



Reach Within to Embrace Humanity

ROTARY DISTRICT 5450

Jim Halderman, District Governor 2011-2012

MARCH 2012

Number 9

WORLD LITERACY MONTH

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March is World Literacy Month

March brings more than just shamrocks

by Hal Kuczwara District 5450 Literacy and Education Co-Chair, 303-421-5747, hal@funlosophy.com

March is also Rotary International's Literacy Awareness Month. The District Literacy Committee invites each club to look at its literacy efforts in the community, as well as nationally and internationally. Please take some time to inventory your club's projects, as the Literacy Committee will be in touch with each club to get your literacy projects list.

It is with great pride that Rotary Clubs in District 5450 are involved in hundreds of literacy related projects. In fact, the District Literacy Census for 2010-2011 reported that the 67 clubs in our district are actively involved in over 500 Literacy Projects. Thirty-nine clubs, just over half, reported having a literacy speaker at their clubs. Thirty clubs reported giving academic scholarships to students. Another twenty-two clubs are involved in a club "dictionary" project.

Clubs reported a variety of projects, including "Read to Me" programs, book drives, "The Imagination Library," Literacy Month celebrations and recognitions, "Rotary Reads," and "Newspaper in Education" projects. Also reported were journaling projects, "Brainwise," Junior Achievement, computer projects, school and library assistance projects, and student exchange programs. Interact and Rotaract programs are, indeed, literacy programs,

as are health education projects, mentoring and vocational literacy projects, and hunger and water literacy projects, as well as 4 Way Test/Ethics programs. Rotary clubs in the district have partnered with food banks, Goodwill Industries, The Denver

Indian Center, The Denver Post, The Colorado Council of the International Reading Association, Kids Inc., in addition to the Aurora, Jefferson, Douglas, Boulder, Denver, Arapahoe, and Adams County libraries on

hundreds of international literacy projects.

About one third of the district's clubs participate in the District Literacy Conference each fall. Many clubs have "Every School a Star" programs. Information about these programs can be found on the Rotary International website. We should all be proud to be part of a district that leads in literacy and education, and yet as wonderful as all this sounds, perhaps one quarter of the clubs in the district don't report their active literacy projects. More than half don't report literacy projects accurately, assuming that literacy is only reading related.

Keep in mind that the role of the District Literacy and Education Committee "is to support clubs in their overall initiatives to support literacy and education, both in our local communities and internationally."



Littleton Rotarians place bookplates into Student Dictionaries prior to distribution to third graders at six Littleton schools

A Message from your Governor

by District Governor
Jim Halderman
Rotary Club of Golden



"As a Rotarian, I will..." So starts the *Rotary Code of Conduct* that used to be called *The Declaration of Rotarians in Business and Professions*. I am sure by now all Rotarians know the eight steps by heart as they are the simplest acts in achieving the Vocational Service section of RI President, Kalyan Banerjee's, Changemaker Award. Well, maybe not by heart, but I find it a tremendous reminder to reread the code each morning as it hangs above my desk.

I use three "C's" as my guiding principles: **Courage, Character, and Compassion**. In our District I watch people act with great Courage and, when confronted with doubt, I ask myself: "what would those individuals do?" and act accordingly. On Compassion, I have but to remind

myself of the many spiritual leaders in my life and attempt to mimic their actions.

Character can be more complex to define; that is, until I hung the Rotary Code of Conduct above my desk. It is a simple exemplification of the actions contained in the Four-Way Test. The

"Code" reads:

Exemplify the core value of integrity in all behaviors and activities. In other words, live the Four-Way Test.

Use my vocational experience and talents to serve in Rotary. This is the first part of this year's theme: "Reach Within to Embrace Humanity".

Conduct all of my personal, business, and professional affairs ethically, encouraging and fostering high ethical standards as an example to others. Again, Kalyan reminds us of Mohandis Gandhi's words: "Be the change you wish to see in the world."

Be fair in all dealings with others and treat them with the respect due to them as fellow human beings. Even when no one is looking.

Promote recognition and respect for all occupations, which are useful to

society. As I eat my meals I often think of the thousands of people who have been involved in my being able to do this. Every occupation is a link to one large chain that connects us.

Offer my vocational talents to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community. The youth of today will build my Rest Home of tomorrow. I wish to pass all the skills I have to others.

