

# RARY DISTRICT 5450

Jim Halderman, District Governor 2011-2012

#### JANUARY 2012

Number 7

#### ROTARY AWARENESS MONTH

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#### **January is Rotary Awareness Month**

### Rotary Awareness in District 5450

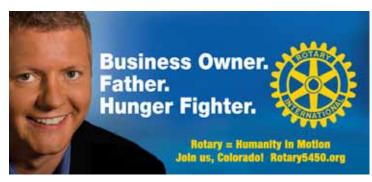
#### Advertising campaigns: Colorado Public Radio and Denver International Airport

The District's Rotary Awareness (aka Public Relations) committee has busied itself recently carrying out an advertising campaign funded in part by a grant from Rotary International. The campaign has two components:

#### (1) Messages on Colorado Public Radio.

These messages air during "drive-time" on weekdays on 90.1FM. They reach an

audience of about 280,000 listeners, in areas covering 90-95% of the District. Our messages began playing four times per



week, every other week, on November 28 and will run through mid-May.

There are three different messages, one of which is:

"SUPPORT COMES FROM ROTARY, COMMITTED TO ERADICATING POLIO, PROMOTING WORLD PEACE, TEACHING PEOPLE TO READ, AND COMBATING HUNGER. LEARN MORE ABOUT BECOMING A ROTARIAN AT ROTARY 5450 DOT ORG"

### (2) The second part of the ad campaign is banners and posters at DIA.

These were displayed beginning January 2, and two banners (pictured here) hang on Concourse B, the busiest concourse at the nation's fifth-busiest airport. Roughly two million passengers use Concourse B each month.

These posters also are displayed in the 31 rail cars that transport passengers between the terminal and their flights.

In both the CPR messages and the DIA banners, we try to direct people to District 5450's website. Once there, visitors are met with the "Big Red Button", which

takes them to a special webpage which welcomes them, gives a brief overview of Rotary, illustrates five current club projects,

provides testimonials from Rotarians as to "Why I am a Rotarian", and lists every club in the District

Funds from the District are used to underwrite approximately 25% of the costs of the CPR and DIA campaigns, with the RI grant covering the remainder.

#### **Booth at Garden and Home Show**

The Rotary Awareness committee is also organizing a booth at the Colorado Garden and Home Show on February 11-19. We will be there to showcase Rotary and solicit memberships for clubs in the District. If you want to help staff the booth, contact Bill Fernow at wfernow@comcast.net.

# A Message from your Governor

by District Governor
Jim Halderman
Rotary Club of Golden



#### **My Reminder**

I carry a Four Way Test coin with me most all of the time, typically on a key chain. It serves as a reminder, as my Mandala, my teacher. A Mandala literally means Circle, generally with a center point, and in many traditions is a representation that we are a microcosm of a larger Universe. To me that coin is a "string on my finger," reminding me, as I reach in my pocket and touch it, of my lesson for the day.

I start out each day asking myself how I can be more courageous, build better character, and live more compassionately. How can I better serve those around me and those farther away? There are moments in my life that briefly take me away from the Kum-Ba-Yah feeling but touching

my coin reminds me, "this, too, shall pass". It reminds me to ask myself What is the Truth, What is Fair, am I building Better Friendships, and how can I be Beneficial. By the time I have applied the Four Way Test to the concern of the moment I frequently have

forgotten what the issue was.

The universe of Rotary is 1.2 million members strong of which I am one. That is a very large universe. We each have two hands. What can two hands do? Mahatma Gandhi's two hands brought freedom to a nation. Martin Luther King's two hands brought greater tolerance in our nation. As I have visited the many clubs in our district I am amazed what the two hands of our Rotarians are doing on a daily basis. For some members two hands bring water to thousands of people. For others, two hands feed hundreds in our backyard. When we think of the power in just two hands—what so many individual Rotarians are doing on a daily basis with their two hands—and multiply that by 1.2 million, it is immense.

Rotary is making a difference.

I would ask that each of you, as Rotarians, spread your hands, spread your love, spread your strength to bring happiness to the world, peace to the world, and prosperity to the world, as well as to yourselves. Let your Rotary coin be your Mandala, your reminder, that you are one microcosm of a great universe, a universe of great compassion, of great love for one another. Let your coin be a reminder in those challenging moments in your lives that "this, too. shall pass". The Four Way Test is not only a valuable guide for actions, but also, upon repeating it to yourselves, serves as a timely opportunity to refocus your thoughts in a positive manner. It serves as a guide to soften your response to yourself and fellow companions. Let the Four Way Test coin in your pocket be a reminder for greater courage, compassion, and better character in your life.



## Heads up! Rotarians/Businesspersons! Terrific Advertising Opportunity!

Want your business message to reach a well-educated audience with above-average incomes? And reach them multiple times via various media (online, banners, signs, displays, print, spoken word)?

Then consider becoming a sponsor of the 2012 Rotary District 5450 Conference, to be held April 27-29, 2012 at the Ameristar Resort Hotel in Black Hawk, Colorado. Your sponsorship will help underwrite the costs of the conference, at which Rotarians celebrate their accomplishments in performing "Service Above Self".

District Rotarians, who certainly appreciate the value of a dollar, will certainly appreciate your support.

For information on the benefits of sponsoring the Conference, contact Tom Hughes of Golden Rotary at (303) 278 2823 or eth5530@cs.com.

## Southeast Rotary hosts Governor Hickenlooper for State of the State

#### Rotary celebrates 100 years of service in Colorado

by Scottie Taylor Iverson (Permission granted from The Villager Newspaper as published December 27, 2011)



Ron Burton, Rotary International president nominee, 2013-2014.

Denver Southeast Rotary hosted the Sixth Annual State of the State Luncheon, co-chaired by Suzanne Hammer and Steve Werner, which also celebrated Rotary's Centennial in Colorado. This year's event, held Dec. 10, attracted more than 700 Rotarians to the Hyatt Regency Tech Center ballroom. Villager Publishing's own Rosemary Fetter was recognized as the author of The First Hundred Years, and autographed her book before and after the luncheon.

