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District Governor Doreen Kelsey

www.rotary5520.org

On Route 5520 ...

with DG Doreen Fox Kelsey

He Profits Most Who Serves Best

As the Rotary year winds toward its conclusion on June 30, we take this time to reflect on our accomplishments of the previous months and to celebrate our association with each other. We have the District Conference to look forward to, in the uniquely historic city of Santa Fe, and soon after that the International Convention in the cosmopolitan city of Toronto, Ontario.

This is a time for recognition of each other's efforts and a celebration of Rotary. It is an occasion to renew our commitment to Rotary, our clubs and to the Rotary Foundation, which supports so many of our projects and our efforts to eradicate polio. It is a time to reflect on where we've been and where we're going.

Rotarians have been coming together to celebrate on an annual basis since 1910, when the first convention of the National Association of Rotary Clubs was held in Chicago. The second national convention for Rotary Clubs was held in 1911 in Portland, Oregon and hosted by the club that had formed just a year earlier, on May 10, 1910, as club number 15.

One of the founding members of the Rotary Club of Portland, Phil Grossmayer, had to borrow \$2,000 from another charter member, J.L. Wright, to cover the costs of hosting the convention. Seems that Rotarians often have to scramble to come up with funds for these types of celebrations but are never deterred! In all, 149 Rotarians and guests attended this convention, which marked a significant change in Rotary's stated objectives.

During the convention, a resolution was proposed to change Rotary's purpose from "to advance the business interests of the individual members" to "He profits most who serves best." After a spirited debate, the resolution was passed. The concept was proposed by Chicago member Arthur Sheldon, who authored the report of the Committee on Business Methods. After his report was read, Jim Pinkham, who served as chair of the Resolutions Committee, jumped up in excitement and declared, "Here is a positive affirmation packaged in six words. This should be put into Rotary's platform."

What made this action so significant was that it formed the basis of Rotary's organization in the United States and embraced the ideal that the purpose of business was not solely to create profit but to serve society as well. By extension, this led to the principle of limited membership (i.e., the classification system) with the idea that membership in Rotary was a privilege, and each person filling a classification represented all the others who served in that vocation. Election to membership in Rotary was considered an expression of confidence in that person to be honest, efficient and to represent others with good will.

Over the past 113 years, Rotary has evolved from an exclusive organization to a more inclusive one, yet the ideals have remained the same. In Rotary we have the opportunity to join together with others who put Service Above Self and use our vocational skills in service to others. — **DG Doreen**





Rotary District 5520

www.rotary5520.org

Governor: Doreen Fox Kelsey
Governor-Elect: Linda Woodward
Governor-Nominee: Jeff Weinrach
Vice Governor: Rick Akins

Executive Secretary: Kathy Fuller
District Treasurer: John Gordon
District Finance: Tom Walker
Immediate PDG: Dave Anderson

District Action Team Leaders

Lt. Gov.-North: Yale Jones
Lt. Gov.-South: Earl Greer
Lt. Gov.-Central: Bruce Bortner
Lt. Gov.-East: John Drusedum
Lt. Gov.-Southeast: Jim Hatcher

Committee Chairpersons

Public Image: Andrew Garrison
Foundation: Dominic Bernardi
District Grants: Dom Bernardi
Global Grants: Tom Simon
Fund Development: Yale Jones
Paul Harris Society: James Morrison
Endowment Fund: Tom Walker
Polio Plus: Earl Waid

New Generations: Alison Pannell
Youth Exchange: Michelle Frechette
Youth Protection Officer: Dick Jones
Four-Way Test Essay: Sarah Jones
Rotaract: Norm Liss
Interact: Victoria Bruneni
RYLA: Shane LeMon

Friendship Exchange: Donna Pedace
District Conference: Donna Pedace
Historian: Dan Schulte
Trainers: Bill Rothweiler & Jesse Allen
Rio Grande Academy: Tom Lindsay
District Awards: Lleta Scoggins
Bi-District Conference: Vic Villalobos
District A/V Support: Marshall Poole

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Rotary: Making a Difference

with Ian H.S. Riseley, Rotary International President

At the 1990 Rotary International Convention in Portland, Oregon, then President-elect Paulo Costa told the gathered Rotarians, “The hour has come for Rotary to raise its voice, to claim its leadership, and to rouse all Rotarians to an honorable crusade to protect our natural resources.” He declared a Rotary initiative to “Preserve Planet Earth,” asking Rotarians to make environmental issues part of their service agenda: to plant trees, to work to keep our air and water clean, and to protect the planet for future generations.