Honor the trust that Rotary and fellow Rotarians provide and not do anything that will bring disfavor or reflect adversely on Rotary or fellow Rotarians. Is this not the Golden Rule, a foundation in all religions?

Do not seek from a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship. In all your business dealings remember that good service lasts much longer than a discounted price.



Investing in literacy pays
off big for everyone

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could win \$2,500**



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Learn more at www.rotary.org/literacyaward

Local literacy group reaches out to Guatemalan students

Summit County residents help out through Rotary

by Kathryn Corazzelli, Summit Daily News

Mary Anne Johnston has been on a few Third-World excursions, but her recent trip to Guatemala was “by far the most incredible experience I’ve ever had in a developing country.”

Johnston, the literacy chair for the Rotary Club of Summit County, just got back from an 11-day trip to the country with the Guatemala Literacy Project, a partnership between North American and Guatemala Rotary clubs and the nonprofit Cooperative for Education. The group strives to address the root causes of poverty in Guatemala through education initiatives.

Here’s how it works: The literacy project matches Rotary clubs in North America with needy schools in Guatemala. The clubs raise funds to purchase textbooks, library materials and computers — the Summit County club gave \$2,000, which was then matched twice — which are then delivered through trips by the Rotary members. This past trip included Rotarians from all over, including two from Summit County: Johnston and Joni Ellis, who was accompanied by her husband, Pat Wathen.

According to its website, the cooperative chose to help the children of Guatemala because many graduate school without the necessary skills to get mid-level jobs, which condemns them to a life of “ignorance, poverty and discrimination.” According to UNICEF, 75 percent of Guatemalans live below the country’s poverty line.

On this particular trip, picture



Along with plenty of books, Summit County Rotarians Joni Ellis (left) and Mary Anne Johnston brought along a copy of the Daily on a recent literacy trip to Guatemala.



A teacher in Guatemala reads to her class from a book for the first time.

books were given to elementary teachers, who previously received training on how to use them.

“Evidently, the teachers there just used to have kids copying things off the board,” Johnston said. “They have no books. So we’ve been training teachers how to read to a child and a group of children.”

Students also created their own books while the volunteers were there. Johnston was given one of them, decorated with hand-drawn pictures and children’s handwriting. The

authors all signed their names on a dotted line on the last page; Johnston said they all live and go to school in a dump.

Volunteers on the February trip also brought children in the middle schools textbooks for math, science, Spanish and social studies. They are all printed in Spanish. The literacy project’s website says the use of books in the classroom improves grades by up to 30 percent, and comprehension, retention and interest in subject matter by more than 70 percent.

Grateful for supplies

The group visited 14 schools over the 11-day trip. So far in 2012, the efforts of the Cooperative for Education as a whole include providing 1,030 students with textbooks, the creation of four computer centers, and the training of eight new computer teachers. According to the cooperative, more than 90 percent of schools lack textbooks and basic library books. Fewer than 5 percent of children have ever used a computer.

“None of the kids in Guatemala go to school for more than half a day, because they share schools,” Johnston said. “I was just blown away. These kids were just absolutely adorable.”

For Ellis, one of the most memorable parts of the trip was the thankfulness of the Guatemalan people. Students would hold onto her, and parents would look her in the eye, “from the heart,” she said. “It felt like

Summit County Literacy contd on page13

District Governor
Jim Halderman
and the
Rotary Club of Golden
invite you to the
2012 Rotary
District 5450 Conference



Celebrate 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.

Katie Ehlis
New Approaches to Rotary



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.

Corey Ciocchetti
"Authentic success" message



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

- 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.
- 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!

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Why You Should Attend the District Conference

Your Personal Invitation from District Governor Jim Halderman

There are many Rotarians in our district that have never experienced a District Conference. I can understand, as some are tuned in to the familiar radio station WIIFM (what's in it for me). The question: why, on earth, should I pay that amount of money and for what? It's too expensive; it's a lot of time, etc. Too expensive, of course, is typically another way of saying I don't see the value of it for me, which is a fair statement.

I can only share some of the reasons that make a District Conference so attractive to me. Maybe the greatest experience is the opportunity to see, feel, and touch the many ways Rotarians serve humanity locally and internationally as we walk through the House of Friendship. Every year members tell of learning new ideas, begin multiple club relationships, and expand their knowledge of just how many lives are changed for the better by Rotarians in our District.

