

Rotary

District 5170



From the desk of District Governor Orrin Mahoney

July 2017



Meet your District Governor

Welcome, My name is Orrin Mahoney and I have the honor of being your District Governor for 2017-18.

As I've been preparing for this position, I've had a lot of time to think about what Rotary means to me. For me, it is encapsulated in the First Object of Rotary.

Before you go to the Rotarian Magazine or to Google, let me tell you what it is.

The first object of Rotary is "The development of acquaintance as an opportunity for Service". That's an old fashioned way of saying, making friends while doing good. More about that later.

Enough about me, what about District 5170.

Last year the District updated its strategic plan and a new mission statement was developed. It starts with "The Mission of District 5170 is to both inspire and support the Clubs in the District".

I can say that the entire District 5170

leadership team is ready and eager to deliver on that mission. We will be working on a set of tools, training and events to help every club grow and support their humanitarian projects in their community and around the world.

Finally, Ian Riseley, this year's RI president, has established "Rotary: Making a Difference" as this year's Rotary theme. I firmly believe that we do make a difference in the world, but as mentioned earlier I also feel the importance of how we do it.

Therefore my own theme for this year is Rotary: Building lifelong friendships while making a difference.

I look forward to visiting every one of your clubs this year to continue to build my lifelong Rotary friendships and work together to make a positive difference in the world we live in.

A handwritten signature in black ink, appearing to read "Orrin Mahoney".



Rotary:
-Building
Lifelong
Friendships
-Making a
Difference

Putting things in perspective.

The untimely death of Rotary International President-Elect Sam Owori and the death of our own Past District Governor Jim Mealey, should cause us all to pause and remember how fragile life is and how important it is to connect with friends and family. It is easy to get wrapped up in all the things we want to do or should do, but events like this should let put all those things in perspective and focus on the lasting relationships that make life meaningful. - O.M.



Sam Owori

Rotary International President-Elect



Jim Mealey

District 5170 Governor 1997-1998



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!



MEMBERSHIP!

An Interactive Seminar for the Rotary Clubs of District 5170



**Steve
Lingenbrink**

Join us for an exciting workshop featuring top membership presenters from Rotary Zone 25/26.

Priority #1 Plus –Learn how to create the best Rotary Brand Experience to improve Club Culture and Retention. This three hour presentation is based on key concepts gleaned from the siegel+gale report. That report has fundamentally changed traditional thinking about members in Rotary.

Priority #1 Plus introduces simple tools that District and Club leaders can adopt to immediately improve their Rotary Experience to attract and retain members.



**Vicki
Puliz**

Who's Invited:

This seminar is designed for Club Presidents, President-Elects, and Membership Chairs and team members

When:

Saturday, August 19 2017. Refreshments -9:00 AM , program begins at 9:30 and will adjourn at 12:30

Where:

Castlewood Country Club
707 Country Club Cir, Pleasanton, CA

RSVP by August 10:

To <http://rotarydistrict5170.org/event/district-membership-seminar/>

or to Olivia Poe, admin@rotarydistrict5170.org
408-273-4577

Cost:

It's **FREE!** (Space is limited,
so please RSVP soon)



Membership Committee

Hung Wei, District Membership Chair

email— hungweichien@gmail.com

Rotary Year 2016-17 under Immediate Past District Governor Jeff Orth's leadership resulted in 55 net new members in the District, and one new Rotary Club was chartered – the Rotary Club of Silicon Valley Passport. Congratulations to Jeff for a productive and fun Rotary year!

As we move forward into Rotary Year 2017-18, under the leadership of District Governor Orrin Mahoney, we again look forward to inviting more people to join Rotary, in “**meeting lifelong friends and making a difference**”! At the same time, it is essential that we keep current club members engaged and happy through best practices performed by Club Service Committee. A strong and vibrant Club has active members in both the Club Service Committee and Membership Committee – these two committees go hand in hand, complementing each other's efforts in member retention and attraction, thus resulting in healthy and continuous membership growth. The District Membership Committee serves as a resource for every Club in the District, both in best practices in serving your current members and in attracting new members. Please contact District Membership Chair Hung Wei at hungweichien@gmail.com for your questions and needs in Club Service and Membership activities.

This Rotary Year has also started with advanced planning in providing training for club leadership. The following are two important District training events:

An interactive Membership Seminar - **Priority #1 Plus** - led by top membership presenters from Rotary Zone 25/26 is scheduled on Saturday, August 19, 2017 from 9:00 am—12:30 pm at Castlewood Country Club in Pleasanton. This Seminar is designed for Club Presidents, Presidents-Elect, and Membership Chairs & team members. Priority #1 Plus introduces simple tools that District and Club leaders can adopt to immediately improve Club Rotary Experience to attract and retain members. It is important that each Club has at least one member attending, while more members are welcome. Please RSVP by August 10, 2017 to <http://rotarydistrict5170.org/event/district-membership-seminar/>, or to Olivia Poe, admin@rotarydistrict5170.org, 408-273-4577.