President Costa asked that one tree be planted for each of the 1.1 million members that Rotary had at the time. We Rotarians, as is our wont, did better, planting nearly 35 million trees by the end of the Rotary year. Many of those trees are likely still flourishing today, absorbing carbon from the environment, releasing oxygen, cooling the air, improving soil quality, providing habitat and food for birds, animals and insects, and yielding a host of other benefits. Unfortunately, Rotary as a whole has not carried its environmental commitment forward.

That is why, at the start of this year, I followed Paulo Costa’s example and asked Rotary to plant at least one tree for every Rotary member. It is my hope that by planting trees, Rotarians will renew their interest in, and attention to, an issue that we must put back on the Rotary agenda: the state of our planet.

Environmental issues are deeply entwined in every one of our areas of focus and cannot be dismissed as not Rotary’s concern. Pollution is affecting health across the globe: More than 80 percent of people in urban areas breathe unsafe air, a number that rises to 98 percent in low- and middle-income countries. If current trends continue, by 2050 the oceans are expected to contain more plastics by weight than fish. And rising temperatures are well-documented: Global annual average temperatures increased by about 2 degrees F from 1880 through 2015.

As past UN Secretary-General Ban Ki-moon put it: “There can be no Plan B, because there is no Planet B.” Our planet belongs to all of us, and to our children, and to their children. It is for all of us to protect and for all of us in Rotary to make a difference.



(Reprinted from *The Rotarian*, April 2018 issue)

Be inspired to lead

RI President-elect Barry Rassin challenges incoming DGs

District governors-elect got their first look at the 2018-19 presidential theme, *Be the Inspiration*, at the International Assembly, the annual training event held in San Diego in January. RI President-elect Barry Rassin urged the audience to build a stronger organization by inspiring young people and by spreading the word in their communities about the work Rotary does.

"I will ask you to inspire with your words and with your deeds," he said, "doing what we need to do today to build a Rotary that will be stronger tomorrow, stronger when we leave it than it was when we came."

One source of inspiration, Rassin said, has been Rotary's work to eradicate polio. He described the incredible progress made in the past three decades: in 1988, an estimated 350,000 people were paralyzed by the wild poliovirus; in 2017, just 22 cases were reported. "We are at an incredibly exciting time for polio eradication," he said, but added: "Polio won't be over until the certifying commission says it's over."

In recent years, Rotary has focused on sustainability in its humanitarian work. Now, Rassin said, Rotarians must acknowledge some hard realities about pollution, environmental degradation, and climate change. He noted that 80 percent of his own country, the Bahamas, is within 1 meter of sea level. With sea levels projected to rise as much as 2 meters by 2100, he said "my country is going to be gone in 50 years, along with most of the islands in the Caribbean, and coastal cities and low-lying areas all over the world."

Rassin urged the leaders to view all of Rotary's service as part of a whole. This means, he said, that incoming District Governors must be an inspiration not only to clubs in their districts, but also to their communities. "We want the good we do to last," he said.



Toronto Convention: See you there June 23-27?

Each year Rotary International holds their annual convention in a different location — sometimes far, far away for U.S. Rotarians. Not this year. In June 23-27 2018 it will be in Toronto, Ontario, Canada. We encourage everyone to attend. Here is a message from our District Governor-Elect - Linda Woodward. "Wouldn't it be fun to get all District 5520 Rotarians who plan to travel to Toronto in June 2018 together at a location on, or near the RI Convention? I invite you to review District 5520's - RI Convention website at: <https://riconventionsfor5520.shutterfly.com/> and learn more about all the exciting things that are planned. Tell us if you plan to attend and we can add your name to the list so we all know who is planning to attend. I hope to see you there."



District Assembly: A focus on polio and children in Mexico

Polio was the focus at District Governor Doreen Kelsey's District Assembly training session on March 24, held at the Albuquerque Crowne Plaza Hotel, where district Rotarians learned more about polio, its beginnings (in the early 1800s), why it escalated into a European-wide epidemic in 1894, then became a world-wide disaster in the 1930s. They also learned why it has yet to go away as a rampant disease after Rotary and the World Health Organization stepped in to turn the tide until only 25 cases are still counted in two countries, Afghanistan and Pakistan.

The keynote speaker was Dr. Dennis Wickham, a physician and medical examiner for Clark County, Vancouver, WA, who has spent a lifetime studying and diagnosing polio which is a gastrointestinal virus that paralyzes its victims' legs and arms. Interestingly, he noted that less than 1% of those diagnosed with the virus actually become a paralytic. But millions did. He said 13 million people are walking today that would have otherwise be crippled with polio if it had not been for Rotary, the WHO and Center for Disease Control -- not to mention the Salk vaccine developed in 1949.