Much has been accomplished by Rotary clubs in Colorado over the past century. For example, Denver Rotarians helped to initiate a 9 Health Fair-type screening that resulted in saving thousands of lives in countries all over the world. Because of Rotarians, 2 billion children are healthier. Hungry



Lynn Hammond (Rotary Foundation trustee) and Grant Wilkins, "Mr. Rotary" (past president Rotary International, past 5450 District governor, past president of Denver 31 Club)

children are being fed and taught to read. Through Rotary International's Polio Plus program, polio has nearly been eradicated, although, as Jim Halderman emphasized, "We are just a plane ride away from polio being reintroduced in this country."

Special guest Ron Burton, Rotary International president nominee, 2013-14, shared thoughts about the next 100 years of Rotary. Burton, an attorney, is a past Rotary International director, chair of the 2011 Rotary International Conference in New Orleans and a member of the USA Polio Eradication Advocacy Task Force. He also is a winner of the "Service Above Self" award, based on the Rotary motto.

"This is an exciting time to be a Rotarian," Burton said. "I believe we are well positioned to capitalize on our strength as we embrace the Rotary



Brian Anderson (past president of Denver SE Rotary) waits with Gov. John Hickenlooper before his speech.

International Strategic Plan and Future Vision Plan."

Rotary Club of LoDo President
Christy Ramee introduced Gov. John
Hickenlooper, a dues-paying member of
that club and a Paul Harris Fellow. The
governor kept a Rotary International
4-Way Test banner in his office when
he was mayor of Denver, and one
currently hangs in the governor's
office. That banner reads: "Is it the
TRUTH? Is it fair to all concerned?
Will it build GOODWILL and
BETTER FRIENDSHIPS? Will it be
BENEFICIAL to all concerned?"



State Treasurer Walker Stapleton and Attorney General John Suthers were in the audience.

Hickenlooper was noticeably emotional as his previous engagement had been the memorial service for philanthropist and restaurateur Noel Cunningham.

"Only a life lived for others is a life worthwhile," he said, and asked for a moment of silence in memory of Noel.

Rotarians are encouraged to ask others to consider membership, and Hickenlooper joked that he was solicited by Jim White (Volunteers of America) to join Rotary with a promise that meetings would be held at Wynkoop Brewery and that would be good for business. During his speech, the governor congratulated Colorado Rotarians for their work with EAGLE-Net, a \$145 million project (including a \$100.6 million grant from the federal government), which will provide broadband support to 178 Colorado school districts, many of which currently have inadequate access to high-speed Internet.

Dr. Richard Heppe (immediate past president of Denver Southeast Rotary) is surrounded by his wife, Diane Reeder (left) and Bonnie Thomas (past president of Denver Southeast Rotary).

The governor appeared optimistic about the future of Colorado business.

"There's not another purple state in the country with as much collaboration," he said. He also quoted Henry Ford – "If everyone moves forward together, success takes care of itself."

#### **January is Rotary Awareness Month**

Rotary Awareness contd from page 1

#### PR assistance to clubs

The committee is available to help clubs with their own public relations efforts. Contact Tom Hughes at eth5530@cs.com or Debbie Lynch at lynch1jd@comcast.net.

Here are some suggestions to clubs on how to effectively promote your club and Rotary in your community:

- First and foremost, members talking about their club and Rotary is the most effective PR "campaign" possible
- Establish a PR committee to develop ideas and implement them
- Organize and carry out visible local club projects
- Establish an ongoing presence in local newspapers
- Utilize signage (banners, signs, posters in store fronts, etc.)
- Use electronic media (newsletters, YourHubtype newspapers, website) consistently
- Sponsor high-profile events (e.g., State of the City presentations involving local officials)

- Make use of Rotary International's materials for public service announcements
- Consider partnering with other Rotary clubs to maximize exposure and reduce costs

InformingTheCommunity/Pages/ PromotingRotary.aspx

#### RI templates:

http://www.rotary.org/en/ Members/RunningAClub/

> InformingTheCommunity/ Pages/Documentlibrary.aspx

RI ads (internet, print, billboards, radio, video): http://www.rotary.org/en/ Members/RunningAClub/ InformingTheCommunity/ Pages/rotaryads.aspx

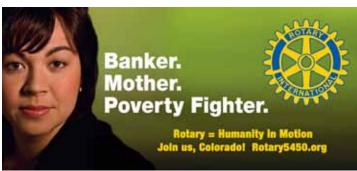
#### PR at the district level:

http://www.rotary.org/en/Members/ RunningADistrict/PublicRelations/ Pages/ridefault.aspx

#### **Rotary images:**

http://images.rotary.org/netpub/server. np?quickfind=&catalog=catalog&site= Rotary&template=search.np

Rotary logos and graphics: http://www.rotary.org/en/ MediaAndNews/Multimedia/ Graphics/Pages/RILogos.aspx



There are of course many other possibilities. We suggest clubs also utilize the significant resources of RI in helping to develop their public relations programs. Here are some RI sites that may be helpful:

**General PR overview:** 

http://www.rotary.org/en/ Members/RunningAClub/ InformingTheCommunity/Pages/ ridefault.aspx

#### PR ideas:

http://www.rotary.org/en/ Members/RunningAClub/

## Crutches 4 Africa Fundraiser and Collection Program

by Dave Talbot, Mountain Foothills Rotary Club (c4a@crutches4africa.org)

**The Event:** Cabin Fever Chili Cook-off. Mount Vernon Country Club, Saturday, February 4, 2012 from 12:00 noon to 3 pm **The Program:** Wheelchairs for Pakistani Polio Survivors.

Goal: Each club in District 5450 (by way of their International Service Committee) to donate one—just one—wheelchair to this effort.

Target date for collection:
Valentine's Day, February 14, 2012.

Deadline date for spring shipment to Africa: March 31, 2012

Contact Dave Talbot at 303-877-2803 or <u>c4a@crutches4africa.org</u>
For details, or go the website: <u>www.crutches4africa.org</u>.

Saturday February 4th, 201



#### **Rotary Focus on Literacy**

### Denver Cherry Creek Rotary launches E-Readers for Education

by Peter Vandevanter 303.513.3865 (For more information, contact Rotary public relations spokesman Bob Atherton, at 303.770.5157)

32 volunteer students at Fairmont Academy in Denver are using digital e-readers, donated by the Denver Cherry Creek Rotary Club, to improve reading skills this fall and winter, according to Club President Joel Russman.

