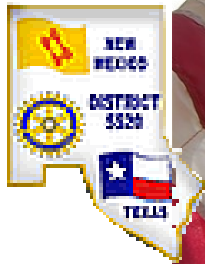


DOING GOOD IN NEW MEXICO AND FAR WEST TEXAS



District 5520

Newsletter

Rotary



July 2016 ■ No. 1

District Governor Dave Anderson

www.rotary5520.org

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On Route 5520 ...

with DG Dave Anderson



Happy New Year! July 1 marked the "New Year" for Rotary International and all 533 Rotary Districts throughout the World. It will be my profound pleasure to serve as your District Governor this year.

I would like to take this opportunity to thank now Past District Governor Tom Walker for his support and mentorship this past year. I just wish I could remember all the things he mentioned! Hopefully he will remind me of what we need to do in the coming months. A BIG THANK YOU, TOM!



One point that I would like to emphasize is that our entire Rotary organization including Rotary International and District all exist to support our clubs! You and your club are the foundation and the driving force behind Rotary. Although at times we must ask you to do certain things or act in certain ways, this is usually mandated by legal and governmental requirements.

We will continue to try to minimize "directions from above."

Last Fall your District Leadership Team met in Socorro to develop a long-range vision and goals to help guide our activities and focus on supporting our 68 clubs in New Mexico and West Texas.

First among our efforts will be to help clubs build membership. Recent trends clearly indicate that we must all work together to stem losses and recruit new Rotarians. Over the past few years District 5520 has lost nearly 25% of its members. Our vision is to build membership to its past levels and beyond. Realistically this cannot be done in a single year, but we must begin.

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**Rotary International**

www.rotary.org
 President: John F. Germ
 President-Elect: Ian H.S. Riseley
 Vice President: Jennifer E. Jones

Rotary District 5520

www.rotary5520.org

District Leadership

Governor: Dave Anderson
 Governor-Elect: Doreen Kelsey
 Governor-Nominee: Linda Woodward
 Vice Governor: Tom Walker
 Executive Secretary: Kathy Fuller
 District Treasurer: John Gordon
 District Finance: Lonnie Leslie
 Immediate PDG: Tom Walker

District Action Team Leaders

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

Committee Chairpersons

Membership: Sheryl Saavedra
 Foundation: Tom Walker
 Global Awards: Darryl Gregerson
 New Generations: Bobby Wallace
 Alumni: Katie Updike
 IT & Website: Donette Wagner
 Friendship Exchange: Donna Pedace
 Historian: Dan Schulte
 International Conv.: H. Peter Krebs
 Trainer: Jeffrey Weinrach
 Newsletter Editor: Ed Hughes

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A Page Turns in Rotary

K. R. "Ravi" Ravindran thanks all Rotarians

On every July 1, a page turns in Rotary. One Rotary year ends, and another begins; we do not lay down our pen but only lift it from the page, as we write the final lines of one chapter and consider the first lines of the next.

The story of the 2015-16 Rotary year has now been written, and my friends, you have written it well. We end our year with a net gain of over 30,000 members, and global membership approaching all-time highs. Our convention was the second-largest in Rotary history, with extremely positive reviews. Rotary Global Rewards, launched only one year ago, now contains over 1,350 offers and is approaching 100,000 site visits. And we are closer than ever to our goal of eradicating polio, with only seventeen cases of polio caused by the wild poliovirus to date in 2016.



Ravi Ravindran

These are achievements that all of us can be proud of. But we all know that the true story of Rotary this year was written, not in Evanston by its officers, but in every one of Rotary's clubs and districts, by each of you, and by the Rotarians you have led, motivated and inspired. The story of this Rotary year is the work of your minds, your hands, and your hearts; the story of health, of education, and of hope that you have brought to countless people in every corner of the Rotary world.

In the final days of this year, I found my mind returning to the words I spoke on the final day of our International Assembly: "Every story has an end. But in life, every end is a new beginning." The story of our year together, in Rotary office, has not been written. Again, a fresh page awaits us, empty, waiting to be filled. The pen hovers above it. What will it write?



Be a gift to the world

That, my friends, is up to every one of us. The opportunities of our offices may be over, but those of Rotary remain: opportunities to serve, to change lives, to be part of our business of miracles, and to *Be a Gift to the World*.