Keynote speaker for the evening's Foundation dinner was Albuquerque Del Norte Rotary's immediate past president, Robert J. "Bob" Rausch.

El Paso Camino Real Rotary Club President Julio Murillo discussed how his club took over the reigns of a Global Grant-financed project in Juarez, Mexico, "Corazon de Niños," after the initial sponsoring club in Juarez disbanded recently. "Most of our members are from Mexico," said Julio, "and this project – to assist babies born with heart defects – is so important to our people in Mexico." There are 35 different heart diseases that have been diagnosed with newly-born children in Mexico, affecting one in 100 babies born, Julio noted. "Survival rate in the 1950s was only 20 percent," he said, "and we are hoping to get to the 50 percent level of survival. No child should die because of a lack of funds," he said, in making a plea to other District Clubs who would be willing to join with the Camino Real Club in continuing to support their efforts. Working with United Way, a 15-K "Run for a Heart" event is planned for May 20 to raise \$70,000.

Field trip to Juarez, Mexico: Global Grants in action

Eight Rotarians from the Albuquerque Del Norte Club went on a "field trip" to Juarez on Saturday, March 10 to visit some of our Global Grants in action. We were greeted by several members of the El Paso Camino Real Club, who chaperoned us that entire day.

The first stop was a small children's hospital (a 56-bed facility). We had pledged \$3000 to this project, which provides transportation to and from the heart hospital in Chihuahua and funds to perform heart surgeries, allowing the children to recuperate closer to home. There we were greeted by the hospital administrators and a doctor from the heart hospital in Chihuahua, as well as a representative with the state of Chihuahua who is a social worker. The Rotarians at Camino Real have developed a relationship with local businesses to make this project possible. We heard from some of the mothers who had lost their children to heart defects. Currently there is a waiting list of 54 children who need surgeries. There wasn't a dry eye in the room.



Our next stop was Sole De Anapra, a community center for at-risk children located in the poorest part of Juarez. We pledged \$2000 to this project to provide equipment for the new center. Originally, it was founded by a woman named Lourdes "Lulu" Contreras. Approximately 100 children a day, ages 4-17, attend the community center. The children are provided breakfast and lunch and basic education (mathematics and reading, writing). When we arrived they were studying, and then they had lunch. We distributed snacks and toys to the children. We were all thanked by each student. All in all, a great day for Rotary! – **Kim Helm, Foundation director, Albuquerque Del Norte.**

Membership Moment: Think “outside the box”

By **Barrie Segall, District Membership Chair**
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Rotary’s statistics show the dramatic drop in membership in North America; twenty-five percent in recent years. We must begin to think “outside the box” for new ideas to make Rotary more attractive to younger members, as well as holding on to those in our groups. As I talk to Clubs around the District, here are some ideas I hear that might attract these younger members:

- ◆ At each meeting have a “Rotarian of the Day”, who can talk about themselves and their vocation. Younger members want networking opportunities for their careers.
- ◆ Have more social events where members can bring their families. Encourage members to bring their spouses and children to meetings.
- ◆ Set up a Committee to focus on social media. Take videos of your clubs activities and post them on your Facebook page. Use the excellent materials on the Rotary International web site.
- ◆ Make Membership a higher priority. Have regular membership reports at Club meetings. Highlight people who bring in new members.
- ◆ Create a lower membership fee for new members. Let’s not let our fees keep out those who are interested. After six months or one year, they can go up. By then they are committed.
- ◆ The good news is that 77% of millennials are in charities and social causes. We can build on this.

These are just a few ideas of how you can revitalize your membership efforts. Send me some ideas that your Club has tried and I will include them next month.

Presidents-Elect Survey Notice

All Presidents-Elect were recently sent a survey to comment on their training needs, beyond what was presented at PETS, in preparation for the coming year. If you are a president elect, please take time to fill this out. If you did not get the message, contact Jesse Allen at jesse.austin.allen@gmail.com for more information.

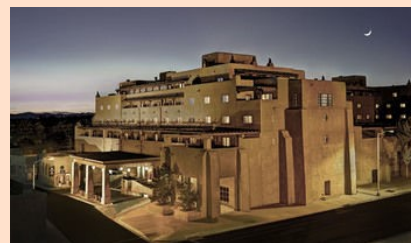
2018 District Conference: Santa Fe, New Mexico ■ April 27-29

Can it possibly be April already? The 2018 District Conference is coming up in two weeks, which will be here before we know it. So, if you haven't registered for the Conference yet, please do so now!

We have some outstanding speakers and workshops and I hope that each of you find something of value for yourself and for your club. I am delighted that we already have a good registration count. Unfortunately, several clubs do not yet have anyone signed up for the Conference. It would be a shame if your club doesn't take this opportunity to send at least a few representatives to participate. This year, we are going to have a special award for the club that has the highest percentage of members attend.

