

# Rotary

## District 5170



From the desk of District Governor Orrin Mahoney

September 2017



### District 5170 Rotarians - People of Action

You may be aware that Rotary International has a new external marketing campaign this year called “People of

Action” – Educate, Network, Inspire, Transform. “Rotary is where neighbors, friends, and problem solvers join leaders and take action to create lasting change.”



I am about halfway through my Club visits and I have certainly seen District 5170 Rotarians in action in their communities and

around the world. Here are just a few of the many examples of Rotarians in action that I have had a chance to hear about.

Capitola Aptos created Leo’s Haven, an inclusive playground, by raising \$70,000 and working with the Santa Cruz Park and Recreation Department to get a \$70,000 match. Other Santa Cruz Clubs provided additional funding.

San Jose Rotary acted quickly to take the lead to provide supplies and funds to the victims of the Coyote Creek winter flooding incident. Los Gatos, Santa Clara and Santa Cruz chipped in as well. Follow on fund raising raised \$49,000 to provide vehicles needed so that people could get back to work and back to school.

Morgan Hill had multi-year fund raising effort of \$100,000 to fund a park upgrade for the City.

Castro Valley worked together with other Clubs in the District and beyond to fund “Breathing for Life” a project to provide oxygen generating equipment for hospitals in Ethiopia. The total project cost is over \$350,000.

But as important as the money raised is the hands-on labor and brainpower supplied around the District to rebuild homes, mentor at-risk youth, clean up parks, and cook meals for the hungry, just to name a few of the

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many projects that I heard about.

There is still time for you to witness more example of Rotarians - People of Action at the Avenues of Service Event, on October 5<sup>th</sup>. (see following invitation).

I look forward to my next 28 Club visits to witness even more district 5170 Rotarians acting as "People of Action"

Best,




**SAVE THE DATE! - OCTOBER 5, 2017**

# AVENUES OF SERVICE

## "Leaders Keep on Learning"

Project Fair | Training Forums | Networking | Fun



**Featured speaker: John Matthews**  
Former Senior V.P., COSTCO Wholesale, a \$110 billion company with 180,000 employees worldwide. John brings a fresh perspective to the business of Rotary. From membership growth to Rotary's impact on the world stage, this experience in corporate and community leadership underscores a powerful Rotary message.

RI Director John Matthews  
2017/2019, Zones 25 & 26

**WHO:** Club Presidents, Committee Chairs, District Leadership, Red Badgers  
**WHAT:** Connect with Rotary leaders and learn about the power of service  
**WHERE:** Santa Clara Biltmore Hotel, 2151 Laurelwood Road, Santa Clara  
**WHEN:** Thursday, October 5 from 5–9 pm

**Cost: \$49 | Register at <https://events.rotarydistrict5170.org>**



[www.rotarydistrict5170.org](http://www.rotarydistrict5170.org)



## Membership Committee

Hung Wei, District Membership Chair

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



District 5170 has worked very hard and diligently in providing a wonderful Avenues of Service event for all District club members, with a vibrant Project Fair, ten Education Forums, Happy Hour, President & President-Elect Meetings, and an inspiring Dinner – nearly three hundred attendees getting together for an evening of learning, networking, inspiration, fellowship, and fun!

### People of Action Campaign

People of Action campaign materials (including videos, print ads and graphics for social media) are now available on the Brand Center. Use these resources to increase public understanding of Rotary and drive engagement within your community. To view these materials:

- Log in to your My Rotary account
- Hover over *News & Media*
- Click on **Brand Center**
- Scroll down to *People of Action* and click on **Learn more**
- Click on **View Resources** under *People of Action*

Materials coming soon include: club ad templates, online ads, outdoor and transit ads, radio ads and scripts, campaign guidelines and style guides. Stay tuned!

### Hot, Warm and Cold: Membership Leads webinar (club leaders)

*Hot, Warm or Cold: Membership Leads* webinar will take place on **Monday, October 23 from 3:00-4:00pm Pacific**. During this webinar, we'll show a live demo on how club leaders can manage and admit membership leads, share best practices in communicating with prospective members through the Membership Leads platform, and answer questions from attendees. To register and see the webinar in your time zone follow this link: <https://attendee.gotowebinar.com/register/4532222499386206466>

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

In case you missed it, you can view a recording of Rotary's latest webinar: First Impressions Matter by clicking on this link: <https://vimeo.com/232717098>

## Rotary Friendship Exchange

Lee Denlinger, District Friendship Exchange Chair  
email—[lee\\_denlinger@yahoo.com](mailto:lee_denlinger@yahoo.com)

Do you like to travel? Enjoy meeting Rotarians from other countries? Want to get more out of touring? A **Rotary Friendship Exchange (RFE)** may be for you!