I thank you for your service, for your trust, and for your confidence in me, and I wish you all the best in many years of Rotary service ahead. You are, and you will remain, a gift to me, as you are A Gift to the World.

Regards,

**K.R. Ravindran,
 Rotary International President, 2015-16**

On Route 5520 ... with DG Dave Anderson

Continued from Page 1.

While decreasing membership has a serious Rotary-wide impact, it has an even greater impact on our District and on Rotary in the United States.

I see two key areas we must concentrate on.

First we all need to ensure that we engage our members! Repeatedly we have seen that retention increases dramatically when Rotarians become involved in club and District activities. Attracting new members is most successful when individual Rotarians take the initiative to invite others to participate in our activities.

We are committed to help strengthen our clubs. Key aspects are increased Rotary awareness and education. Over the past year we have begun implementing a District Education Plan based on offering training in a multitude of areas. We have also moved ahead with plans to offer training using a low cost and user friendly video conferencing. We will continue to emphasize attending the Rio Grande Academy.

Finally, we are asking our Lieutenant and Assistant Governors to take more active roles in supporting our clubs and club leaders. Remember, they are there to support YOU!

This year will be a historic year in the long annals of Rotary Service.

The Rotary Foundation will celebrate its centennial in 2017. One hundred years ago a contribution of \$26.50 led Rotary President Arch Klumph to recommend “we need to do good in the world.” To date that initial contribution has led to the Rotary Foundation disbursing over three Billion dollars in humanitarian aid. Today our Foundation is recognized as one of the top ten charities, and “we are this close” to ending the wild polio virus. In addition, we are involved in thousands of projects both within our communities and in communities around the World. This year we have significantly more funds available to support projects both locally and throughout the World. Plan and conduct a local community grant project - What better way to attract new members and get present Rotarians involved? If you wish District funds for your community projects, please get a request to our Foundation Committee before July 15th!

One final thought, which I hope you take with that good ol’ Rotary can-do spirit! It seems to me that we have lost some of the community spirit that existed in our District a decade ago. We are a family and I would like to see us develop stronger bonds between our clubs and members. We have launched a calendar on www.District5520.org when clubs may post their projects and social activities. I hope you will take advantage of this so that others may see what you are doing and join in to support your efforts and share fellowship.

On a final *final* note, I would like to ask a favor. I would like to keep my visits to your club very casual and informal. I prefer that no special arrangements are made for my visit, and that you treat me as a fellow Rotarian making up at your club (and presenting the weekly program). I request you not present me with any gift. If you feel inclined to give a gift, please make it a donation to our Rotary Foundation’s annual fund. I will often be inclined to skip eating during my visit as I constantly struggle with my weight and for an occasional medical condition. Finally, recognizing Rotary is an inclusive organization, I would ask that any invocations be non-sectarian in nature to avoid offending any of our fellow Rotarians.

I am really excited at the opportunity to meet each of you and to learn how I and our District Leadership team can help!

— District 5520 Governor Dave Anderson

July 4 Parade: Red, White & Blue day for West EP



Our 20th Anniversary July 4th Parade was a great success! The weather was beautiful and the crowd was in a patriotic mood.

For nearly two decades, one of West El Paso's biggest events of the year has been the Independence Day Parade sponsored by the Rotary Club of West El Paso. This year's parade's theme was "Proud to be an American," and the way everyone was decked out in Red, White and Blue showed they took the theme seriously.

The Rotary Club of West El Paso was established in 1962 and its members have been actively involved in the El Paso community ever since. Since 2000, this club has donated over \$150,000 to various community projects and has been actively involved in promoting quality of life and youth initiatives throughout El Paso for 54 years. — **Don Powell, West El Paso Rotary.**