Working with Barnes and Noble representative Martin Baker, Denver Cherry Creek Rotary has donated four Color Nooks to establish a new literacy program—"E-readers for Education"—for first and second graders at the dual immersion school, Russman said.

"We're proud to be the recipients of these wonderful teaching devices," says Irene Jordan, principal at Fairmont Academy at 520 W. Third Ave. 80223 in the Baker neighborhood of Denver.

Reading specialist Brenda Lane runs the reading program using resident schoolteachers as tutors. Lane works under the guidance of Tara Boentzhel-Schuenaman, founder of Connect the Dots, an organization dedicated to helping students whose



Emily Molina-Mejia learns to use a Color Nook, aided by Denver Cherry Creek Rotary Club President, Joel Russman and Fairmont Academy Principal, Irene Jordan.

parents volunteer their children into the program.

"What is exciting about the Color

Nook is that a student, using touch, can read and listen to the books. In this way students can follow the written words as they hear the spoken words," said Ms. Lane.

Letters have been sent to parents about the literacy opportunity, explaining that 8 students each will have access to one of the four color nooks for after school tutoring that began in late November and will run through February.

The students' reading levels will be tested in the beginning of the program and at the end to gauge how helpful the e-readers were in improving reading proficiency.

Tom Carr, chairman of the Denver Cherry Creek Rotary Literacy Committee that created the program, said, "This is one of our newest initiatives that we hope will grow much bigger with time."

Students will also receive the gift of a printed version of at least one of the books they read on the e-reader.

## Rotary and Friendship Bridge Team to Help Guatemalan Women

by Mike Hayes (Westminster 7:10, PDG and Chair, Revolving Loans-Micro Credit Committee, <a href="https://hmichaelhayes@comcast.net">hmichaelhayes@comcast.net</a>

Thanks to the support of eleven Colorado Rotary Clubs, the Rotary Foundation, and the Rotary Club of Guatemala Metropoli, Friendship Bridge has established twelve new Trust Banks (as of December 2011) in the rural areas near Sumpango, located in the department of Sacatepequez and some 25 kms west of the capitol city.

Trust Banks are groups of women who have borrowed funds from Friendship Bridge to start or grow small businesses and the women support one another in their efforts. Sumpango is an area of great need and significant potential—roughly 76% of Guatemala's indigenous population live below the international poverty line and 61% of Mayan women, ages 15-64, cannot read or write.

Sumpango has a Mayan

Kakchiquel population of 45,000, half of whom are women. By providing impoverished, indigenous



Pictured are members of one of the trust banks being trained in business practices by a Friendship Bridge loan officer.

women with access to microcredit and education through Friendship Bridge's Microcredit Plus program, Rotary is empowering women to create solutions to poverty for themselves, their families, and their communities. With Rotary's support, an initial (November 2010) 48 women ranging in age from 18 to 64 years received, on average, a loan of \$239 each to expand their businesses. These businesses vary from tortilla bakeries, selling vegetables, to handicraft production and sales. As of December 2011 the number of women receiving loans has increased to 102. Funds for these loans came from Matching Grant 71482 in the amount of \$50,842.

The district's Microcredit Committee is encouraging other clubs to support Microcredit, one of the most powerful tools we have to reduce, or eliminate, poverty in developing countries. Let Mike Hayes (303-460-8571 or hmichaelhayes@ comcast.net) know if your club would like more information on Microcredit.

## District 5450 American Indian Committee

by Mike Oldham (Parker), PDG, Chair-American Indian Committee, meoldham@msn.com

The Rotary International District 5450 American Indian Committee exists to work with and serve the American Indian community in the greater Denver area. To date eleven Rotary Clubs have participated in the work of the committee principally through the Denver Indian Center (DIC) located on Morrison Road in the Westwood Community of southwest Denver. There are approximately 20,000 American Indians in the greater Denver area, from approximately two hundred Indian tribes. Our Mission Statement is:

We will work through our clubs and with the American Indians, their tribes and institutions in our communities, and with other interested organizations, governmental entities, and individuals, to make available to American Indians opportunities which encourage financially stable mechanisms for education (literacy, facilities, technology, mentoring, scholarships), good health (immunizations, medical care, food), jobs, peace and happiness that is available to all in this great country.

We will invite American Indians to become Rotarians by joining existing Rotary clubs, or forming new ones which reflect the diversity of their communities.

The first visit with the DIC occurred over three years ago. Its Director, Jay Grimm, has subsequently met with the District Health and Hunger Committee, spoken at the 2010 District Conference, and to a number of Rotary clubs. The DIC Board Chairperson, Rose McGuire, has also spoken to clubs. Since then Rotary club members have worked with the DIC on two fundraisers: for two years on its Christmas program for gift giving to children and for its food bank.

In April of 2011 twenty members of five Rotary Clubs participated,

through a District Simplified Grant, in ordering, building, assembling and installing equipment in preparation for a pre-school. Last fall we assisted with a Powwow at the DIC.

In the year ahead the following activities have been planned by the committee with the DIC: a fundraiser in late February, early March, to raise funds for the DIC; the installation (on April 7 with a back-up date, if needed, on April 21) of a playground with equipment and materials to be obtained with a District Simplified Grant and other gifts, supported by seven Rotary clubs; and a 9 Health Fair on April 14. The 9 Health Fair will benefit the DIC and the surrounding Westwood community. The Committee invites Rotarians from all clubs to help with these activities.

The committee, through the DIC and with the assistance of the District Literacy Committee, has been working to arrange a youth mentoring program, as well as a summer literacy and reading program.

The committee has met with the Colorado Indian Bar Association representatives regarding its work with the American Indian. The Bar Association plans an annual basketball tournament for high school youth from reservations known as the "All West Native American Basketball Classic" involving approximately 600 youth from reservations, their coaches and chaperones. They have asked us if Rotary would recommend keynote speakers for the Friday and Saturday evening program and consider other appropriate support for the event. Planning is underway.