Originally recommended by the Rotary International New Horizons Committee in 1981, the **RFE** is Rotary's international exchange program for Rotarians and their families to experience other cultures by staying in the homes of Rotarians in other countries. The program aims to advance international understanding and peace through personal contact across borders while developing interclub relationships for fellowship and service projects. There are three types of Friendship Exchange:



### Visitor Program

Individual Rotarians, who may be accompanied by family members and non-Rotarians, spend a few days in the home of a Rotarian in another country.

### Team Program

Rotarian couples, typically four to six, visit several communities in a host district for up to one month.

### Uni-vocational

Host and guest Rotarians of the same occupation observe how their job is done in other countries.

The **RFE** is frequently compared to the Group Study Exchange program of The Rotary Foundation, except that it involves Rotarian couples who personally pay for all expenses of their inter-country experience. The exchange is usually reciprocal. The benefits of participating in a **RFE** are:

Make lifelong friends

Cost efficient

See parts of the world you may otherwise never see through the eyes of local residents

Broaden international understanding

Explore a specific profession or job in a different context

Establish a foundation for peace and service

Gain opportunities for active project involvement and support

Learn about a region's people, food, languages, customs, and history

Find partners for grants



If you are interested in participating in a **Rotary Friendship Exchange**, please contact District Chair, Lee Denlinger at [lee\\_denlinger@yahoo.com](mailto:lee_denlinger@yahoo.com).



# Blending Technology, Social Media & Fundraising

Charlie Wasser, District Technology and Communication Chair  
 email—[charliewater@gmail.com](mailto:charliewater@gmail.com)

The Technology Committee needs your input to possibly execute a program that blends technology, social media, and fundraising.

I made a proposal to the District 5170 Foundation committee about crowdfunding. They asked me to come back at their next meeting with the results of some trial runs.

First off, in case you do not know what crowdfunding is, it is a concept that basically uses Social Media to help raise money for whatever types of projects an organization performs. An example is the following Polio-Plus fundraiser. <https://www.razoo.com/story/Coast-To-Coast-The-Hard-Way>. Notice they brought in \$33,898 to support a motorcycle rider from Alaska to Florida. Are these standard results? Of course not. It could be higher or it could be substantially lower.



So, what is the ask from all the readers of this article? If anyone reading this article has had an experience using crowdfunding, either good or bad, please send me a short description of what happened. Would you use crowdfunding? Please send comments to [charliewater@gmail.com](mailto:charliewater@gmail.com)

DISTRICT 5170  
**TRF NEWS TODAY**  
 SEPTEMBER, 2017

CURRENT NEWS OF DISTRICT 5170 AND THE ROTARY FOUNDATION

### Warming up for Foundation Month!

In our Rotary year, the first hectic Summer months slip into the Fall, and we Rotarians get down to the business of working toward the ambitious goals we set in July. Before we know it, the year is one-quarter gone, so it is definitely time to warm up for The Rotary Foundation rally month around the corner. If November is Foundation Month, September is the Warm-up Month. In this issue we will recap some of the resources, the recognitions, and where we are on our path to success.



#### Your Club Annual Giving Campaign Scorecard

- Annual Giving Goal has been set in Rotary Club Central
- Annual Giving Chair has been appointed
- Pledge Cards prepared and distributed
- "Rotary Direct" credit card donation forms distributed
- Weekly updates delivered at Club meetings
- Follow-up letters from Foundation Committee to Club members
- Recognitions for Double Sustainers, Super Sustainers, Paul Harris Fellows, and Paul Harris Society Members

For a complete guide to your Club Annual Giving Campaign visit:  
<http://rotarydistrict5170.org/SitePages/club-annual-giving-campaign/foundation-notes-on-warming-up-club-annual-giving-program>

# It's back!

Visit <http://www.rotarydistrict5170.org/sitepage/trf-news-today> for current and previous issues of **TRF News Today.**



Join your fellow **District 5170 Rotarians** for the **2018 RI Convention** in beautiful Toronto, Ontario, Canada.

The District is managing a fixed number of **rooms at the Fairmont Royal York** via the RI Convention Housing block. Room rate is at \$276 USD per night (inclusive of tax) for Single or Double Occupancy.

**Hurry!** Reservation deadline is on October 1, 2017, Sunday.

For more information and reservations, visit <https://events.rotarydistrict5170.org/non-event-registrations/2018-ri-convention-toronto-hotel-reservation>

## VOLUNTEER AT FALL LEADERSHIP CONFERENCE (FLC) 2017

Volunteers are essential to the success of the Fall Leadership Conference (FLC) - whether aiding District Council members in facilitating workshops, leading attendees around the Independence High Campus, passing out lunch, ensuring we go green and recycle, etc.

The more volunteers, the more smoothly the day will run. For those of you who have always wanted to learn more about Interact, see what makes Interact 5170 the most celebrated youth District in the world.

Please register to volunteer through the following:

[tinyurl.com/  
FLC2017VolunteerRegistration](http://tinyurl.com/FLC2017VolunteerRegistration)

There is an event fee of \$13 for all attendees, which includes lunch. Payment and registration is through Interact Clubs. Please contact an Interact Club in which your Rotary Club sponsors to sign up.

