



# 5170 Times



**JULY/AUGUST 2013**

**DISTRICT GOVERNOR ANGIE HASSLER**

## UPCOMING EVENTS:

(CLICK ON AN EVENT TO BE TAKEN TO THE EVENT PAGE ON THE DISTRICT WEBSITE)



**September 4:** [District Cabinet Meeting—Youth Service Month](#)

**September 7:** [Rotary Day with the A's](#)

**September 21:** [Where do District Governor's Come from?](#)

**October 2:** [District Cabinet Meeting](#)—Vocational Service Month

**October 17:** [Avenues of Service](#)



### Inside this Issue:

Meet the District Leadership Team

From DG Angie Hassler

Club Corner & We Care News

Governors Spouse Project

Save the Dates!

Membership

Interact & RYLA News

## LOOKING FOR INFORMATION ON THE ROTARY FOUNDATION ?



Download a copy of  
[TRF NewsToday](#) from  
the District Website!

## MEET THE 2013-2014 DISTRICT 5170 LEADERSHIP TEAM



Lieutenant Governor  
Greg Stowers  
Los Gatos Morning



District Trainer  
Tim Lundell  
Los Gatos Morning



Administrative Assistant  
Brittany Overbeck

## AVENUES OF SERVICE CHAIRS



Club Administration  
Cheryl Rebottaro  
Scotts Valley



Community Service  
Ginny Lear  
Palo Alto



International Service  
Jeboy Koshy  
Fremont Warm Springs  
Sunrise



Youth Service  
Larry Barr  
Hollister



Vocational Service  
Renee Mello  
Watsonville

Each one of these District leaders is in a position to assist you, either in general terms or with specifics. They form the team of experts needed to assist us through our year.

## ASSISTANT GOVERNORS



Area 1



Area 2



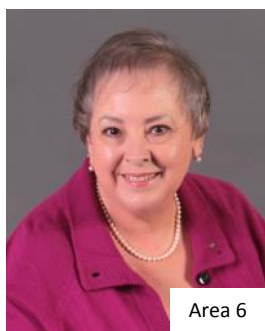
Area 3



Area 4



Area 5



Area 6



Area 7



Area 8



Area 9

**243...**the  
combined total  
years of Rotary  
Service  
represented by the  
District  
Leadership Team.

Area1	Phil Campbell	Oakland Sunrise
Area 2	Rose Padilla Johnson	San Leandro
Area 3	Lila Bringham	Mission San Jose
Area 4	Pamela Philbert	Tri-Valley
Area 5	Art Taylor	San Jose Silicon Valley
Area 6	Linda Sanborn	Morgan Hill
Area7	Jon Winston	Santa Cruz Sunrise
Area 8	Debby Rice	Saratoga
Area 9	Mike McMahon	Palo Alto

## ADDITIONAL LEADERS



The Rotary Foundation  
PDG Roger Hassler  
Almaden Valley



Membership  
PDG Russ Hobbs  
Santa Cruz



Communication Technologies  
Charlie Wasser  
Sunnyvale



Public Image  
Mitty Change  
Greater Fremont Rotaract

## FROM DISTRICT GOVERNOR ANGIE HASSLER

Dear fellow Rotarians,

Our year has begun! I know many of you had the wonderful opportunity to truly experience the internationality of Rotary by attending the Rotary International Convention in Lisbon. In fact, that is why this newsletter is a little late in getting out.....Rotarians like to travel and those involved in putting this together were on the road. Over 20,000 Rotarians from more than 225 countries converged on Lisbon. Everywhere we went we saw the Rotary pin on people. We would wave and greet each other because we recognized a kindred spirit.

Our annual District event was held at Casa do Alentejo (a former Moorish palace), where we enjoyed a wonderful Portuguese dinner in a beautiful gilded room.

Seven of our Interactors were able to attend and set up their own booth in the House of Friendship and were visited by Rotarians from around the world.



