



# District Governor Joe Hamilton's November 2012 Newsletter



Fri Jan 04, 2013

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## QUESTIONS AND

## SUBMISSIONS TO

[CHARLIEWASSER@ATT.NET](mailto:CHARLIEWASSER@ATT.NET)

## District Events

### District Cabinet Meeting

DoubleTree Hotel  
Jan 09, 2013 06:30 PM - 08:30 PM

### Pre-Pets

Dolce Hayes Mansion  
Jan 26, 2013

### District Cabinet Meeting

DoubleTree Hotel  
Feb 06, 2013 06:30 PM - 08:30 PM

### District Cabinet Meeting

DoubleTree Hotel  
Mar 06, 2013 06:30 PM - 08:30 PM

### District Conference in Napa

The Meritage Resort and Spa  
Mar 21, 2013 - Mar 24, 2013

### District Cabinet Meeting

DoubleTree Hotel  
Apr 03, 2013 06:30 PM - 08:30 PM

### District Cabinet Meeting

DoubleTree Hotel  
May 01, 2013 06:30 PM - 08:30 PM

### District Cabinet Meeting

DoubleTree Hotel  
Jun 05, 2013 06:30 PM - 08:30 PM

## Stories

### District Governor Joe Hamilton's November Message

Posted by Joe Hamilton on Dec 06, 2012



## WOMEN IN ROTARY

The 2012-13 Rotary year is the 25th anniversary of women in Rotary. Most Rotarians, women and men, realize that the inclusion of women in Rotary has provided an energizing effect on clubs throughout District 5170 and the Rotary world. Rotary International changed its policy to allow women membership in May 1987. Admitting women into Rotary did not come easy. In 1976, the Rotary Club of Duarte, California, defied Rotary International's policy of Rotary being a men-only organization. The Duarte Rotary club admitted three women. Having refused Rotary International's direction to remove them, Duarte lost its charter in 1978. The club and R.I. fought over this action in the California courts and eventually in the U.S. Supreme Court. The Rotary Club of Duarte prevailed, and Rotary changed its gender requirement in 1987. The first female club President was Sylvia Whitlock, one of those first three female members in the Rotary Club of Duarte. Sylvia is currently Governor of District 5300.

While Rotary clubs in the U.S. have embraced the admittance of women into Rotary, Rotary clubs have a long way to go to reach equity in numbers and influence. Currently, only 15% of all Rotarians in the world are female. In North America, that number is 22%. In District 5170, the percentage is between 30% and 40%. Sixteen of our current 53 District 5170 clubs have women as Presidents.

Few would deny that women in our clubs and the increasing emergence of women in our club and district leadership resulted in stronger clubs and a stronger district. We should do all in our power to continue to increase the number and leadership presence of women. More women than ever are college graduates, business people, and professionals. More women than ever are leaders in our communities. We need them in Rotary. We cannot feel satisfied until women account for 50% of our club membership.

### District 5170 Public Relations Campaign 2012-2013

Posted by Ginger McDonald on Dec 06, 2012

The District's Public Relations/Advertising campaign will launch in December and continue through March. The campaign is designed to provide clubs with an opportunity to share their Rotary story with the general public. Working together we will raise awareness through paid ads, at the Oakland airport, city and town mayor proclamations, local and major newspapers, outdoor and radio advertising and cable/TV, PSAs, interviews and social media.

**Campaign Theme:** We Joined for Business and Fellowship. We Stayed to Change the World will launch on December 3, 2012 through March 30th, 2013 at Oakland Airport's baggage and security area. The ad will be viewed by an average of 800,000 monthly passengers.

**Social Media:** District Facebook page will carry the Rotary theme. Each club president will be provided with a template to be used on the club's Facebook page. Club presidents will invite their members to visit the Facebook page and share their Rotary story and photos with club members, family and friends.

**Public Relations:** Club presidents will meet with town/city mayors and invite them to proclaim Rotary's 108 years of Service Above Self. The proclamation will help to build awareness of Rotary's excellent local and global projects.

**Club Shared Ads:** will run in 16 local/major newspapers as well as the on-line sites. Clubs will

**Club Shared Ads:** will run in 16 local/major newspapers as well as the on-line sites. Clubs will provide a 150-word description of the club's local/global projects or information about the club's meeting.

**Outdoor Advertising:** Clubs are invited to participate in the Outdoor Transit Shelter ads that will run from February thru March. For a very affordable fee, clubs will promote a specific fundraiser and extend the duration of the District ad two months, adding January and April, or April and May. Due to a limited supply, locations will be awarded on a first-come first-serve basis.