The American Indian Committee welcomes the interest, involvement, and support of any Rotary club or Rotarian. Please call or write the Committee chairperson, Mike Oldham, at 303-660-9381 or meoldham@msn.com.

Mark your calendar...
April 27 - 29, 2012
District 5450 Conference



The Ameristar Resort Blackhawk, Colorado

Join District Governor
Jim Halderman
and The
Rotary Club of Golden
As We Celebrate
Rotary 2011-2012!

## Keep Those Stories Coming

Your District Governor appreciates the many engaging and inspiring stories and those important notices that have filled the pages of the district's newsletter during the past seven months.

If you have a story to share or an announcement to post, please be in touch with Paul O'Rourke (mopo8@ aol.com).

The deadline for February submissions is Monday, February 9. Please have copy, photos (3" x 4" in pdf or jpg and 96 dpi) with captions to Paul via email by February 9, 2012.

#### Rotary Focus on Membership by Debi Bush, Rotary Club of Denver Cherry Creek

## Changing Things Up With Your Approach To Membership In 2012

by Debi Bush (Denver Cherry Creek), District Membership Committee, dbush@cmitsolutions.com

As I was thinking of what topic to address in the first issue of the New (calendar) Year, I happened to read a great article in *The Rotarian* magazine. The title was "Open for business: One club attracts new members with an old tradition." Please make sure to read it in its entirety.

Clubs of all sizes and member demographics are **revisiting how** they recruit or attract new members as well as retain the existing ones by keeping them engaged. If they aren't, they should be. Whether your club is a major metro club with 100+ members or one that has less than 30 members, no club is immune to struggling with member recruitment and retention.

What are your members truly thinking about their club? For retention purposes and for recruitment insights, has your club president or membership chair thought of conducting a survey - electronic or inperson? Do you have "exit" interview questions in place for those times that members leave? There are numerous reasons for leaving a club - health, work changes/transfers, financial, and loss or lack of interest in the activities of the club. The leadership of your club must find out the reason for the departure of a member. Just as with some business clients, you may have members about whom you would like to better understand their potential for participation and/or level of enthusiasm. Should you be blunt and just ask "what would it take to get you to participate more in our club?"

The article I mentioned earlier comes from a member of the Rochester, New York Rotary club that is a major metro club. They have business and civic leaders in their club, yet they have encountered the **same problems and challenges** that our clubs in 5450 have: **retaining existing** 

members and attracting new, younger people. So, how will we do this?

Some of the new programs introduced by the Rochester club have been initiated in our District and others are on the Action Board to be implemented during DGE Mike Klingbiel's term this next Rotary year. Some of the proposed or new programs stem from the desire and need to recapture some of the initial Rotary spirit of business connections and networking. In my six years as a Rotarian, it has been stressed that Rotary is not a "leads group" or referral network; we are a service club. If you happen to derive business, it is a by-product of your involvement in Rotary. One prime example in our district is the "Rotary **Business Connections - Rotarians** Helping Rotarians" pilot program started by the Denver Southeast club to bring Rotarians together. The purpose is to use existing talents and resources to learn from each other and strengthen ourselves to further drive the integrity of the business community. The Rochester club is taking it to more intense levels. I would advise taking baby steps. There could be push back from tenured members who disagree about bringing the business aspect back into Rotary. A few years ago a handful of members in my Denver Cherry Creek club tried getting together for a business after hours to share more about our business so the law of attraction could take hold. Unfortunately, we didn't maintain the momentum to keep it going. Maybe we were a little bit ahead of our time.

Another possible road to explore is changing up your regular meeting time if you are a breakfast or lunch club. Try having an After Hours meeting with your members and encourage inviting guests, especially

young professionals who often prefer the "after work" meetings to 7:00 or lunch. Once again, from personal experience, this is worth a try. The change in your meeting time every once in a while (scheduled ahead of course and posted appropriately on your website) breathes fresh air into the meetings.

To bring this all together with a sports analogy: whether or not you have supported the Broncos this season and the changes they have made to accommodate the needs of the players and the team as a whole, you should admire the guts of the coaches and management to **try something new and daring**. Overall, the results have been amazing which includes drawing more Denver and Colorado fans back to Broncos football and inspiring us to cheer.

Let's do the same with our Rotary clubs – *change things up a little and be bold*. The growth of your club and its ability to attract new members and retain the current ones depends on your leadership and initiative. Get your "Ask in Gear" with prospective members and existing members.

Tune in next month for an introduction by District Membership Team member Nan O'Dell (Denver Mile High) to the Red Badge Program. You won't want to miss it.



## District 5450 Applicant Selected for World Peace Fellowship

by Dan Clark (Commerce City), PDG, Chair, World Peace Fellowship Committee

For the first time since the World Peace Fellowships were initiated, an applicant sponsored by District 5450 has been selected for the World Peace Fellowship Program-Certification.

Imal Momand, an Afghani citizen, is 23 years old, speaks Pashtu, English, Turkish, and French. He is currently working for People in Need (PIN) in Mazar-e-Sharif, Balkh Province, in Afghanistan. Imal is totally committed to improving the situation in his war torn country and personally involving himself in efforts directed at ongoing peace.

Imal's fellowship—unlike the 2-year fellowships—is a 90-day certification program focused on peace and conflict resolution. The program is held twice each year and offered only at Chulalongkorn University in Bangkok, Thailand. Imal was unable to locate a Rotary club in Afghanistan to sponsor his application and turned



World Peace Scholar Imal Momand

to the U.S. and the Evanston offices of Rotary International for help.

District 5450 agreed to sponsor Imal's application and we are honored that with his selection, Imal has become just the third Afghani citizen to receive this Rotary World Peace Scholarship.

Imal will begin his fellowship at Chulalongkorn University in February 2012. District 5450's current World Peace Fellow (in the 2-year program), Pantea Beigi, will begin the second year of her program at the University of Queensland in Brisbane, Australia at about the same time. Pantea will be attending the Rotary World Peace Symposium May 3-5 and the International Conference in Bangkok. We hope that Imal and "Pani" can connect in Bangkok and have the unique experience that only these world peace initiatives can provide. Both Imal and Pani have been sponsored by the Commerce City Rotary Club and have been counseled by PDG Dan Clark.