This year you will learn about Croatia, a new District to Rotary, from

the Group Study Exchange that will tour our District. This is always a broadening experience. Our Youth will, again, display their many talents and, this year, with a greater emphasis on the "Internationality" they bring to the conference.

The speakers at your Conference are all professional speakers and will present very powerful stories that will draw on all emotions. Each will entertain, inspire, and challenge us to be greater. The theme this year is "Reach Within to Embrace Humanity". Some of the speakers will show us what it means to reach within while others will inspire us to Embrace Humanity.

The fellowship is always an outstanding part of the event and will be enhanced this year by the venue's physical layout. We will be sitting "theatre style" as opposed to spread out at large tables. This will give much greater connection to the presenters as well as to "one-on-one" dialogues. Saturday evening will be filled with many opportunities, in and out of the

Hotel. The pool, spa, and fire pit on the 35th floor offer a unique experience. The biggest name entertainment in the State will be in the lounge. Join the sightseeing tour (sign up ahead of time), led by a professional tour guide, that will take you through the historic mining towns and to dinner at the Black Forest Inn. Individual clubs will have their own private events while others will partake of the entertainment in the House of Friendship with other friends.

This will be a unique experience for all, as many things will be different. One difference is the lowest price yet. Another, the spectacular rooms and facility, and a third, but perhaps most important, is the inspiration gained from the powerful presentations and connections.

Though many will ask "WIIFM" before attending, I am comfortable in my prediction that all will walk away with a positive and enthusiastic response to that question *after* attending this year's conference.

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.

Volunteers Needed for District 5450 Service Project

Please reserve Saturday, May 19th for the first annual district-wide service project benefitting the YMCA Camp of the Rockies at Snow Mountain Ranch in Granby, Colorado. The relationship of the YMCA and Rotary has been "beneficial to all concerned" for some time. Rotary Youth Exchange has used their facilities to hold interview and orientation weekends at little or no cost. In recognition, District 5450 Rotary Youth Exchange and Snow Mountain Ranch will be hosting a volunteer day to benefit Camp Chief Ouray at Snow Mountain Ranch. We are asking all youth exchange students (current inbound and our '12-'13 outbound class), all Interact clubs, and Rotaract clubs within our district to provide volunteers.

WHEN: Saturday, May 19th breakfast at 7:30 AM

WHERE: Snow Mountain Ranch in Granby Colorado

WHAT: Volunteers will construct a new archery range, install a new swing set with landscaping surrounding the set, do trail maintenance around the grounds and cabins, paint cabins and other projects. If inclement weather, all projects will be indoors. Work will prepare Camp Chief Ouray for the summer opening. Work to begin at 9:00AM and finish by 5:00 PM

PROVIDED: Volunteers may stay free at Snow Mountain Ranch either Friday or Saturday night. All meals (breakfast, sack lunch and dinner) will be provided for volunteers on Saturday. Volunteer day will conclude with a campfire ceremony, including S'mores and camp songs.

Those wishing to stay an extra night, either Friday night before, or Saturday night after, may do so for an additional \$49 and meals beyond those listed above will be at cost. We are joining the annual volunteer day of the Snow Mountain Ranch. We are asking for 60-70 volunteers. Rotarians are also needed to provide supervision as well as labor.

For more information or to volunteer, contact Peter Ewing, Assistant Governor, at pmjewling@earthlink.net or call 303-449-4795.

Volunteers Needed for 9Health Fair at Denver Indian Center

Our District 5450 American Indian Committee is working with the Denver Indian Center and Denver Indian Family and Health Services to conduct a 9Health Fair on Saturday, April 14th from 7:00 a.m. to 12:00 noon at the Denver Indian Center, located at 4407 Morrison Road in Denver. This Fair will benefit the American Indian population of the greater Denver area, the people of southwest Denver, and specifically the people in the Westwood community where the Denver Indian Center is located.