**Call to action:** is [joinrotary5170.org](http://joinrotary5170.org). A QR code has been added to the ads to enable quick access to the district's landing page. The landing page's locator will link viewers to a specific club web site.

Details of the campaign and instructions for clubs will be given to Assistant Governors at the December Cabinet meeting with a follow-up e-mail to club presidents and their PR chairs.

### Governor's Membership Task Force

Posted by Charles Wasser on Dec 06, 2012

This year, DG Joe and PDG Russ Hobbs have put together a Governor's task force to work with District clubs on Membership issues such as recruiting. They are available to meet with a club's officers and club members to discuss ideas on how to help strengthen our clubs through retention and recruiting. The following are the members of the task force with contact information.



**REGION - Oakland, Alameda, San Leandro**  
**Del Blaylock**, Rotary Club of Alameda

[gneedle@aol.com](mailto:gneedle@aol.com)



**REGION – Fremont, Union City, Castro Valley, Hayward**  
**Lee Denlinger**, Rotary Club of Fremont Union City Newark

[lee\\_denlinger@yahoo.com](mailto:lee_denlinger@yahoo.com)

[bob@tucknott.com](mailto:bob@tucknott.com)

**REGION – Pleasanton, Livermore, Dublin**  
**Bob Tucknott**, Rotary Club of Dublin



**REGION – South Santa Clara and San Benito Counties**  
**Manuel Naku**, Rotary Club of Almaden Valley

[manuel\\_naku@yahoo.com](mailto:manuel_naku@yahoo.com)



**REGION – San Jose, Milpitas, Alviso**  
**Ken McLaughlin**, Rotary Club of San Jose North

[kenmcl@aol.com](mailto:kenmcl@aol.com)





**REGION – Santa Cruz County**

**Ken Whiting**, Rotary Club of Santa Cruz Sunrise

ken@whittingsfoods.com



**REGION – North and West  
Santa Clara County**

**Mary Bradley**, Rotary Club  
of Sunnyvale

mbradleysv@aol.com

**Districtwide Membership Trends Shown by Club**

Posted by Russell Hobbs on Dec 06, 2012

The membership numbers are rising for our District. Click here to see the [Monthly Membership trends as of December 1, 2012](#).

**TRF News Today for November**

Posted by Timothy Lundell on Dec 06, 2012

The district is in the middle of fund raising for the Rotary foundation (TRF). [Click here to read the November edition of the TRF News Today](#)

**Technology Corner**

Posted by Charles Wasser on Dec 06, 2012

Ginger McDonald has written an article for this month's newsletter. She has explained the district-wide Public Relations campaign that started December 3. The campaign includes using the internet by district clubs' - updating their websites and Facebook pages as well as several different types of media.

Some club sites have outdated Rotary theme logos with some going back 2 years. Over the next few weeks, you will be contacted by members of Ginger's district PR committee, of which I am one. We will be offering to help update the club websites and club Facebook pages. The Communication Technologies committee members will also be enlisted as needed.

At the District Conference in Napa, the Communication Technologies committee will be holding seminars on the topics presented at the Avenues of Service – Club Runner overview, Social Media, Video Conferencing, Skype, and PR on the internet. The seminars will be expanded versions of the presentations made at Avenues of Service and will be in a large meeting room. There will be live demos of all the things discussed including video conferencing with participants in Napa and around the country.

We plan on holding seminars on the individual topics before the conference. Please send an email to [seminars5170@wassergraphics.com](mailto:seminars5170@wassergraphics.com) indicating which topics you wish to see discussed. In early 2013, we will hold the seminars if there is interest. DG Joe has asked the committee to help make this year the year the District embraces technology and starts using social media, video conferencing, and the like. These seminars are part of the effort to make this happen.

Hopefully, you have visited the District 5170 website over the past 5 months. The website is being used as an additional tool to get information out to District Rotarians as well as visitors to

being used as an additional tool to get information out to District Rotarians as well as visitors to the site that are interested in becoming Rotarians. To keep the website relevant, we need new content on a regular basis. If you have an item that you think might be a good fit for our District site, please get in touch with me.

Examples of some new content that is being placed on the site is information about ongoing International and Community projects. In the case of International, there is also a list going up of available DDF, projects underway, and possible partnerships with clubs outside the District. In a few days, there will be a list of potential speakers for club programs. The list has speakers giving talks on topics of general interest and that have been vetted for good quality.

As an example of existing content on the District site, there is a page called FOUNDATION RESOURCE BUREAU which lists District Rotarians that will come to clubs to present on topics related to The Rotary Foundation (TRF) in addition to links to videos and PowerPoint presentations also on TRF.

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