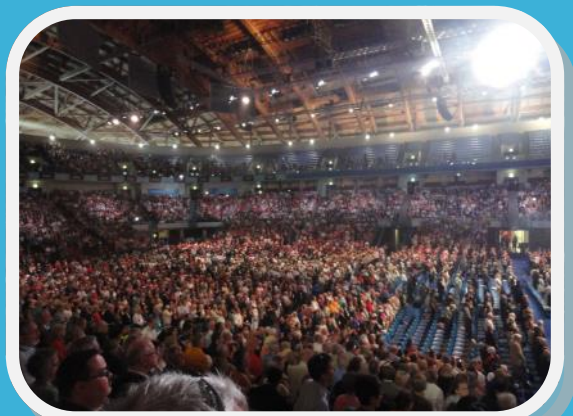
District Governor Angie Hassler &  
Past District Governor Roger Hassler



**A BRAND NEW  
LOOK TO  
ROTARY.ORG!**

Take a minute to explore the updated website at [Rotary.org](http://Rotary.org)! Member Access has been replaced with "My Rotary", the search engine is now powered by Google and so much more! Sign-in to "My Rotary" and find out how this new website will enhance your Rotary experience.

You will also notice a new look to the Rotary "brand".



Opening ceremony attendees at the Rotary  
International Convention



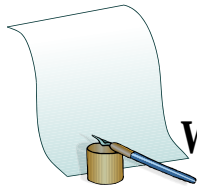
## CLUB CORNER

**Imitation is the greatest form of flattery**

San Lorenzo Valley President Heather Henderson and Area 7 Assistant Governor Jon Winston.

**Almaden Valley Supports Valor Games**

The Valor Games bring together disabled veterans and wounded, ill or injured service members and engages them in three days of Paralympic sport competition. The event celebrates sport as a means of empowering individuals and strengthening community. Beyond competition, the Valor Games connects athletes with ongoing sports opportunities and resources in their local communities. DG Angie and Roger were heartened by the positive attitude of the injured warriors as well as their excitement and enthusiasm for being able to participate in events they had never done before.

**WE CARE**

Get Well wishes are extended to the following for a speedy recovery:

- \* PDG Hadi Monsef (Alameda) who had knee replacement surgery July 9th
- \* Joanie Lewis's (Gilroy Sunrise) husband who had surgery for an abdominal aortic aneurism July 11th
- \* Kay Lohmiller who had hip replacement surgery July 16th.
- \* Ron Lykins (Los Gatos Morning) who had back surgery and for his ongoing leukemia treatment.
- \* Marie Sikora (Scotts Valley) who had knee replacement surgery.

**In Sympathy**

*I am saddened to learn of the passing of the following. Our hearts go out to the families and friends in their time of sorrow.*

- \* The father-in-law of Jon Winston (Santa Cruz Sunrise)
- \* Tony Matthews (Pleasanton North) past "Rotarian of the year" of Pleasanton North
- \* The brother of Bob Buchser (Santa Clara)

**Happy Birthday to these District Leaders and Club Presidents :**

Dev Mahadevan ( Castro Valley)	Sept 3
Greg Stowers (LGM)	Sept 5
Ginny Lear (Palo Alto)	Sept 9
Dilek Zafar (Silicon Valley STAR)	Sept 13
Doug Deaver (Capitola/Aptos)	Sept 16
Helen Kennedy (F.U.N. Sunset)	Sept 17
Brittany Overbeck (District Admin)	Sept 21
Arlene Greenberg, PDG (Morgan Hill)	Sept 30

## GOVERNOR'S SPOUSE PROJECT—DELIVERIES HAVE BEGUN!



The closet at Holy Redeemer Lutheran Church—  
San Jose East/Evergreen

Pictured: President Elect Robbie Izat, Leslie Stobbe,  
Greg Calkins

*Photo courtesy of RC of San Jose East/Evergreen*



President Marisa Otto  
San Jose East/Evergreen

Donations  
from the San  
Lorenzo Valley  
Club



**Livermore Homeless Refuge** —Dublin, Livermore,  
Livermore Valley & Tri Valley

Pictured: Bonnie Schmidt, PDG Roger Hassler,  
Dublin President Janine Thalblum, Livermore Valley  
President Graham Scott, DG Angie Hassler,  
Christian Chuckwuma, & Monica Kulander



**Sunrise Emergency Shelter—**  
Niles (Fremont)

Pictured: PDG Roger Hassler,  
President Chuck Canada, Terri  
Landon, DG Angie Hassler,  
Jean Morgan, Vivian Wan &  
Carol Arata.