We can use your help as a medical or non-medical volunteer. If you can help, please go to: www.9HealthFair.org and register as a volunteer. To designate our Fair, please use the zip code 80219 and scroll to the Denver Indian Center. If you are a medical volunteer, please also contact our medical coordinator, Dr. Tom Larkin (Denver Southeast Rotary Club), at larkinteye@aol.com or 303-762-8025. If you are a non-medical volunteer, please contact Mike Hitchcock (University Hills Rotary Club) at mhhitch@aol.com or 303-792-2946. If you have questions about the 9Health Fair, please contact Mike Oldham (Parker Rotary Club) at meoldham@msn.com or 303-660-9381. Thank you.

Rotary eClub One continues support of International Conservation Exchange Program



In 2010, District 5450 awarded the Preserve Planet Earth Award to Rotary eClub One for its sponsorship of an exchange program between Conservation Volunteers Australia and the California Conservation Corps. The Preserve Planet Earth Committee was especially pleased to note that eClub One was committed to a three-year obligation of support.

During the first year, 2009-10, a Conservation Volunteers Australia team (11 participants) went to California; in turn, the California Conservation Corps sent 10 participants to Australia. In Australia, the groups worked in several locations including King Lake National Park and the South Australian coast. In California, groups visited Yosemite National Park and worked on trails in Big Sur and Sequoia parks.

At the end of the 2009 exchanges, the two groups surveyed their teams. Responses were positive:

Comments from members of Conservation Volunteer Australia

- "It's a great chance to see the world and learn new skills" – Brett
- "The spike trip to Big Sur was awesome. Got to work hard and learn lots of new things" – Roxy
- "I thoroughly enjoyed travelling overseas and would recommend it to anyone" – Jordan



Beach cleanup in California



Invasive species cleanup in Australia



Farewell gathering in Australia 2011

- "You meet awesome people and see a lot of California. Loved every minute" – Zoe
- "A great way to meet new people and see new sights" – Pieter

Comments from the California Conservation Corp

- "CVA is a life changing experience." Ben

- "I had one of the best experiences in my life in Australia. I gained a lot of important knowledge on conservation and making our planet a cleaner place to live in." Renae
- "Having such an amazing experience overall, I'm hard pressed to pick a favorite. Everything was great. Thank you all very much." Alec
- "Just working with the people, it was awesome" Mick
- "It was an awesome experience being able to see the wildlife." Gabriella

This exchange program continues.

In September and October of 2011, a team of 10 enthusiastic California Conservation Corps members worked alongside the Australian community with flood recovery and clean-up efforts in Queensland. Not only did they gain experience and friendships, they also have a new appreciation of conservation in another country.

The timing of the visit to California was moved this year to January and February 2012 so that Australian students could take part in the program during their summer holidays. Says new Conservation Volunteers Australia program manager Prue Simmons, "The California Conservation Exchange Program is a fantastic way for young people to learn new skills in outdoor conservation, work in a dynamic team, meet lots of new friends from across the world and gain a strong sense of independence and confidence from taking part in the experience."

"The exchange is a fabulous way," continues Simmons, "to enable environmental students a practical kick-start to their career in conservation and we often find the participants return with a strong sense of motivation and direction in their chosen career pathway or studies."

Rotary eClub One is proud to support this International program dedicated to Preserving Planet Earth.

Rotary Focus on Literacy

The Imagination Library



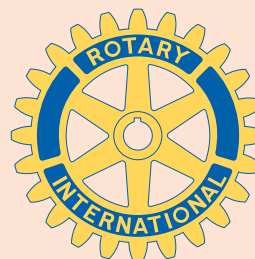
Locally Sponsored by
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 The Rotary Club of Boulder Valley
 The Rotary Club of Broomfield



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, sherryd@boulder.lib.co.us) Rotarian and Foothills United Way Director Barbara Pingrey (303 444-4013, bpingrey@unitedwayfoothills.org)



Get Qualified People In The Door AND Don't Let Good Members Leave Out The Back Door

by Debi Bush, District Membership Chair, RC of Denver Cherry Creek, dbush@cmitsolutions.com

February was a busy month for our District Membership Team and what a great team we have (for which I am grateful). We participated in the District Leadership Training session on the 11th and then at PETS at the end of the month.

At the Leadership Training session, three of us from Membership interacted with PE's and PEN's in 20-minute increments, covering ten tables. These were more like extended speed dating sessions. Thanks to Sharon Maybee, from our Team, we documented an enormous amount of our discussions spanning three hours plus of interaction.