Rotary Avenues of Service is scheduled on Thursday, October 5, 2017 from 5:00 pm—9:00 pm at the Santa Clara Biltmore Hotel with special Guest Speaker John Matthews, Rotary International Director Zone 25/26. This event features many Educational Forums and a Major Project Fair. All Club Presidents, Committee Chairs, Leadership Team Members, and Red Badgers are especially encouraged to attend. Mark your calendar and join us for an evening of training, friendship and fun as you learn about the power of Service in Rotary District 5170.

Rotary International Legislative Council has approved major updates in Membership flexibility – flexibility in Meeting Format, Meeting Attendance Requirement, and Membership Types. Club leadership team is encouraged to adopt flexible measures according to club culture and local needs to effectively implement best practices in membership retention and attraction. It is up to each Club Board to decide how the Club wants to adopt the new flexible options. The following are suggestions of five ways a club can implement flexibility in Membership:

Continued on next page...

Continued from previous page

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.

Offer multiple membership types. Your club could offer family memberships to those who want to bring their families, junior memberships to young professionals with leadership potential, or corporate memberships to people whose employers want to be represented in the club. 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.

The District Membership Committee meets every month before the District Cabinet Meeting – date, time, and location vary each month. If you are interested in attending, please contact Hung Wei at hungweichien@gmail.com

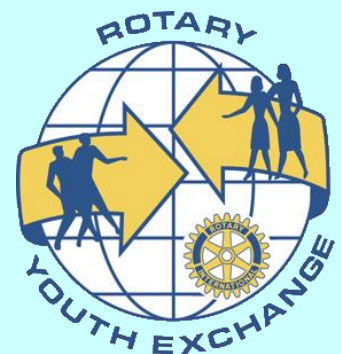
Rotary Youth Exchange District Interviews for the future Class of 2018- 2019:

Date: November 5, 2017, Sunday

Time: 9:30 am - 1:30 pm

Place: Bruno's BBQ, 230 Mount Hermon Road
Scotts Valley, CA 95066

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



The Return of the Foundation Newsletter

The District Foundation Committee is very pleased to announce that the popular TRF newsletter, the ***TRF NewsToday***, has returned for the 2017-18 Rotary year, presenting articles, fundraising data, how-to instructions on TRF topics, Club projects, and many more topics related to our District and the Rotary Foundation. Club Presidents and Foundation Chairs are automatically on the distribution list, but anyone wishing to be added for delivery of the monthly publication, just email your request to DGE Tim Lundell at Rotary5170@earthlink.net.

DISTRICT 5170

TRF NEWS TODAY

JULY, 2017

CURRENT NEWS OF DISTRICT 5170 AND THE ROTARY FOUNDATION

We're Back!

There is a lot happening today in the world of The Rotary Foundation, and the ***TRF NewsToday*** will be bringing you the news each month, *including* the latest happenings in District 5170, a world-wide leader in supporting the humanitarian efforts of TRF. So stay tuned for how you and your Club can join the action in the new Rotary Year!

Starting Your Foundation Year!

JULY is where a GREAT year begins. These steps should be on your calendar for the month:

- Fill any open positions on your Club Foundation Committee.
- Mail Initial Letter and Pledge Cards to Club members ([see below](#)).
- Collect Pledge Cards.
- Establish Records for all contributions.
- Receive Payments. **Please note members checks should be made out to The Rotary Foundation and not to the club. Do not commingle Foundation monies.**
- As frequently as possible mail checks and the TRF Forms to the Foundation.
- Have at least one Foundation Speaker.
- Establish a Foundation Report in your Club Newsletter or Bulletin.
- Prepare a list of Paul Harris Society Members, Super Sustainers, Double Sustainers, and Sustainers for the Governors visit. Notify the District Governor so that he will be able to present pins and recognitions.

Club Events

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



53rd Annual San Juan Bautista Antique and Collectibles Fair

Sunday, August 13, 2017

(8:00 a.m. – 4:00 p.m.)

**Bona fide antiques, collectibles,
memorabilia, and nostalgia**

Appraiser scheduled, food & entertainment

For Information: 831.623.4107 or
www.rotarysanjuanbautista.com

**VENDORS MAY SUBMIT an
APPLICATION at the above WEBSITE**

Sponsored by Rotary Club of
San Juan Bautista

Proceeds given to Families-in-Need
and Community Projects



<https://m.youtube.com/watch?feature=youtu.be&v=lpa8L-aPKvA>

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 Pfahn
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 | 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.

ROTARY YELLOW PAGES

About eight 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 bottom left 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. Or simply go to http://www.rotaweb.org/ypg_search.cgi?district=5170.

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