahmad**

Founder and CEO  
at Copia



**Jim Marggraff**

Director of Product  
Management at Google

Jan. 25, 2018 from 6pm-9pm

2323 Broadway, Oakland, CA

Register at [leadersinmotionoak.org](http://leadersinmotionoak.org)

**#peopleofaction**

# Rotary District 5170

## 2017-2018 Officers:

District Governor: Orrin Mahoney  
 Immediate Past District Governor: Jeff Orth  
 District Governor-Elect: Tim Lundell  
 District Governor Nominee: Ramesh Hariharan  
 Chief of Staff: Jerra Rowland  
 Lieutenant Governor: Gregg Giusiana  
 District Treasurer: Mary Humphrey  
 District Assistant Treasurer: Joe Pfahnl  
 District Administrator: Olivia Poe

## Assistant Governors:

Area 1: Robert Kidd  
 Area 3: Jim Bell  
 Area 4: Milly Seibel  
 Area 5: Robbie Izat  
 Area 6: Art Testani  
 Area 7: Donna Maurillo  
 Area 8: Tina Orsi-Hartigan  
 Area 9: Richard Schoelerman  
 Small Clubs: Ramesh Hariharan

## District Chairs:

Community/International/Vocational Service: Jeboy Koshy  
 District Trainer: Arley Marley  
 Friendship Exchange Chair: Lee Denlinger  
 Marketing/Public Image: Larry Dean  
 Membership: Hung Wei  
 Technology and Communication: Charlie Wasser  
 The Rotary Foundation: Russ Hobbs  
 Youth Service: Margarethe Pfeffer

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!