Our key message to everyone was that **Membership is the most crucial and critical element** contributing to a club's success and growth. Everything else—like speaker programs, projects, and Foundation—will fall into place *as long as* the Membership component is strong. We continue to return to the 3 R's of Membership that have been written about in previous articles: **Recruitment, Retention and Relevance**.

Whether it is at leadership training, or PETS, all clubs have similar challenges and frustrations when it comes to membership.

Recruitment means your club's membership committee, leadership, and every member of your club need to "vet" all prospective members. Every Rotarian needs to take membership seriously and keep it a priority. It's hard at times for small struggling clubs or even large ones to think of turning someone away. The club needs members. However, in the absence of a good vetting or **qualifying process**, many of these new members will be exiting out the back door sooner than later. That is not good for your club or the morale and energy of your members. If new members are young professionals (25-40 years old), they want to **be engaged**; the time they

invest in Rotary needs to be **relevant**. Think of how someone feels the first time he/she visits your club. Are you welcoming and fun and demonstrate your club's good personality?

In business—and know that Rotary is its own kind of business (this was discussed at PETS)—the owner or decision maker or salesperson thoroughly qualifies prospective clients or employees (i.e. members) for a whole host of reasons. It's all about asking a lot of questions of the prospect and **listening**. Expectations need to be discussed with the prospective Rotarian before the application is filled out.

PICK THE RIGHT PEOPLE to join Rotary and you will have happy members (i.e. customers).

Retention involves ongoing education and engagement of each member. Last month we introduced (or increased awareness of) the Red Badge program. This is the orientation, education and engagement process that every club should implement and follow consistently. Starting off on the right foot with a newly inducted member will set the tone and stage for success. My Denver Cherry Creek club has great momentum right now in recruiting new members, of whom many are young professionals. We have been told repeatedly that our visitors **enjoyed** our club and its personality. This is a selling point and differentiator for our Rotary business. What's yours?

Maintaining this momentum and energy with new and tenured members is important. Never assume that a tenured member is happy. The most active and dedicated members sometime experience burnout. Do a mini-assessment of your club and its members.

There is a Club Assessment Tool on the RI site for this or you can contact your District Membership Team. Here are some questions you can (and should) ask:

- Are interpersonal relationships strong?
- Are members engaged?
- When was the last time your club had a 4 minute educational presentation or discussion on an aspect of Rotary?
- Do members give short "vocationals" or give a talk on their industry?

People want to feel valued.

Education and outreach, in a variety of venues, will provide that value. And, it certainly doesn't hurt to demonstrate appreciation for the contributions (time, treasure or talent) of a member. Everyone likes to be **recognized**. I know that I do! Don't wait for your transition or changing of the guard annual celebration to recognize a member. Do it now and do it often.

Relevance: Are your club's projects and activities relevant to your members? Each project doesn't have to be relevant to *every* member, but assessing your members and their interests is important. Have new or tenured members approached others about programs or speakers they would like to hear, or a new project upon which the club could embark?

Finally, just as I have written about the 3 R's of Membership, remember the 3 T's of being in Rotary: **Time, Treasure and Talent**.

We need to give our members value for the time, money and energy they invest in Rotary.



 **Bangkok**
ROTARY INTERNATIONAL THAILAND
CONVENTION 6-9 MAY 2012



"In matters of style, swim with the current; in matters of principle, stand like a rock."

— Thomas Jefferson

2012 Rotary Club of Golden **ETHICS** **IN BUSINESS AWARDS**

The Golden Ethics in Business Awards are a Golden Rotary Club tradition of honoring two local organizations, one profit and one non-profit, for leading the way in business ethics.

These organizations demonstrate the highest standards of ethical business practice, integrity, and civic and social responsibility. Our mission is to recognize the best of the best.

JOIN US

The Rotary Club of Golden and the Golden and West Chambers of Commerce cordially invite you to join us for the 7th Annual Ethics in Business Awards Luncheon.

Thursday, April 5 | 11:30 a.m. to 1 p.m.

Denver West Marriott

1717 Denver West Boulevard, Golden

\$35 per person - prepaid reservations required. Seating is limited.

For more information or to register for the Rotary Golden Ethics In Business Awards go to:
<http://www.goldenrotaryethics.org/index.htm> Copyright © 2011 Rotary Club of Golden.