A Deaf Student's Story: Thanks to Los Alamos Rotary

One of my favorite books as a child was "If You Give A Moose A Muffin," by Laura Numeroff, which shows the ripples resulting from one act. My story is similar. When I was a junior in high school, my AP Language Arts teacher nominated me to be a "Rotary Student of the Month-March 2014." When you win the award you are invited to a luncheon. When you attend the luncheon you hear a presentation by a guest speaker. When the Rotarians knew I was involved with HVNM, I was invited to be the guest speaker. When you are the speaker, you get to share your story. When you share your story, about growing up deaf, HVNM, and bemoaning the dearth of looped facilities in Los Alamos, people listen. When one of these people, Rotarian Linda Hull, listened, she took the issue to heart. When you have an issue in your heart, you might inspire the Rotary Club of Los Alamos to install a looped area in the Duane Smith Auditorium in 2015. When you install a loop in the largest venue in town, where most speakers and theatrical productions take place, you get publicity. When you get publicity, you might win an award, such as the Rotary District 5520 Significant Achievement Award in 2016. When you win an award, you get to share your story. When you share your story, you reach one or more! – Submitted by Linda Hull, Los Alamos Rotary Club, on behalf of Chole Madison Keilers, deaf student from Los Alamos, reprinted from Hands & Voices New Mexico.



What you should know about the 2016 Council on Legislation

Historic action gives local clubs more flexibility

Here is a recap on RI's 2016 Council on Legislation changes that impact local clubs:

- ◆ The Council overwhelmingly voted to eliminate limitations on how clubs conduct their meetings. Clubs now have the option of amending their by-laws to vary their meeting days and times. And they are now able to decide when to cancel a meeting, as long as they meet at least twice a month. Clubs are still expected to forward attendance reports to the district within 15 days of the last meeting of each month.
- ◆ The Council felt strongly that clubs are in the best position to determine the meeting format that works best for their members. Any club can meet in person or online, or use a mixture of these formats. It can even use both formats at the same time – i.e., using Skype to participate in a physical meeting. Clubs can also choose to replace a traditional meeting with a service project or a social event.
- ◆ Rotary will continue to recognize two kinds of membership – active and honorary. But clubs may now choose to offer additional membership categories – such as associate, corporate or family membership, thus creating alternative financial, attendance and service expectations. However, for these members to be recorded as members of RI with full benefits of membership, clubs must report them as active members and such members must pay per capita dues accordingly.
- ◆ While Rotary continues to grow at a rapid rate in some parts of the world, membership has been stable or declining in other regions, with the average age of members increasing. Through various membership pilots – such as Satellites – clubs that have experimented with new categories of membership and with flexibility in meeting schedules have experienced growth, improved retention, and increased diversity and member engagement.

Atlanta for 2017 RI Conference “at home” just for you!

The 2017 Rotary International Conference will be at your front door — so to speak — when Atlanta, Georgia will host the colorful and exciting world-wide event June 10-14. Experience the hospitality of the American South including Southern cooking, tours of the Dr. Martin Luther King Center, and even a special screening of “Gone With the Wind” classic film at the historic Fox Theater. The convention will also include many celebrations around the 100th anniversary of the Rotary Foundation. Online registration starts May 28; June 6 is the last day for special discounted rates.



E-Assemblies: Zoom, and we are off into Cyberland!

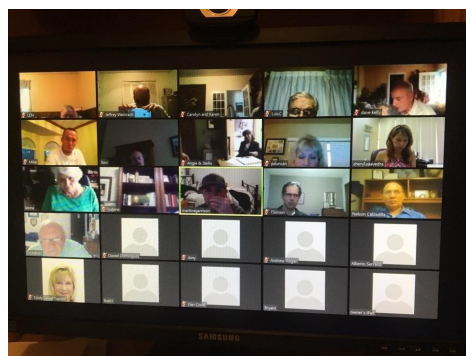
This past month, we conducted e-Assemblies for incoming Club Secretaries and Treasurers; Club Committees (Membership, Public Relations, Administration, Rotary Foundation, and Service Projects); Rotary Avenues of Service (Club, Community, Vocational, New Generations, and International); and Grants Management.

All e-Assemblies used our new Zoom online technology, which worked quite well based on the feedback that we received from the participants. We had the opportunity to interact and enjoy some fellowship time with each other while learning how our Clubs can be more effective in preparation for the upcoming Rotary year.

All of the e-Assemblies were recorded and can be found on our new District YouTube page, which you can get to through the District website (right hand side of the home page). You can also click on this link: <http://www.youtube.com/channel/UCcUe7kq1j9UtPbwossFzMdg>

I want to thank all of the presenters and facilitators who did an outstanding job while occasionally putting up with the wonders of technology! You are all aces in my book.