# SAVE THE DATES!



## AVENUES OF SERVICE

YOUTH | INTERNATIONAL | COMMUNITY | CLUB | VOCATIONAL

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### GET YOUR KICKS ON ROUTE 5170

<p><b>Calling All Rotarians, Rotarian Guests, Rotaractors, Interactors &amp; Youth Exchange Students,</b></p> <p><b>Join us for a great evening of networking, sharing, learning, camaraderie and fun!</b></p>	<p><b>When:</b> Thursday, October 17, 2013</p> <p><b>Where:</b> The DoubleTree Hotel 2050 Gateway Place, San Jose</p> <p><b>Time:</b> 4:00pm to 9:00pm</p> <p><b>Cost:</b> \$45 per person (includes dinner &amp; parking)</p> <p><b>Register:</b> <a href="http://www.rotarydistrict5170.org">www.rotarydistrict5170.org</a></p> <p><b>Keynote:</b> Carl Guardino, President &amp; CEO Silicon Valley Leadership Group</p> <p><b>Highlights:</b> Pre-Buzz Mixer, Project Fair and Forums</p>
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**MEMBERS  
MATTER**





**ENGAGE  
ROTARY**

**CHANGE  
LIVES**



### Where Do District Governors Come From?

*They come from Rotary Clubs just  
like yours!*

The very common misperception is that only a special few Rotarians are qualified to be considered for selection as District Governor. Another myth is that the time and financial commitments make the position out of reach for a Rotarian with career and family obligations. You will have a chance to learn the true facts about this outstanding opportunity for leadership and learning, and about the outstanding level of support available for our District Governor, at our Informational Session, scheduled for

**Saturday, September 21<sup>st</sup>  
from 10:00 a.m. until Noon  
at the Doubletree Hotel.**

*Enjoy an informal discussion with District  
leaders, who will answer your questions  
about District Governorship!  
(Significant Others are invited as well)*

### Save the Date

## April 10, 2014



**Cinnabar Hills  
Golf Club**



## ROTARY DISTRICT 5170 WALTER B. SCHULZE GOLF TOURNAMENT

### Cinnabar Hills Golf Club

San Jose's resort quality public golf course located just south of fast paced Silicon Valley. This 27 hole facility is divided into three distinct nines - the Canyon, the Lake, and the Mountain, each offering championship quality golf with spectacular views.

Features include Grass-tee driving range, chipping green, three putting greens, global positioning computers on carts.

**Where:** 23600 McKean Road  
San Jose CA, 95141

**Web site:** [www.cinnabarhills.com](http://www.cinnabarhills.com)



Have you really considered all the opportunities that are available to you as a member of a Rotary Club? Rotarians are engaged in community outreach, international projects and global networking groups called Fellowships and Rotary Action Groups. As we give Ser-

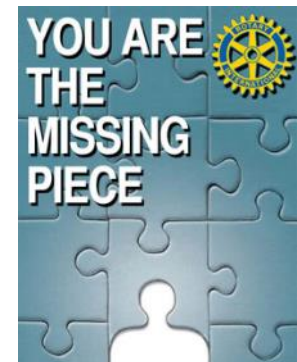
vice *Above Self*, we develop a sense of purpose and fulfillment. We understand that each member has made a difference in the lives of people.

So, why is it so difficult to attract new members and to retain current Rotarians? While our District data shows a steady increase in the numbers of new members, it also reveals that retention of members is a key issue. Our District is proactive in making Membership a priority. We have developed a Membership Multi-Year Master Plan that we named *Vision 5000*. The goal of this Plan is to promote membership and its ben-

efits by implementing an annual action plan. The success of this Plan will be measured by the number of new Rotarians and the retention of current members.

Engagement in community and international service is an excellent opportunity to attract new members and to retain current Rotarians. Don't keep Rotary a secret! Share your experiences with others; let others see Rotary in action.

~**Angie Hassler**, District Governor



## AN ACTION PLAN FOR MEMBERSHIP

Each Rotary Club should have a club membership committee that is responsible for recruiting and retaining club members. In order to provide continuity in the club's membership development efforts, consider doing the following:

- \* Make committee appointments for multiple years.
- \* Include a current, upcoming, and past membership chair on the committee.
- \* Maintain open lines of communication between committee members and the club president, president-elect, president-nominee and immediate past president.

Rotary International publishes many online resources that can be downloaded. For a comprehensive description of the roles of the committee chair and members, see the *Club Membership Committee Manual*.

The *Membership Development Action Plan* has the following action steps:

- \* **Identify** well-qualified potential members of your community.
- \* **Introduce** prospective members to Rotary by telling them about RI's programs and your club's service projects.
- \* **Invite** potential members to a club meeting or involve them in a club service project.
- \* **Induct** new members in a dignified and meaningful way.
- \* **Inform and Orient** members by focusing on:
  - ◇ Rotary policies and procedures.
  - ◇ Opportunities for service.
  - ◇ Rotary history and achievements.
- \* **Involve** new members in club committees, activities, fundraisers, weekly club meetings and social activities.
- \* **Educate** all club members so they have enough knowledge to take initiative and become active members.