## The Sheri L. Simon, DVM – Rotary Memorial Scholarship Fund

by Kevin W. O'Connell, Chairman, The Brighton Early Rotary Foundation, Inc.

The Sheri L. Simon, DVM
- Rotary Memorial Scholarship
celebrates the life and legacy of
Sheri L. Simon, DVM of Brighton,
CO who passed away on December
4, 2011 and is designed to insure
continued education by students
in the disciplines associated
with Veterinary Medicine. The
Brighton Early Rotary Club chose
to honor and memorialize Sheri's
commitment to Rotary International
and her vocation with this
scholarship.

The Sheri L. Simon, DVM - Rotary Memorial Scholarship will be made available by application only to high school seniors in the 27J school district (Brighton & Commerce City) that have been accepted by an accredited college or university and plan to complete studies in disciplines associated

with Veterinary Medicine and who exhibit the potential to excel in leadership and community service capacities upon completion of their education past the high school level.

The endowment for this scholarship fund will be comprised of funds provided from memorial gifts made to honor and celebrate the life of Sheri L. Simon, DVM by Rotarians world wide as well as anyone else choosing to honor her memory in this manner.

If you care to be a part of this lasting legacy, please make checks for memorial gifts payable to The Brighton Early Rotary Foundation, Inc. Checks can be mailed to The Brighton Early Rotary Foundation, Inc., Attention: Kevin W. O'Connell, 12133 Hannibal St., Brighton, CO 80603-6957





## World Peace Fellowships announced

#### Note: District 5450 Club Presidents, Foundation and/or International Service Chairs

by PDG Dan V. Clark

On behalf of the District 5450 World Peace Programs Subcommittee, we are very pleased to announce that our District may nominate individuals for the world competition for either of two exciting initiatives of **Rotary International:** 

#### 1) Up to 60 applicants are selected annually to study at one of the six Rotary Centers for International Studies.

Each person selected will receive a two-year fellowship to study for a master's degree at one of the seven approved institutions of higher learning throughout the world that focus on world peace and international conflict resolution. The centers are located at Duke University and the University of North Carolina, USA (both universities participate); International Christian University, Tokyo, Japan; University of Bradford, West Yorkshire, England; University of Queensland, Brisbane, Australia and Uppsala University, Uppsala, Sweden. The Fellows chosen worldwide in 2012 will attend from 2013-2015. Selected USA scholars may not attend USA universities.

#### 2) Up to 30 (generally 20) of these fellows are selected to study at the Rotary Center -Chulalongkorn University in Bangkok, Thailand for one threemonth program beginning in either January or July.

Each person selected will receive a fellowship to participate in a professional development certificate program for three months of very interactive study focused on peace and conflict resolution. The fellow's employer will be asked to contribute 10% of the cost as a way of obtaining their "buy-in" to the importance of the program for their employee.

Please note: these Rotary World Peace Fellowships are separate and distinct from Ambassadorial Scholarships. As the Rotary Foundation explains, "Candidates

for Rotary World Peace Fellowships should have proven leadership abilities in addition to the academic, volunteer and professional experience that demonstrates a commitment to peace and conflict resolution. They will generally be older and more professionally focused than



the average candidate for an Ambassadorial Scholarship." Local colleges and universities; government agencies'; former international volunteers: mediation, arbitration and dispute resolution groups; and former Rotary Foundation Ambassadorial Scholar and Group Study Exchange alumni might be appropriate sources of qualified candidates.

Appointed by 2011-2012 District Governor, Jim Halderman, this Subcommittee will interview and select our District's nominees for the 2012 awards by 15 June 2012. In an effort to respect the excellent and up to date communications skills of any candidate that will be successful in this application process, all communications (except the completed final application form) will be handled via email and/or phone. As a result we are providing the following Rotary Foundation Internet link to the information that will be needed to support your selection and endorsement process. From this link, you or an applicant can access the Download Center for Program

guides, applications, information on the universities and the study content highlights.

#### 1. General information Rotarians/applicants: http://www.

rotary.org/en/StudentsAndYouth/ EducationalPrograms

2. Application process and forms From the link in #1, you can download all applications/information

The program rules require the District 5450 Subcommittee to conduct interviews with candidates selected by clubs in our District and to submit the selected applications to The Rotary Foundation in order to arrive there on or before the July 1, 2012 deadline. Clubs should begin their search for applicants in January 2012. They need to conduct their interview and selection process during April and early May.

Completed applications with your club's endorsement must be received at the address below by **June 1, 2012**:

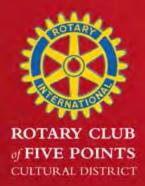
**District 5450 Rotary World Peace Programs Subcommittee** c/o PDG Dan V. Clark, Chair 10462 W. 75th Ave. Arvada, CO 80005-3844 303-424-2967

Email: danvclark@gmail.com

If you or your potential applicants have questions not answered in the Program Guide, elsewhere on the Website or if you are unable to reach me, you may also call RI at: 1-847-866-3318, fax: 1-847-866-0934, or email: rotarycenters@ rotarvintl.org.

Please do not hesitate to call, fax or email me for any assistance you may need. We look forward to receiving your club endorsed applications and interviewing your selected candidates.

# 1st Annual PingPong



A Rotary District 5450 Fundraiser to Eradicate Polio

> Sponsored by the Rotary Club of Five Points

ExDo Event Center 1399 35th St. Location: Denver, CO 80205

## Date & Time:

Tuesday, January 24, 2012

ENDPOLIONOM

Don't miss this opportunity to have some fun, meet new people, and change the life of a child who needs a polio vaccine.

Price: \$10

oliolournament



## HappyHour Drink Specials:

\$2 wells, \$3 domestic beers

& A Great Menu



For questions please contact Lynne Montague-Clouse at lkmc1@q.com

## Community Dinner Program Serves its 40,000th Meal

by Deborah Hage (Summit County) deborah@deborahhage.com

Fifty people, including fifteen children, showed up for noodle casserole, fresh salad and bread—the desserts came by way of a donation from Safeway—back on March 3, 2009. Summit County Rotarians, Al and Liz Wickert, performed chef duties during that first Community Dinner and from their perspective, determined the evening a complete success. No one was certain anyone would attend.

