



June 2018 ■ No. 12

District Governor Doreen Kelsey

www.rotary5520.org

On Route 5520 ...

with DG Doreen Fox Kelsey

What a ride it has been

Like any road traveled, the term of a district governor has its twists and turns, hills and valleys. Though the ride can be bumpy at times, it's certainly the trip of a lifetime. This has been a journey that I've been privileged to travel, and I'm grateful for our hosts along the way.

It seems that every town, whether large or small, has its own personality and culture – just as Rotary Clubs do. We were welcomed at every one, and Rotarians were generous to us beyond our expectations.

The clubs we visited each bring something unique to Rotary and serve their communities in beneficial ways. I am certain these places wouldn't be nearly as attractive if Rotary wasn't there to serve and improve the quality of life.

I am happy to share that this journey is ending on a high note – our generous Rotarians once again exceeded \$100 per capita in Rotary Foundation Annual Fund giving, with 87 percent of our clubs contributing so far this year. Total Annual Fund giving is currently \$260,435.

Our clubs have continued in their efforts to eradicate polio, and due to their support and that of Rotary Clubs worldwide, there have been just ten cases of wild polio virus recorded in 2018: eight in Afghanistan; two in Pakistan; and, none so far in Nigeria. Just these three countries remain polio endemic. Rotary Clubs throughout the district sponsored polio awareness and fundraising events and collectively have donated \$40,821 to the Polio Plus Fund in this Rotary year.

The majority of our clubs are planning effectively and setting goals. Some 74 percent of clubs set any kind of goal, and 42 percent of clubs set 16 or more goals in Rotary Club Central. Some clubs set more than 30 goals, and no surprise here – these were the best performing clubs in the district among the various measurements we use. Generally speaking, clubs setting the most goals had better membership growth and retention; they participated in more service projects; they raised more funds and in-kind contributions; and, they gave generously to the Rotary Foundation and their local communities.

District-wide, we improved membership retention to 88 percent, and as of the latest membership reports, we currently have positive membership growth. If that trend holds to year-end, it will be just the second time in the past twelve years that we didn't have a net loss.

And...drum roll...we added a new club! It was my great pleasure to welcome our district's newest club, the Rotary Club of El Paso Zaragoza. Thanks to the vision and determination of Rotarian Ofelia Mletzko, the guidance of club adviser Carey Beamesderfer, the sponsorship of the West El Paso Rotary and its president Don Powell and the support of many others, we now have 69 clubs in our district.

It has been an honor to serve the Rotary Clubs of District 5520 this past year, and I thank you all for the opportunity. I am proud of what you have accomplished, and you should be, too! — **DG Doreen**





Rotary District 5520

www.rotary5520.org

Governor: Doreen Fox Kelsey
 Governor-Elect: Linda Woodward
 Governor-Nominee: Jeff Weinrach
 Governor-Nominee Designate Gary King

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

For 60 years, choosing a theme has been the privilege, and sometimes the challenge, of each incoming president — how they saw Rotary, the place they saw Rotary in the world, and what they hoped Rotary would achieve.

When my turn came to choose a theme, I did not hesitate. I knew immediately that our theme in 2017-18 would be *Rotary: Making a Difference*. For me, that small phrase describes not only what we do now, but what we aspire to do. We want to make a difference. We strive to help, to have an impact, to make the world a bit better.

Over the past two years, I have seen so many ways that Rotary is doing just that. In California, after the devastating wildfires last year, I saw Rotarians *Making a Difference* to those who had lost everything. In Guatemala, I saw the difference that simple wood stoves are making in the lives of women who had been cooking on open fires: They no longer breathe smoke when they cook, they spend less time gathering firewood, and they are using their stoves to start small businesses. In Israel, I visited a Rotary-supported hyperbaric center that is helping brain injury and stroke patients return to healthy, productive lives. In communities around the world, Rotarians are *Making a Difference* by resettling refugees, immunizing children, ensuring a safe blood supply, and helping young people learn and thrive.