The Keynote Speaker will be Jake Jabs. Jake Jabs is the President and CEO of American Furniture Warehouse. The fourth of nine children, Jabs was born and raised in rural Montana, and his parents were immigrants from Russia and Poland. Jabs credits his family for providing him a strong work ethic, a sense of family and a love of music.



The Master of Ceremonies will be Ed Greene, CBS4 weather and news anchor. Ed is the senior member of Denver's working media and has been a Denver TV Newscaster for over 32 years. He also does weather for Denver's KYGO radio.

Commerce City Rotary Club's Heart and "Sole" Shoe Program

...or finding the true meaning of gratitude

by Amy Neurauter, President, Commerce City Rotary Club President, aneurauter@agent.shelterinsurance.com



I have been involved with the "Heart and Sole Shoe Program" for the past six years. It is, and has been, an amazing experience. I personally arrange to meet "my families" just prior to the Christmas holidays at the Commerce City Wal-Mart, where the kids and parents shop for shoes, socks, hats and gloves. Donations from the Commerce City Rotary Club pay for this holiday shopping experience.

The parents always seem overwhelmed. Their gratitude comes from knowing their kids will be able to have those necessary—and often too expensive—items that they sometimes cannot afford. In many instances what goes home from Wal-Mart is Christmas, for them and for me. The smiles that spread across the faces of the kids as they try on new shoes and pick out socks are, well, priceless. Just watching them light up when they've found that one pair of shoes they really want and need confirms, for me, they are receiving more than shoes; we're helping to give them something to be proud of, and pride is a powerful and wonderful gift. One family this past year gave me new perspective on what this program does; it taught me a whole new meaning of gratitude.

She had made her way to the Wal-Mart, with her six kids in tow, all of

them ready to shop for new shoes. But there was more than the need for new shoes on her mind and in her heart. She explained to us that she had just lost her son in an automobile accident. His car, one of his favorite possessions, remained in her driveway. City workers had recently visited and instructed her to remove the car or get it licensed. She couldn't afford the cost of repairs to pass an emissions' inspection and was afraid she was going to lose her son's car, three days before Christmas. Her heart-wrenching story had everyone in tears. But as it many times is with Rotarians—and not only at holiday time—one of our Commerce City Rotarians is on the City Council and volunteered to see what could be done for the woman and her son's car. When told we were going to intervene on her behalf, her tears flowed once again, but this time in gratitude, not in pain.

To know that Rotarians were able to ease her heart—and eventually help her keep her son's car—means so much. I am so grateful to each member of the Commerce City Rotary Club for putting money in the pot each week so we can help some 550 kids each year with this amazing program. This is why I am a Rotarian!

Summit County Literacy contd from page 3

you we're really doing something."

Ellis went on the trip because she wanted to participate in an international Rotary project, and this one seemed to be well-organized and sustainable.

"It held up to all my expectations and beyond," she said.

Johnston came back to Summit County with the same memories of gratefulness as Ellis. She has a picture of an elderly man, missing his two front teeth, who said thank-you by gifting her with a colorful woven piece of cloth.

"They have nothing. He wanted to give me something, and it just broke me up," she said. "Here we are, we're so fortunate and we have so much."

Johnston took numerous pictures of the trip, and is happy to show them off. There are many of children's faces — one of her favorite things to photograph — a teacher from the school in the dump reading to her class for the first time, and then another of them acting out the story, children peeking into a new computer room with a look of awe on their faces, and many of the locals having fun: dancing, wearing costumes and playing instruments.

More help

Johnston said she hopes to get more people in Summit County involved in helping the Guatemalan students. She would love to see a school here help out by creating books — written in both Spanish and English — to bring over and keep in the Guatemala classrooms. It might be fun to try to get the Rotary's Interact children involved in some way, maybe by raising money to sponsor a student. But whatever happens, she knows she'll be going again next year. Ellis said she would definitely consider going again.

"Hopefully we'll be giving even more books," Johnston said.

For more information about the literacy project, go to www.coeduc.org/rotary.htm



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 do not require an entry visa as long as your stay in Thailand will **not be more than 30 days**. 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 early 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.

- **REGISTER ONLINE:** (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 <http://www.rotary.org>
- **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 <http://www.rotaryconvention2012.org> 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 <http://www.airfarewatchdog.com> and be sure to use the RI Convention discount with United and the Star alliance partners.