## 2013 RI COUNCIL ON LEGISLATION FOCUSES ON MEMBERSHIP

Rotary, an organization that has steadily maintained a world-wide membership of 1.2 million, is addressing the continuing problem of membership retention. "It is not that we don't attract new members," explained PDG Brad Howard at the July 2013 Cabinet Meeting, "it's that we lose a number equal to those we gain." He used the analogy of a leaky bucket: "We keep putting water in the bucket, but it maintains the same water level because of a hole in the bucket. Our priority is to plug up that leak so that clubs realize a gain in membership that is not decreased by Rotarians leaving the club."

A significant change adopted by the RI Council on Legislation was lessening the meeting attendance requirement. Rotarians can now engage in 12 hours of community service activities and events in lieu of weekly meetings in every six month period:

Additionally, the *Senior Active* category was reinstated so that Rotarians whose years of membership and age total 85 can be retained as active members without a weekly meeting requirement.

(For a complete review of Council actions, go <http://www.rotary.org/myrotary/en/council-legislation>.)



A variety of strategies are utilized to engage Rotarians. "When you are contributing, you tend to stay involved in Rotary," stated PDG Russ Hobbs, current Membership Chair. There are a variety of strategies to engage members:

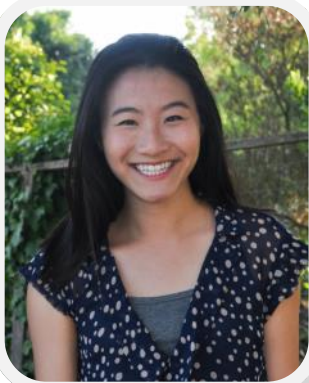
- ◆ Link with other community organizations, such as sister city organizations and other non-profits, in service projects.
- ◆ Hold frequent socials so that members feel like part of the family of Rotary.
- ◆ Frequently recognize the contributions of individual members.
- ◆ Provide a mentor to a new member in addition to the sponsoring Rotarian.
- ◆ Immediately assign a new member to one of the active club committees.
- ◆ Encourage all members to participate in area-wide and District events to enhance leadership skills and involvement opportunities.

Our District showed an overall increase in membership during the 2012-2013 Rotary year. This increase is an encouraging indicator that clubs are successfully recruiting new members as well as retaining existing members. The question is, "Can we continue growth so that we attain our District goal of 5,000 Rotarians in the next three years?"

### District 5170 Membership as of August 29, 2013

Club Name	Membership* as of August 29	2013-2014 Goal	Club Name	Membership as of August 29	2013-2014 Goal
Alameda	81	105	Mountain View	36	40
Almaden Valley	51	58	Newark	36	44
Alviso	16	16	Niles (Fremont)	86	100
Campbell	58	60	Oakland	294	305
Capitola-Aptos	43	46	Oakland Sunrise	19	25
Castro Valley	58	65	Palo Alto	139	145
Cupertino	191	200	Palo Alto/University	92	95
Dublin	46	55	Piedmont-Montclair	19	22
East Oakland	7	15	Pleasanton	94	101
East Palo Alto Bayshore	18	20	Pleasanton North	52	47
Freedom	42	50	Pleasanton, Dublin, Livermore (Tri-Valley)	12	18
Fremont	37	48	San Jose	418	492
Fremont Warm Spring Sunrise	21	15	San Jose East-Evergreen	19	23
Fremont-Union City-Newark Sunset	18	20	San Jose Silicon Valley	34	41
Gilroy	102	107	San Juan Bautista	19	48
Gilroy Sunrise	18	20	San Leandro	44	51
Hayward	84	90	San Lorenzo Valley (Felton)	22	22
Hollister	73	76	Santa Clara	81	84
Livermore	131	144	Santa Cruz	131	139
Livermore Valley, The	51	59	Santa Cruz Sunrise	98	106
Los Altos	170	182	Saratoga	132	143
Los Altos Sunset	11	18	Scotts Valley	42	46
Los Gatos	107	121	Sunnyvale	66	69
Los Gatos Morning	73	75	Sunnyvale Star	12	15
Milpitas	30	40	Sunnyvale Sunrise	16	13
Mission San Jose	20	24	Watsonville	84	94
Morgan Hill	113	120	<b>Total Members In D 5170</b>	<b>3767</b>	<b>4177</b>
*Membership numbers come from Rotary International					

## INTERACT



Interact District Governor  
Jaime Lam



Interact Lieutenant Governor  
David Kang

43 Interactors, and advisors took over the Hassler home for a weekend Retreat at the end of July. Sleeping bags covered most of the floor space, and sleep was at a minimum but relationships were formed and plans began started to take shape for 2013-2014. Outgoing District Council leaders handed off their duties to the incoming District Council leaders in a beautiful candle ceremony.