All over the world, I have been a part of Rotarians' commitment to planting trees. We are still waiting the final count of trees planted, but I am delighted to announce that we have already far surpassed our original goal of 1.2 million trees, one new tree per Rotarian. And all over the world, Rotary is continuing its advocacy, fundraising and support for polio eradication. Last year, wild poliovirus caused only 22 cases of paralysis in only two countries. I am confident that soon that number will be zero.

As Juliet and I return home to Australia, we will bring warm memories of the places we have visited, the friends we have made, and the service we have seen. Thank you, all of you, for the tremendous work you are doing, through *Rotary: Making a Difference*.



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

Welcome El Paso Zaragoza Rotary! *Newest District club holds installation of officers*



Twenty Charter Members of the new El Paso Zaragoza Rotary Club.

District Governor Doreen Kelsey has announced that effective May 24, the Rotary Club of El Paso Zaragoza became the newest Rotary Club of District 5520. We now have 69 Rotary Clubs in our district and 20 new members associated with the new club! El Paso Zaragoza is sponsored by the Rotary Club of West El Paso.

The club held its installation of officers and charter celebration on Friday, June 8. Rotarian Ofelia Mletzko, Past President of the West El Paso Rotary Club, led the effort to form the new club and was assisted by Carey Beamesderfer, club adviser, and Nelson Calzadilla, who will serve as President-Elect, Secretary and Rotary Foundation Chair. Lorena Alvarado will serve as Treasurer. Ben Williams will serve as Membership Chair.

Welcome gifts and cards can be sent to the club treasurer Lorena Alvarado at 1332 Sabrina Lyn, El Paso, TX 79936.

RFE Team returns from Egypt: Hosted in grand style

Our RFE group, consisting of Lynn & Donna Willard from Ruidoso, Virginia Hamilton and Danielle Smail from Santa Fe del Sur, and Veronica and Beto Mandujano from Fort Stockton returned from a visit to Cairo and Luxor, Egypt, on May 9. While there, they were featured speakers at their District Conference in Cairo. They toured many historic sites, attended lots of parties, and were hosted in grand style during their visit.

If your club would like more information about the RFE program and how your members might participate, contact Donna Pedace at pedaceabq@aol.com or 505-349-8850.



On the Polio front: Albuquerque Rotarian recalls early days

Sometimes, one may not know—really know—the person who may sit next to you at Rotary, even if they have been a member for years. Albuquerque Del Norte Rotarians learned that in May when Ina Miller, a quiet disciple of Rotary, told her story in a talk to the club – one that placed her and her late husband, Maynard, at the front lines in the first year of Rotary’s long 30-year-old battle to rid the world of polio.

For one thing, Del Norte Rotarians learned that Ina and Maynard fought another world disease before polio – measles – in Southeast India, working with a local Rotary Club in Madras, who was working with a Rotary Club in Ontario, Canada, to provide needed measles vaccine for children. Maynard got involved as a member of the Rotary Club of Albuquerque, who was a professional financial auditor, and RI asked him to check on the RI Foundation-funded project. Ina joined him in the adventure because both like to travel. That was in 1985 when 5 ½ million children were vaccinated against measles in India.



That same year, in 1985, the Rotary Club in Ontario started a fund drive that raised \$2.5 million in seed money to begin vaccinating children in India against Polio that was racing through that country as well as all of Europe and the U.S. In 1986, the World Health Organization got involved, vaccinating 13 ½ million children. And in 1988, Ina and Maynard – now both members of the Albuquerque Rotary Club, were again dispatched to India to check on the use of Rotary funds. That was when Ina held her first baby to be inoculated with the Polio vaccine.

“It was a turning point in my life,” said Ina, who joined the Del Norte club in 2016 after her husband passed away. “I told the child that I hold your future in my hands. We handled many more children that year to provide vaccine drops, but none were as special to me than that first baby child,” Ina said, still choked up about that historic moment.