**INTERACT 5170 PRESENTS**

**FALL Leadership CONFERENCE**

**SUNDAY OCTOBER 8 | 8:15AM - 3:00PM**


**INDEPENDENCE HIGH SCHOOL**  
1776 EDUCATIONAL PARK DR. SAN JOSE, CA 95133

**REGISTER THROUGH CLUB PRESIDENTS**


**REGISTRATION DEADLINE: SEPTEMBER 22ND**  
*\*OR UNTIL 4,000 CAPACITY IS REACHED*

## Club Events

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



**GOODWILL**  
of Silicon Valley



**Rotary Club**  
East Palo Alto Bayshore

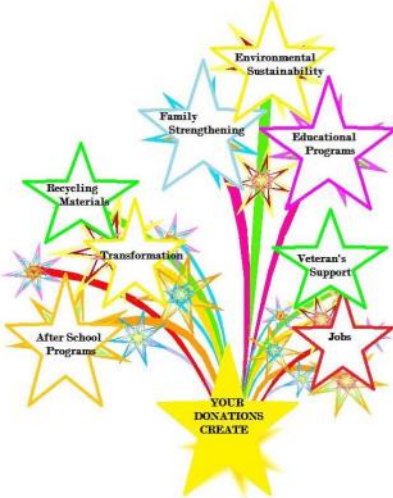
**EPA COMMUNITY RECYCLING & DONATION EVENT**

**BRING: Clothing-Shoes-Books-small household items**

**E-waste (under 50 lbs.):**

**TV's/Electronics/Small appliances**

**to generate funds for *Projects in EPA Community***



Goodwill of Silicon Valley Donation Drives can **NOT** accept the following donations:

- Furniture, mattresses, carpeting
- Large appliances
- Exercise equipment
- Automobile parts
- Tires
- Weapons
- Household trash
- Construction debris, lumber, concrete, bricks, etc.
- Hazardous household chemicals or liquids of any kind (paints, insecticides, oils, flammables, alcohol, etc)
- Pet-related items
- Food
- Items over 50 lbs.

**WHEN: Saturday, October 7<sup>th</sup>, 2017**

**TIME: 9:00am - 3:00pm**

**WHERE: Truck parked on Laura Lane, Palo Alto --  
next to Post Ofc., 2085 E. Bayshore Rd., East Palo Alto**



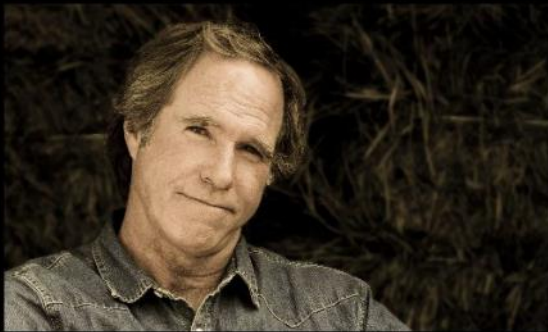
## Club Events

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

A BENEFIT FOR THE LOCAL COMMUNITY CELEBRATING MUSIC, FOOD AND CULTURE

PRESENTED BY THE FREEDOM AND WATSONVILLE ROTARY CLUBS - FEATURING:

# KEITH GREENINGER & BAND



## THE VILLE

### MARIACHI DE ORGULLO DE MEXICO

# PAJARO VALLEY BURRITO BASH SATURDAY OCTOBER 7TH

SANTA CRUZ COUNTY FAIR GROUNDS

11AM TO 6PM ADMISSION \$5

A FAMILY FRIENDLY EVENT FEATURING FRESH LOCAL FOODS,  
CRAFT BEERS, CHILDREN'S ACTIVITIES, CAR SHOW,  
BEST BURRITO COMPETITION, JALAPEÑO EATING CONTEST AND MORE  
ALL PROCEEDS GO TO BENEFIT THE LOCAL COMMUNITY

[BURRITOBASH.COM](http://BURRITOBASH.COM)



## Club Events

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

A flyer for a ghost walk event. The background is a dark, atmospheric photograph of a building at night with a glowing ghostly figure in the shadows. The text is overlaid on this image.

**9th Annual San Juan Bautista**  
**GHOST WALK**

Hosted by the Rotary Club of San Juan Bautista. Proceeds to benefit the Community

**Fri. Oct. 27th & Sat. Oct. 28th**  
Tours leave at 6:30 pm, 7:00 pm, 7:30 pm, 8:00 pm & 8:30 pm

**Cost: \$35.00 (includes gift bag & beverages)**  
Check-In at the Corner of 3rd St. & Mariposa St.

**Guided Walking Tour: Ghost sightings & paranormal activities!**  
**This event will SELL OUT! Purchase your tickets NOW!**  
Contact [www.rotarysanjuanbautista.com](http://www.rotarysanjuanbautista.com)

# 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!