We hope you will join in the fun, catch up with long time friends, and meet some of the many new members who will be attending this year. The conference registration form is available at www.rotary5520.org. Look for Up-coming Events and click on 2018 District Conference.

– **Donna Pedace**, District Conference chair.



El Dorado Hotel & Spa in Santa Fe.

Shelter Box & Rotary: A respected partnership

In early September, Hurricane Irma became the most powerful hurricane ever recorded in the Atlantic Ocean, with wind speeds of up to 185 mph. Quickly followed by Maria, these back to back hurricanes pummeled the Caribbean and left widespread devastation in their wake.

Rotarian and seasoned disaster relief volunteer, Bill Woodard, was among the first responders who deployed with ShelterBox in the British Virgin Islands to help people rebuild after the hurricanes. What he found there was shocking. “As we approached Jost Van Dyke by water, the scene was horrifying. There was nothing green left. Trees were gone. Every plant left was stripped of its leaves. No grass remained. Debris, mostly metal roofing and contents from the destroyed homes was spread for hundreds of feet up the mountain in front of me. **I kept thinking, ‘How did these people survive the storm and what condition would I find them in?’**”

But being in the Caribbean, surrounded by dedicated Rotarians, reinforced for Woodard what a powerhouse the combined partnership of Rotary and ShelterBox can be during emergency response efforts.

“I’ve worked with capable, competent, and connected Rotary Clubs around the world in the Philippines, Malawi, Fiji, Paraguay, and Haiti. **These Rotary partners help with their deep, local knowledge and community connections that enable ShelterBox to move faster and more safely to identify the most vulnerable and in-need families.**”

Joe Ryan, from the Rotary Club of Road Town added, “Rotary’s ability to leverage its network has made the recovery process a lot more efficient. **International donors know the Rotary brand and what it stands for and are showing no hesitation in providing support for the recovery of the Islands.**”

After jumping through hoops to get clearance from the British military to import aid, Woodard learned that while he was in the air, the military had turned control of the airport back to the government, making the military approval to enter the country no longer valid. The team was told they would have to leave immediately and then reapply through a proper government agency for entry.

But then—a ray of hope. Woodard and his teammate, Candy Streff, were both wearing ShelterBox Response Team shirts, which have the Rotary Wheel on the left shoulder. An Immigration Officer noticed the Rotary insignia on Candy’s shirt and asked: “**Are you both with Rotary?**” We said, “**Yes, we are,**” and he replied, “**You are then approved to enter the country.**”

To learn more about how Rotary and ShelterBox are working together to create a world where no family is without shelter when disaster strikes, visit: www.shelterboxusa.org/rotary or attend an event open to District 5520 Rotarians on May 12, 2018 from 5-8 pm at El Nido Farm in Albuquerque. To RSVP, please contact rsobinson@shelterboxusa.org.



ShelterBox in use after Hurricane Mari.

Next RLI classes set for May 5

The next Rotary Leadership Institute in Albuquerque is schedule for May 5, 2018. Rotarians may register on the District 5520 website by clicking on the Central Area RLI link on the left side of the homepage under “Upcoming Events.”

Meanwhile, we had 18 attend our March 10 classes with three graduating: Monica Padilla, from the Albuquerque Del Norte Club; Barrie Segall, from the Albuquerque Del Sol Club; and Bert Parnall from the Albuquerque Club. District 5520 Past District Governors Rick Akins and Tom Walker attended as facilitators and also presented course graduation certificates to the graduates. – **Bruce Bortner, Rotary Leadership Institute administrator**

Photo Potpourri: District 5520 Rotarians in action!



Gov. Susana Martinez with Del Sol President Michael Barrio at Governors Charity Ball.



Albuquerque Rotarians supporting ALS fund-raiser.



DG-E Linda Woodward with RI President-elect Barry Rassin in San Diego.



Russian RFE team members Yana and Denis in El Paso with Texas Rotarian Carmen Cuneo.



Russian RFE visitors being hosted by Albuquerque Del Norte Rotarians at Marble Brewery.



Stepping up for children

"Fire & Ice" was the theme for Albuquerque Del Sol Rotary Club's annual Governors Charity Ball at the Sandia Pueblo Resort & Casino Hotel on April 7 and these dancers took the cue to step it up for the children of New Mexico. Three non-profit organizations benefitted from the fundraiser: New Mexico Boys & Girls Ranch, the El Ranchito De Los Niños in Los Lunas, and Prosperity Works. More than 450 attended, including New Mexico Gov. Susana Martinez.