Sadly, the need for community dinners continued to grow. But fortunately, through generous donations—both in dollars and gifts in-kind from literally hundreds of people and businesses—the program was able to keep up with the demand.

On December 13, 2011, Summit County Rotarians served 557 dinners on that one night, a new record. And at some point during the first community dinner of 2012, on January 3<sup>rd</sup>, the



Above: Summit County Rotarians provide Service with a smile! Right top: Originator and ongoing coordinator of the Community Dinner Deborah Hage takes a turn on the serving line.

Right bottom:Terra Long and 4 1/2 month old Kannon were among those at the Community Dinner on Jan 3 when we served our 40,000th meal.

program's 40,000<sup>th</sup> meal was served.

Physical hunger remains a reality in Summit County and the Rotary Club of Summit County and the Community Dinner Program's many sponsors and participants remain committed to providing food, comfort, and a warm place to talk among friends.



### What Service Above Self Can Look Like!

by Carol Carper (Conifer), Health and Hunger Concerns Committee, <a href="mailto:ccarper1337@gmail.com">ccarper1337@gmail.com</a>

In July 2011, 6 teens from District 5450 traveled from Colorado to rural Kenya. Their purpose: to serve in another culture. Comprised of kids from interact clubs at Evergreen and Conifer High schools, the District 5450 contingent was joined by a young woman from Castle Rock and another student from Commerce City. The group spent three days going to school with Kenyan Secondary School students and then built a much needed footbridge. The bridge was close to the primary school and 40% of the students needed to cross the river on that old and shaky bridge that flooded in the rainy season. Walking around via another route involved a 3-hour trek, one way. Funding for the new bridge materials was provided through the Conifer Rotary Club and a global grant through District 5960.



The bridge building team sitting on their bridge.

The bridge was built in 2 days! The American kids worked alongside the Kenyan students. No machines were employed, just brawn and some creative engineering. What an accomplishment! Following their service project the kids went on an animal safari for several days.

But the serving did not end there. The American students went home for lunch with Margaret, a Kenyan student. Larisa Cox was moved when visiting her friend's home. When she came back she asked how she could help Margaret continue to go to school. With her Christmas money she is sponsoring Margaret for a whole year's education. Larisa not only helped build a bridge but is also giving one girl a bridge into a different life.

Harambee Inc., Kenya is planning on taking another team of interactors to the Uluthe/Mungao, Kenya project in 2013. If you know of a young person interested in joining, please contact <a href="mailto:ccarper1337@gmail.com">ccarper1337@gmail.com</a> for more information or go to the Harambee-Kenya facebook page for more pictures.

District Governor

Jim Halderman
and the

Rotary Club of Golden
invite you to the
2012 Rotary
District 5450 Conference



**G**elebrate all that is Rotary

Hear renowned speakers on important topics

Enjoy the company of fellow Rotarians

Experience a world-class resort hotel

Recognize club and individual achievements

April 27-29, 2012 Ameristar Resort Hotel Black Hawk, Colorado

## ~Conference Highlights~



Katie is Director of Learning and Program Development, Red Robin Restaurants. She brings a new light, a new energy, and new way of looking at Rotary, ourselves, and all we can be.



Corey is Prof. of Ethics and Law at the University of Denver. "Authentic Success" means we have solid character, a true contentment, and strong personal relationships.





Dr. Kalfuss is RI's
Training Leader and
has spoken on Rotary
subjects around the
world, including the
2009 International
Convention. A
truly dynamic and
knowledgeable gift to
our Conference.

Helene Kalfuss Rotary as a World-Changer

#### SPECIAL ATTRACTIONS

Katie Ehlis

**New Approaches to Rotary** 

Rachael's Challenge-Hear the moving story of the first person killed at Columbine High School on April 20, 1999.
 Rachel Scott's acts of kindness and compassion coupled with the contents of her six diaries have shown many how to live life by seeing good in others.

"Authentic success" message

- Celebration of eClub One's 10th Anniversary-40 members from around the world expected to be in attendance
- Celebrating with our Youth Exchange students
- Optional guided tours of the Black Hawk/Central City area, and MUCH MORE!

#### THE SITE

Ameristar Resort Hotel is Colorado's only AAA Four Diamond Casino Hotel Featuring hot tubs, fire pits, indoor rooftop pool, full-service spa,

salon and fitness center. Plus four dining options in the hotel

55,000 sq.ft. casino, live entertainment, and more

Located in the historic Black Hawk/Central City area



#### CONFERENCE REGISTRATION

Conference registration fee of \$160 includes all conference events. Meals include heavy hors d'oeuvres on Friday evening and breakfast on Saturday and Sunday. Other meals are "on your own". There are four dining areas in the hotel and many others nearby.

Conference registration must be done online only, and it's simple—go to www.rotary5450.org and click on the District Conference link.

#### HOTEL RESERVATIONS

Contact Ameristar at 720-946-4100 to make your room reservation. Indicate that you are attending the Rotary District 5450 conference April 27-29, 2012. Our group code is GCRCD12

The hotel is holding 100 rooms at a special conference rate of \$149 (plus taxes) per night. You must make your reservation by April 11, 2012 to receive this rate. It is strongly recommended that you make your room reservations early as the 100 rooms will go quickly, after which the rate may be higher. And please note that the hotel often fills up completely on weekends.

Join your fellow Rotarians and experience the 2012 District 5450 Conference, April 27-29, 2012!

#### **Rotary District 5450**



Make plans now to visit Thailand . . . the "Land of a Thousand Smiles". The RI Board selected Bangkok, the vibrant capital of Thailand, as the site for the 2012 Rotary International Convention. Known as the "City of Angels", Bangkok's culture, cuisine and traditions attract millions of international visitors annually and have earned it the top rating of "World's #1 Best City" for the past three years by Travel + Leisure magazine.

Thailand is ready and waiting to welcome you to their amazing country. The Thai government has rolled out the welcome mat for Rotarians worldwide by providing Rotary International with a \$9.4 million grant to help underwrite convention expense resulting in the lowest convention registration fee in 25+ years (\$160) if you register by Dec. 1, 2011.

