

# Rotary 5520 District NEWS



JULY 2010 • ISSUE 1

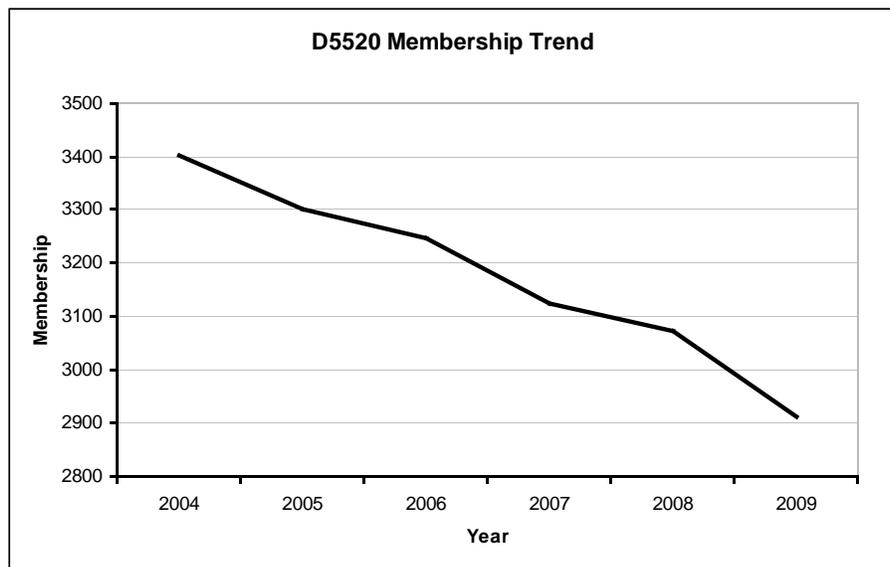
## Welcome Tim Parker



## Message from the DG

Rotarian, you and I are both in Rotary at a very interesting point in its 105 year history. Rotary is reinventing itself, working on making itself more relevant to multiple generations, and identifying what the next 'big' thing is going to be after Polio. The Foundation is changing (Future Vision Plan), marketing / advertising approaches are changing in Rotary and how we market ourselves, and the value / emphasis we place on training not just our District Leadership, but our Clubs and individual Rotarians as well. How we view a traditional club is changing, dues, locations, and organizational structures.

What we are seeing is that Clubs who are not looking at the above issues, who aren't using the combined creative talent in their club to tackle some pressing membership/PR obstacles, are dying or at minimum extremely stagnant. Maybe not numbers wise, but morale wise. If not morale wise, relevancy wise (dealing with competing organizations for talented potential Rotarian's time). No better example that all of the above is true is the following D5520 membership graph:



These issues are not going to go away unless we deal with them now! It's interesting how some Rotary Clubs / Rotarians are resistant to change, when being in Rotary by default means facilitating change. Our service projects usually change a community, affected people group, or organization permanently, and our fundraising efforts for Polio and National Immunization Day (NID's) have changed the world. The membership trend above speaks for itself.

## Inside

### Steps for Building Rotary

### Attendance & Membership Report

### DG Installation

### Clubs in Action



Message from the DG (continued)

A quote from the 2010 President Elect Training Seminar (PETS) was “There is a reason why the windshield is so much larger than the rear view mirror” . We have to address this within our clubs, but most importantly what are you in Rotary for? Why is Rotary important to you? Are you a Rotarian or a RINO (ask around if you don’t know what RINO means).

I will now address the initiatives and tools that Rotary International, the District, and your club have put in place to help move us forward.

If you have less than 15 seconds to tell someone what Rotary does... In a nutshell this is it “We build communities and bridge continents”

To verbally describe our TARGET:

Priority 1: **Membership / PR**

Increase District membership and PR

Priority 2: **Foundation**

Increase Tri-District and general international participation/matching AND District Cruise/Vacation in Rotary year 10-11

Priority 3: **Leaders Beyond The Club Level**

Increase number of Rotarians involved at District level

For more information on the information being presented here, go to www.rotary5520.org and go to the leadership materials 2010-11 link at the top of the page. On this page you will find a more detailed version of what is presented here in brief. Specifically look at the Board and Committee Chair PowerPoint (in .pdf format).