Rotary Youth Leadership Awards

RYLA is a leadership-training program sponsored by Rotary International that promotes, encourages and rewards outstanding young people.

An all-expenses paid six-day conference that brings together a special group of young men and women from Colorado, Wyoming and Western Nebraska to share ideas about becoming better leaders.

An action-packed program of activities that helps build confidence and leadership skills (like problem solving games, challenge course, skits, group discussions and teambuilding activities).

An adventure that just might change your life!

If you:

- Will be a junior or senior next fall
- Have demonstrated leadership in your school, community or place of worship
- Would like a chance to meet and talk to other teens from different schools
- Are interested in making new friends
- Want to become a better leader



...Then you should come to RYLA!

Where: YMCA of the Rockies, Estes Park, Colorado

When: Sunday, July 22 - Friday, July 27, 2012

Cost: Paid by your local Rotary Club

To apply: Please see your school guidance counselor or a representative of a local Rotary club. Or, better yet, just apply on our web site:

www.rmRYLA.org

You will find details on your local rotary club contact information there as well.

For more information, contact:

**Gloria Reynolds, algereynolds@aol.com
303.349.9332**

Application deadline: April 30, 2012

Rotary International is an organization of business and professional people united worldwide who provide humanitarian service, encourage ethical standards in all vocations and help build goodwill and peace in the world.



Focus on Family of Rotary

A Bird's-eye View of the "Rotary family" in Action

by Staff Editor, January 21, 2012, Posted in "Life in Evergreen" - A Blog by Linda Kirkpatrick

Evergreen is fortunate to have two wonderful Rotary clubs, one that meets on Friday mornings at El Rancho, and one that meets on Wednesday evenings at Mt. Vernon Country Club. Both do a great deal for the Evergreen community as well as the world beyond, bridging the gap between the haves and have-nots, working to encourage peace and understanding in the most basic of ways.

All Rotary clubs stress the importance of adhering to a high level of ethics and abiding by a moral code. Rotarians are reminded to ask themselves regularly: Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned? Rotary is considered the premier service club of the world.

Some clubs go a step farther in looking after their own.

Evergreen Rotary is a most unusual group of people of about 120 men and women, about 75 of whom show up for meetings on any given Friday morning. I've had the pleasure of visiting the club on

perhaps a half-dozen occasions. Not being a joiner of anything and being a bit more reserved than most, I feel like a bird sitting on a post watching from afar. They are a fun-loving group, almost a bit zany at times (for 7 in the morning). They really get into loosening people up whether it be dancing in the aisles, dressing in costume, or serenading a loved one who's leaving office.

A visitor never knows quite what to expect nor how to react, and guest speakers who travel the circuit of civic organizations would unanimously

conclude it's a group like no other. And they are right. It's a family.



Amongst the committees and subcommittees that go with belonging to this organization is a group they call "Family of Rotary." Whenever a

who "walked the talk."

In 2009 the Weinbergers co-chaired Bright Lights Rotary Nights, the annual fundraising event and were preparing to chair the event for 2010.

About that time Robert lost his job, and they considered moving elsewhere if a job opportunity arose. But before long Robert was diagnosed with cancer of the urethra, an unusual kind of cancer, one the doctors had seen few cases of and knew little about when it came to preparing the patient and his wife for what to expect.

That's when the Weinbergers got to experience the Family of Rotary.

From surgery, through

treatments, and well beyond, the family was there. "Everybody rallied," said fellow member Mark Vickstrom. They sat in bed with him to talk, watch TV, or root for football teams.

"it was like a slumber party," remarked Jane, who recalled lovingly those who could say they'd been "in bed with Robert."

They moved furniture to make way

for a hospital bed and to reconfigure the house so other relatives could move in.

"They were just swept up with taking care of him," said Gretchen MacArthur, president of the club.

Members provided logistical support getting Robert to treatments and provided respite care so Jane could carry on some semblance of life as she knew it.

With a bird's-eye view from my office window, I observed as they provided food, raked lawns, cleaned gutters, and shoveled snow-covered



Happy Evergreen morning Rotarians line up for a hearty breakfast

member is in some kind of distress, an alarm is sounded, and a call is put out for whatever the need might be, according to one of its active members.