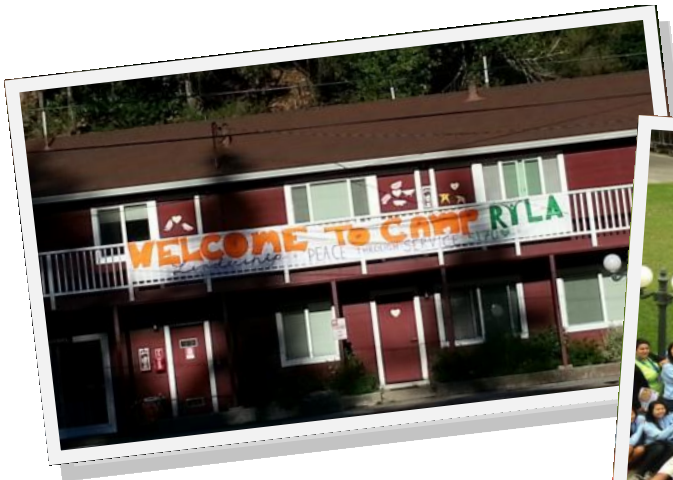




The reviews are in and this year's Camp RYLA was a spectacular success!

RYLA came away with a greater awareness of themselves, gained a new sense of confidence, felt supported and encouraged the whole week and have a new group of friends

Three cheers to Camp Director Benedicto Macatangay, Assistant Director Edfrance Orjalo, RYLA Chair Joanne Mansch and the entire RYLA staff!



## Embodying Service Above Self

~ by Benedicto Macatangay

**Edfrance Orjalo** was a RYLA camper in the summer of 1998. The following year, when he began his college career at San Jose State University, Orjalo was a recipient of a Rotary scholarship which helped fund the beginnings of his academic journey. Edfrance was a Counselor in Training (CIT) in 1999 and has been a part of RYLA as a Senior Counselor and a part of the Leadership Team before joining the RYLA Support Staff. This summer marked the end of Edfrance's 15 years of service to Camp RYLA, completing his tenure as the outgoing Assistant Camp Director. Edfrance's deep commitments to both Rotary and RYLA have benefited numerous individuals, particularly the recipients of the RYLA award each summer. We wish Edfrance the best of luck on his journey and are forever indebted to him for embodying "Service Above Self" the past 15 years. *Thank you Edfrance!*



**Benedicto Macatangay, Edfrance Orjalo and Ed Curammeng**

## We want to highlight what's happening in your club!

Email pictures, inspiring stories, and club projects to Brittany by the 10th of each month for inclusion in the monthly newsletter. Or, add her email address to your club newsletter or bulletin list!

[Brittany.5170@gmail.com](mailto:Brittany.5170@gmail.com)

This space reserved for  
pictures of your club's  
activities and projects!



Highlights from your  
club!

### District 5170 Officers 2013-2014:

District Governor: Angie Hassler

District Governor Elect: Ed Jellen

District Governor Nominee: Susan Valenta

Lieutenant Governor: Greg Stowers

Governor's Partner: PDG Roger Hassler

District Treasurer: Mary Humphrey

District Administrative Assistant: Brittany Overbeck

### Assistant Governors

Area 1: Phillip Campbell

Area 2: Rose Padilla Johnson

Area 3: Lila Bringham

Area 4: Pamela Philbert

Area 5: Art Taylor

Area 6: Linda Sanborn

Area 7: Jon Winston

Area 8: Deborah Rice

Area 9: Mike McMahon

### District Chairs:

Club Administration: Cheryl Rebottaro

Community Service: Ginny Lear

Communication Technologies: Charlie Wasser

International Service: Jeboey Koshy

Membership: PDG Russ Hobbs

The Rotary Foundation: PDG Roger Hassler

Vocational Service: Renee Mello

Youth Service: Larry Barr

Public Image: Mitty Chang