#### Why attend a Rotary Convention?

If you ask Rotarians why you should attend an International convention, you'll get many opinions but in almost every case they'll tell you it is an unparalleled opportunity to do the following:

- Learn about successful and innovative projects that your club can replicate.
- Learn firsthand about all of the changes that are happening in Rotary
- Be inspired and motivated by internationally known speakers
- Build lifelong friendships with people who share your vision for a better world
- Experience the true "internationality of Rotary" in a place where the entire Rotary world comes together.

#### Visa Requirements

Rotarians from the US and Canada visiting Thailand will be able to do so with no difficulty. First, make sure your passport is current and won't expire either just prior to or during your trip. Second, the US and

Canada are on the list of countries that are "exempt" and <u>do not require an entry visa</u> as long as your stay in Thailand will <u>not be more than 30 days</u>. If you are planning an extended stay, an appropriate entry visa must be obtained in advance (4-6 months is recommended) from a Thai diplomatic or consular mission.

#### Get the "basics" out of the way

Be sure to take care of the following very important tasks <u>early</u> to insure your convention experience will be everything you anticipate once you arrive. If, in the end it is not possible for you to attend, you can cancel everything as long as you do so before March 1, 2012.

- <u>REGISTER ONLINE</u>: (using Member Access) before December 1 to be sure you'll receive the early registration discount (\$160). After this date, registration increases significantly. Register online at <a href="http://www.rotary.org">http://www.rotary.org</a>
- RESERVE YOUR HOTEL ROOM! This is very important. Some hotels are already sold out. Hotel rates in Bangkok are much lower than for the past few RI conventions. Book your reservation now to ensure that you will get the hotel that you want.
- ORDER YOUR HOC EVENT TICKETS: Visit the Host Organizing committee web site <a href="http://www.rotaryconvention2012.org">http://www.rotaryconvention2012.org</a> to order tickets for the various events that the HOC is planning. These, too, traditionally sell out early so reserve them early.
- MONITOR AIR FARE: Sign up to get notifications of fare changes on a web site like <a href="http://www.airfarewatchdog.com">http://www.airfarewatchdog.com</a> and be sure to use the RI Convention discount with United and the Star alliance partners.

#### **Rotary Focus on Literacy**

## The Imagination Library



Locally Sponsored by
The Rotary Club of Boulder
The Rotary Club of Boulder Valley
The Rotary Club of Broomfield



Through the Imagination Library a child receives a high quality gift book in the mail each month for up to five years. A one-year sponsorship costs \$28; sponsorship from birth to age five costs \$140 (which covers all costs including the book publication, postage, and handling.) The books are developmentally appropriate and are selected by a team of experts.

The Imagination Library was initiated in Tennessee by Dolly Parton for her own community and has now been replicated in over 500 other communities, including Boulder County and Broomfield County. The Boulder Rotary club and its local Rotary partners have been responsible for more than 60,000 books being distributed in Boulder and Broomfield Counties, supported by club contributions, individual members' contributions, and a district matching grant. In some cases Rotarians are also reading Imagination Library books to the children receiving them.

If you think your club might like to promote literacy in your community by implementing an Imagination Library project, you can get more information by contacting one of these Rotarians: Boulder Rotarian Diana Sherry (303 441-3142, <a href="mailto:sherryd@boulder.lib.co.us">sherryd@boulder.lib.co.us</a>) Rotarian and Foothills United Way Director Barbara Pingrey (303 444-4013, <a href="mailto:bpingrey@unitedwayfoothills.org">bpingrey@unitedwayfoothills.org</a>)





#### Rotary History by Jay Carpender, Rotary Club of University Hills

## District 7 becomes District 113

In 1937, District 7 was reclassified as District 113, which included the same territory, including all of Colorado and Wyoming, one Nebraska county and two counties in New Mexico.

The 1933 President of the Colorado Springs Club, Bernard Vessey, a funeral home operator, was chosen as DG. A cabin in Bear Creek Canyon was constructed for the Pikes Peak Council of Boy Scouts and christened "Camp Vessey" in honor of the first DG of 113.

Mortimer Stone, an established attorney in Ft. Collins (founder of Hill and Hill), served as the 2nd DG of District 113 from 1938 to 1939; he later served on the Colorado Supreme Court and was its Chief in 1953.

Hailing from Rawlins, Wyoming, Irving W. Dinsmore, who served in the Wyoming State Legislature was District Governor ending the decade of the '30's. It is possible that Dinsmore was involved in the development of the "Questionnaire" that circulated all Rotary Clubs outside of the United States (costing \$61.00 in postage) asking for opinions about the situation in post war Europe and the relations between Europe and the United States (it was about this time that Hitler banned Rotary Clubs in Germany). It caused significant discussion about Rotary's involvement in world affairs.

Succeeding Dinsmore in 1940 was D. D. Monroe a community leader from Clayton, NM. During his term, starting on June 15, 1941, Rotary held their 32nd Annual International Convention in Denver, the second visit to the city with 8,942 attendees.

Elmore Petersen, served as DG 1941-2; he was the Director of the Extension Services, and later the Dean of the Business School, at the University of Colorado and lived in Boulder.

A man who would never forget a face or a name was Laramie, Wyoming's Ralph McWhinnie, brother of Charles J. McWhinnie (of the Denver Club). McWhinnie served as the Registrar at the University of Wyoming for 43 years; he was also an author. His term as DG was 1942-43.

Edwin A. Bemis (Littleton) was selected as DG 1943-44. A journalist by profession, Bemis highlighted the use of club newsletters during his term. Now awarded annually, the Bemis Award is the highest honor to the District 5450's best "Editarians".

Known as Governor "Hicks", P. Hicks Cadle waited until after he was a District Governor in 1944-45 to become the Denver Club's President in 1951; Cadle was a meat seasoning manufacturer.

G. Lewis Miller, a Gunnison Attorney, was chosen DG for 1945 to 1946.

From LaJunta, James H. MacDonald, was District Governor, 1946-1947.