-- Jeff Weinrach, 2016-17 District Trainer



Rotary Golf: Two tournaments set for Santa Ana Course

Attention golfers: There are two Rotary golf tournaments coming up in August and September — both at the championship Santa Ana Golf Course just north of Albuquerque — that you need to put on your calendar.



The **Del Norte Rotary Charity Golf Tournament** is set for Saturday, August 6 featuring four-person scramble. The tournament's proceeds will go to three New Mexico non-profits: YMCA of Central New Mexico, the Heart Gallery of New Mexico, and the Rotary Del Norte Foundation. Cost for a foursome is \$500, and \$135 for individuals. Contact Mike Skolnick at ylwcanary@aol.com for more information.

The 37th Annual **USGFR Tournament**, sponsored by the U.S. Golfing Fellowship of Rotarians, will be held over a three-day period (54 holes) during the weekend of September 24-28, also at the Santa Ana Course. Overnight accommodations at the nearby Hyatt Regency Tamaya Resort & Spa need to be made by August 26 to get the daily rate of \$189, which includes resort fees and taxes.

For more information, contact Jim Easley at jimeasley5612@comcast.net.

District 5520 doings: A party for the installation of new DG



Albuquerque Del Norte Rotarian Dave Anderson is officially installed as District 5520's Governor for 2016-2017 by outgoing DG Tom Walker at a party held in the Anderson back yard, attended by many former DGs including John Gordon and Henry Pick.



Dave Anderson and Tom Walker share some of their Rotary experiences with Karen Chalmers and Lt. Gov. Lleta Scroggins on the patio of the Anderson home in Albuquerque.



Dave Anderson welcomes Sheryl Saaedra as his new chair of the District Membership Committee. Sheryl served as Lt. Governor-East in 2015-2016.



Albuquerque Rotary Club President Reg Rider presents the "Home Club-District Governor" banner to Bob Rausch, the incoming President of Albuquerque Del Norte, of which new DG Dave Anderson is a member.



Left: Lt. Gov. (Central) Tony Pino introduces three of his six Assistant Governors, Barbara LaGree, Bill Dennis and Dave Ring. Not shown are Mary Bresnaham, Bruce Bortner and Kathie Williams.

Executive Secretary's Report from the District Office

A hearty “Congratulations!” to each of you who are coming on board this Rotary year as a new President, President-Elect, Secretary, Treasurer, or other Club executive! Thank you for your willingness to step up and help lead your Club in achieving something awesome; those special projects to which you have been called in *Serving Humanity*.

As a new Club executive, and for those of you who are continuing in your role, be assured that I am pleased to be a support to you in your work. Some of the issues with which I can help include synchronizing membership discrepancies between the District database (**ClubRunner™**) and Rotary International's **Club Central**, or getting your monthly Club attendance entered before the 15th of each month!

Club Presidents and Treasurers/Executive Secretaries: your annual District invoices will be delivered to you via e-mail in the coming week. The annual fees have not changed again for this year (\$30 per member), and your membership number is based on what is listed in the RI database. **PLEASE, honor the *Four-Way Test* and send your payments in straight away!**

“To be, or not to be, that is the question....” Well, we may not be directing a production of Hamlet, but the question may still challenge us: as newly installed officers/executives, how will we honor our commitment to our fellow Rotarians, our Clubs, and Rotary by the degree of our service this coming year? At any time, if you have a question or concern, e-mail me (the most reliable way to reach me and get help) at kfuller5520@gmail.com.

I will do my best to help you be your best as we collaborate in *Serving Humanity*!

— Kathy Fuller, District 5520 Executive Secretary



Father and Daughter

Past District 5520 Governor Dick Jones of Santa Fe thought he was going to say a few words about District doings when he was invited by PDG Bobby Wallace to attend an Albuquerque Del Norte Rotary luncheon on July 13. Instead, he learned that his daughter, Sarah Jones, who lives and works in Albuquerque, was finally joining Rotary. So he was given the honors to pin on Sarah's new Rotary pin. “It was better than giving a speech,” said Dick.

ROTARY SERVING HUMANITY