Ina said the experience taught her an important lesson in life and being a Rotarian. “Every Rotary International project really started out with one club taking on the project, and that project was started by one Rotarian who had a good idea. Think about that. Rotary’s Polio effort was probably started by one Rotarian.”

Pins for Polio: Fun had by all at fund-raiser

Albuquerque Del Norte Rotary’s “Pins for Polio” bowling tournament to raise funds for Rotary’s “End Polio Now” campaign was a smashing success in April at Santa Ana Star Casino Bowling Alley — with 16 four-person teams from four area Rotary Clubs and two local businesses competing for prizes to help raise nearly \$3,200 for the polio effort as well as \$1,000 going to local charities picked by the top three team finishers. Organizer Monica Meyers of the Del Norte Club said the event was meant to be a social affair as well as a serious fund-raiser. “We had some who had some surprising good talent on the lanes,” she said. She also noted there were 70 gutter balls recorded by the electronic equipment at the lanes. The \$3,200 that was raised for the “End Polio Now” campaign will be matched 2-for-1 by the Bill and Melinda Gates Foundation.



Del Norte Rotary’s Hula-Hula Team enjoys a break in the action at Pins for Polio Bowling Tournament.

80 years in Socorro!

Rotary has had a major impact on community life

The Rotary Club of Socorro Club, New Mexico, celebrated 80 years of Service to the Socorro community and beyond on June 6, formed in 1938 with 38 members, led by Senator Clinton P. Anderson.

For 80 years the TRCS has spear-headed many dozens of projects touching the lives of hundreds of individuals. Its "Service Above Self" motto includes raising money and volunteering untold hours of time. A major effort this year is the "Dolly Parton's Imagination Library" -- a project delivering free, age-appropriate high-quality books each month to preschool children. Many are bilingual English and Spanish. The books are delivered in the name of the child, and by the time they enter kindergarten they could have up to 60 books of their own. The Socorro Club now supports 140 children who anticipate their monthly book delivery, read with their family, and gain valuable literacy skills before entering school.

Continuing Community Service projects include donating food baskets during the holidays, giving dictionaries to 8th grade students, and awarding generous scholarships for local students. These scholarships funds are raised by the club's annual Wine Tasting Gala every spring. The group has purchased equipment for Puerto Seguro/Safe Harbor homeless shelter and offers an Anti-Drug program for 5th grade classes around the county. In addition to these and many other specific projects, the Socorro Club supports the local high-school Interact Rotary group, and a summer youth Leadership camp Rotary Youth Leadership Awards, RYLA, which conducts camp sessions for boys and girls in the Manzano mountains.

During these past 80 years, the Socorro Club has helped many individuals and organizations beyond our immediate community. Thirty years ago, it helped secure electricity for the Senior Citizen's Center in Alamo. Even earlier, former Rotarian Ravi Bhasker donated his replaced medical equipment to the club, which then donated the medical equipment to a medical clinic in Mexico. Several years ago, a member drove a donated ambulance to Guatemala, in conjunction with the Santa Fe and Guatemala City Rotary clubs. Forty years ago, Rotary International set a goal of eradicating polio from earth. Socorro Rotarians have provided funding for more than 2.5 million children in 122 countries receiving vaccinations, and now the dreaded disease only exists in three countries.

As soon as Rotary International opened the membership ranks to women in 1989, Rowena Baca of the famous Owl Bar became the first female member, followed soon after by Charlotte Monette, followed by Lynn Brandvold who remains a member after 25 years. Current member Rick Penner joined 38 years ago, only to be out-done by our own Judge Ted Kase, who has served for 55 years as a Rotarian. – **Dan Klinglesmith.**



Socorro, New Mexico: home of New Mexico Institute of Mining & Technology.

Public Image: A recipe for creating the right image

What kind of public image does your event create? Here is an event recipe that will keep on giving as your guests will be sharing Wonderful stories for months on end

For a cause

Choose a charity that tugs on heartstrings and makes a difference.