Walter B. Cooper of Ft. Collins served for the years 1947-1948. He was born in Elizabeth, Indiana, and grew up in Kentucky. He sold Chevrolets in Fort Collins for 32 years. Cooper started his own music publishing business, Cooper Music (and Appliance Company) to publish his songs as sheet music or records. He served as President of the National Automobile Dealers Association and president of the State Board of Agriculture, governing body of Colorado State University and Fort Lewis College of Agriculture.

District Governor George M. Kirk was an iron and steel manufacturer, who also served on the YMCA national board. His term was 1948-1949.

The Last District Governor for the area described as District 113 was James R. Mitchell of Casper, Wyoming. During his term, Rotary International subdivided the Rotary World again and created District 168, comprised of the same territory as District 113.

[some of the information in this article is drawn from The Rotarian, George E.
Mendenhall, Jr.'s History of District 5450 and District 5450's records]





## ROTARY CLUB OF SUMMIT COUNTY 27TH ANNUAL ICE MELT CONTEST 2012

You may be thinking of spring and how you'll be hiking in just a few months, but The Rotary Club of Summit County is thinking about ice.

Yes, ice. Our 27th annual Ice Melt Contest along with our very important Ice Princess Contest is already underway.

Here's how it works. You can use your weather skills and/or rely on past records (printed on each ticket) to calculate the date and time in 2012 when the ice will melt on Lake Dillon.

Prizes for the actual or closest to the correct time are as follows: \$4,000 for first prize, \$2,000 for second prize, and \$1,000 for third prize. The tie breaker for matching responses will be the high temperature of that particular day in Dillon.

The "Ice Device" will be strategically deployed by way of the Summit County Sheriff Department's

hovercraft. Come at Lake Dillon on at 11:00 am at the

Tickets are only \$5.00 from your Rotarian our website www.
Multiple entries the Mail In Entry available for multiple closes at midnight on 2012 or earlier, if the

So buy your tickets way to be a part and contribute to



join the festivities Saturday, April 7th, Marina.

and are available friends and online at dillonicemelt.com. can be made on Form. Discounts are entries. The contest Sunday, April 29th, Ice melts.

now. It's a great of our community worthwhile projects.

#### BUT THE FUN IS NOT OVER YET!! WE ALSO HAVE THE ICE PRINCESS CONTEST!!!

Princesses are nominated by local citizens and Rotarians to compete in a Chicago Style vote – the one with the most money raised wins the Crown. This is intended as a fun fundraising event that enables the princesses and their primary sponsors to become better known in our community and be recognized for their contributions to worthwhile programs. The Princess Coronation will be held at a future Rotary meeting, the date to be determined. Princesses are recognized in our monthly Rotary page in the Summit Daily News, on Krystal-93 radio spots, and photos posted on our web page: www.dillonicemelt.com.

For more information contact Rob Phipps <a href="mailto:rbbybby@hotmail.com">rbbybby@hotmail.com</a>

## Your Monthly Rotary Quiz

Be the first to respond (to Paul O'Rourke, mopo8@aol.com) and receive a "prize" from District Governor, Jim Halderman, and an opportunity to publicize a project or program in



which you, your committee, or your club is currently engaged or has recently completed. And remember, all questions are taken from this month's The Rotarian magazine.

#### This month's head scratcher:

According to the results of a 2010 public image survey, which country had the highest proportion of respondents who said they were aware of Rotary? Which country had the highest proportion of respondents who said they had some familiarity with the organization and its activities?

December's Winner-Congratulations to Diana Royce Smith (Boulder) who correctly answered—just minutes ahead of Eli Buzas (Niwot) and Rolando Cuadrado (Summit County)—December's question: What is the name of Paul Harris' home in Chicago and how did the residence come to be so named?

Answer: The Paul Harris home on Chicago's South Side is named Comely Bank, after the street where Jean Harris grew up in Edinburgh, Scotland. Found of page 45 in the December The Rotarian Magazine

#### District 5450 lapel pins



District 5450 lapel pins can be ordered through PDG Karen Sekich at ksekich@aol. com. The cost to the District is \$1.05 per pin and payment should be made to Rotary International District 5450."

The Rotary District 5450 Governor's Newsletter is published monthly by **Rotary District 5450, Colorado USA** 

> Editor: Paul O'Rourke (Golden) 303-526-1745 • mopo8@aol.com Publisher: C. Dale Flowers (Littleton) 303-794-4218 • rotary@cdale.com



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www.rotary 5450.org

#### **DISTRICT 5450 LEADERSHIP District Governor**

Jim Halderman (Golden)

**District Governor-Elect** 

Mike Klingbiel (Denver Southeast)

**District Governor-Nominee** 

Dan Himmelspach (Denver Mile HIgh)

**Treasurer** 

Dick Castleman (Englewood)

**Secretary** 

Patricia Fiske (Castle Pines)

**Past District Governors** 

Karen Sekich (Longmont Twin Peaks) Mike Oldham (Parker) David Beall (Littleton)

**District Trainer** 

Karen Briggs (Denver Southeast) **District Events Resource Team Chair** 

**Gary Fletcher** 

**Rotary Awareness** 

Bill Fernow (Parker)

**Membership Chair** Bob Walsh (Denver Mile High)

**Service Projects Chair** 

Craig Essex (Smoky Hill)

**The Rotary Foundation Chair** 

Ann Tull (Denver Mile High)

**Rotarians at Large** 

Mary Kay Hasz (Highlands Ranch) George Maybee (Commerce City) Carol Carper (Conifer) **District Office Manger** 

**Beverly Mendel** 

#### **ASSISTANT GOVERNORS**

Steve Sehnert (Denver Mile High) Steve Mast (Denver) Ted Cluett (South Jeffco) William (Bill) Downes (Evergreen) Steve Baroch (Castle Rock High Noon) Jo Kirkenaer (Niwot) Peter Ewing (Boulder) Beverly Mendel (Carbon Valley) Kevin O'Connell (Brighton Early) Dan Hershberger (Arvada) Dan Green (Golden)

Al Johnson (Parker) Bob Martin (Highlands Ranch) Susan Jurgensmeier (Summit County) Mark Lund (Winter Park)