My neighbors across the street, Jane and Robert Weinberger, were members of the breakfast club. Jane, director of the Seniors' Resource Center in Evergreen, had been a long-time member of the club and had only recently gotten her husband to join. He'd been around the group at various functions, but it wasn't until he actually attended a meeting that he was truly impressed with these people

Focus on Family of Rotary

driveways in addition to the usual phone calls, cards, prayers, and text messages that reminded Jane that they were there to help. They even took Bisquit, the family pet, to the dog park.

All members of the organization named Bob formed The Bob Club and made frequent visits -- but never without first asking permission.

Some of us in the neighborhood did little things to help as well, but the Rotarians had a well-thought-out plan that seemingly took care of everything.

They took measures to solicit donations to help the family when Robert was out of work and provided reassurance to Jane that she would be taken care of.

When Robert had his last surgery, a fairy with wings, tiara, and magic wand appeared in the waiting room where Jane was. You guessed



Evergreen Rotarian Robert Weinberg and his family were surrounded by their "Family of Rotary" prior to and following his passing.

it – a Rotarian. Over the ensuing 8-hour period while Jane was waiting for Robert to get out of surgery and recovery, friends from the Rotary family sat with her, carefully selected and timed so as not to overlap or overdo. They were respectful.

When Robert was hospitalized, a half dozen of the men dressed in drag and paid him a visit. They were clothed in a variety of costumes from a tooth fairy to Baywatch beauties in bathing suits; and knowing them, I can imagine they were not quiet as they made their way through

continued from previous page

the solemn setting. Although they'd alerted security to what they were doing, visitors and staff on the elevator and in the halls were suspicious of what was going on and called security. Before it was over, nurses were escorting them up and down the corridors to cheer other patients.

A pastor within the group spent a great deal of time with Robert over the 18 months that he grappled with what was to come, experienced the ups and downs of being hopeful and dejected, and dealt with the pain that tested the stoic nature that goes with being a German. They grew to be close friends, and it is he who will deliver the eulogy at the upcoming memorial service.

Another member, the general manager of a major shopping center, spent the last night – physically the most strenuous in the toughest final hours – with Robert, allowing Jane to nap “and only have beautiful memories,” as Jane put it. After being there all night, the GM left to attend an important business meeting, and Robert's battle ended 30 minutes later.

And a week later, a Rotarian was there helping the kids to take down the Christmas lights.

Speaking of the membership in general, one Rotarian summarized, “There are a lot of reasons why they join but just a couple of reasons why they stay.” Family is one.

Two years ago the Weinbergers would have considered relocating. They were not connected to the community in a way that would have made it difficult. But they were both so grateful they didn't move because of the Rotary Family that surrounded them, embraced them, and carried them through the most difficult of times. And today, Jane has a second family here to help her move forward. “Rotary is the tie that binds us,” she says.

When the doctors assess Robert's case, they'll need to factor in the effects of being surrounded by a most unusual Rotary club because Robert's life may well have been extended by the love and care shown by his fellow Rotarians.



 **Bangkok**
THAILAND
ROTARY INTERNATIONAL
CONVENTION 6-9 MAY 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 nine months.

If you have a story to share or an announcement to post, please be in touch with Paul O'Rourke (mopo85@gmail.com).

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

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

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Your Monthly Rotary Quiz

Be the first to respond (to Paul O'Rourke, mopo85@gmail.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 puzzler:

Please note: this a three-part question, thus requiring, well, three answers.

A well-known music personality is much involved with efforts to advance literacy. What is this person's name; what is the name of the organization he/she helped found; and in what three countries does it perform its good work?

February's Winner—The question—Sakuji Tanaka uses a Japanese word to describe his frame of mind during the campaign and recent election to the RI Presidency. What is that word and how does it translate into English?

First in with the correct answer (and we must say, it was a creative, but accurate, response) was Jo Kirkenaer (Niwot).

Mr. Tanaka, when asked about his journey to the RI Presidency, responded (on page 57 of the February the Rotarian), "In Japanese there is a word, shikataganai—it's out of my hands, I can't control it. So I ran and was elected."

Congratulations to Jo. And to Bill Fernow (Parker), Dan Himelspace (DGN, Denver Mile High), and Doug Crandall (Fort Morgan), who sent in responses, but were just a tad behind Jo.



Reach Within to Embrace Humanity

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