Unique

Tired of the same old same old event? Make your event a destination, similar to what Governor Doreen Kelsey did for our 2017-18 district conference: tours, education and history provided an edifying backdrop for all attendees

Engagement

Mingle with guests and get to know them. Spend a lot of time listening and a short amount of time answering (think 30 second-elevator speech).

Answers should involve benefits of being an important part of the event.

Social participation and a family-friendly atmosphere equals a higher head count (when applicable). Try not to mix adult areas with children

Entertainment

There is no party without music, food and drink. The Rotary Club of Albuquerque Rio Grande enlisted a live band to finish off our annual fundraiser.

A little give-and-take

Provide a unique twist to keep interest up. The Albuquerque Rio Grande Rotary club Hosts a Calcutta auction for the next days golf tournament. 60% proceeds go to the top three team owners and the club takes in 40% of the live-auction proceeds.

When we support great causes with meaningful efforts behind the proceeds and create unique platforms that engage, entertain and sustain participants with a little give and take ... our Rotary clubs will enjoy success at all levels of giving to our communities.

-- **Andrew Garrison**, Public Image Chair

Club surveys: Still needed for long-range planning

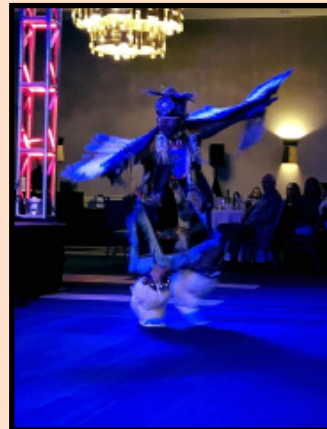
We've received a little over 30 responses to our Club survey that we will be using for our District Long-Range Planning in October. While that's a good number, we could use much more feedback on how the District can better serve the needs of the Clubs and its members. If you have not already done so, please consider completing the survey by clicking on the link below. Also, please forward this to others in your Club, especially Board members, so they can participate as well. To reach the survey, paste the following link to your browser:

https://docs.google.com/forms/d/e/1FAIpQLSdLDKozcXht372kQkG9ZihG7vCry3UGU-WEjBzAZH8he4N0JA/viewform?usp=sf_link

If you have any questions about this survey, please don't hesitate to contact me by phone (505-400-1403) or by e-mail. We sincerely thank you, and greatly appreciate your service!

Jeff Weinrach, District 5520 Governor Nominee, jweinrach5520@nmia.com

Photo Potpourri: Left-overs from District Conference



Photos (mostly) by Eddie S. Hughes, who decided to not add captions to protect the innocent.

Executive Secretary's report: Sooner is better than later

Hard to believe – we're at the threshold of another Rotary year. One of the most important actions current Club officers can make right now is to ensure incoming officers, particularly secretaries and treasurers, are prepared to respond to RI's mid-July release of the Semi-Annual Report (SAR). Specifically, there are two actions that can save your Club a lot of grief, and possibly some money:



Ensure the incoming President, Secretary, Treasurer, and/or Executive Secretary are listed in ClubRunner and Club Central. And,

Ensure your Club's membership is current – particularly in Club Central. RI will assess each Club \$32 per member listed in Club Central for the first six months of the coming 2018-2019 Rotary year. Furthermore, the District will use those same membership numbers to assess each Club \$30 per member for the entire Rotary year.

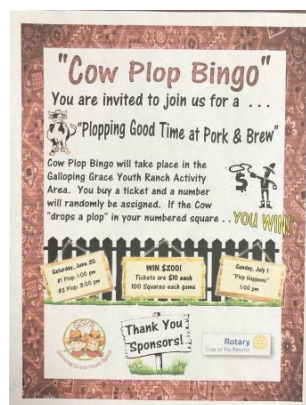
Now is the time to review your membership as listed in Club Central, as well as in ClubRunner (District website and database). If you need help with updates or terminating former members, email Kathy Fuller at kfuller5520@gmail.com.

— *Kathy*

Bulletin Board of Coming Events



Angel Fire Burritos Event, June 15-17



Rio Rancho Cow Plop Bingo, June 30