Some of the structures we have put in place at the District and Club level to mitigate our downward trend include:

- a. The realization that our membership problem is a Marketing/PR problem!
- b. Commitment Cards (every member of every club)

Rotary District 5520

**GROWING NEW MEMBERSHIP Commitment**

I understand the critical need to increase the number of quality, character rich Rotarians in Rotary District 5520.

I agree and commit to do my part by recruiting into membership \_\_\_\_\_ new members from July 1, 2010 to June 30, 2011.

Signature \_\_\_\_\_

Printed name \_\_\_\_\_

Email \_\_\_\_\_

Phone(s) \_\_\_\_\_

Club name \_\_\_\_\_



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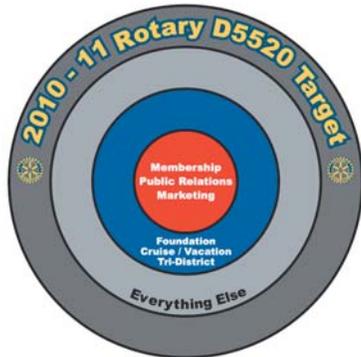
Club name \_\_\_\_\_



Our Theme for 2010-11:



Our Target for 2010-11:



Download this card:

Go to: [www.rotary5520.org](http://www.rotary5520.org)  
Locate Leadership Materials 2010-11 for a full-size version of this card.

Or copy and paste the following ULR to go directly to the PDF:

[http://rotary5520.org/districtadministration/2010-11\\_leadership/ROTARY\\_2UP\\_MEMBERSHIP\\_CARD.pdf](http://rotary5520.org/districtadministration/2010-11_leadership/ROTARY_2UP_MEMBERSHIP_CARD.pdf)



Message from the DG (continued)

c. Be My Guest Cards (every member of every club)

Front of card

**Come  
GROW with us!**



Rotary club meets every: \_\_\_\_\_

Date: \_\_\_/\_\_\_/\_\_\_ Time: \_\_\_:\_\_\_ A.M./P.M.

Location: \_\_\_\_\_

Phone: \_\_\_\_\_ call for directions

Back of card

**Please be my guest for a meal and meeting**

\_\_\_\_\_

Guest name

\_\_\_\_\_

Club member

Designed by Wilson Binkley Advertising & Marketing  
www.wilson-binkley.com



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ULR to go directly to the links:

[http://rotary5520.org/  
districtadministration/2010-11\\_  
leadership/guestcard.html](http://rotary5520.org/districtadministration/2010-11_leadership/guestcard.html)

**District Incentive  
Program led by:**



**Lou Matta, AG**  
loumatta@comcast.net  
(505) 690-5718



**Henry Pick, PDG**



d. District Incentive Plan/Governor's Club

2010-11 will begin the District Incentive Program for Membership. For any 5520 Rotarian who brings in new member(s) (from July 1, 2010 through June 30, 2011):

- **Bronze Level:** One (1) new member
  - Basic Membership in 'Governor's Club'
  - Certificate signed by District Governor
  - Recognition at the District Convention



- **Silver Level:** Two (2) new members
  - All items from Bronze Level plus
  - Two (2) movie passes
  - One (1) special tee-shirt (size XL)
  - Recognition at the District Convention





Message from the DG (continued)

**Talk to your club  
Who in your club can:**

- Donate airline miles?
- Donate tee-shirts?
- Donate movie tickets?
- Donate to the \$1500 for 2 spots on District Vacation drawing?

- **Gold Level:** Three (3) new members
  - All items from Silver Level plus
  - A private dinner for two (2) with the District Governor in your town (at the Governor's expense (within 12 calendar months from the 2011 Convention).
  - Recognition in the District Convention Program and special overhead projector recognition.
  - Special seating at the District Convention.
  - Waiver for two (2) Primary Registration Fees for the 2011 District Convention.



- **Platinum Level:** Five (5) new members
  - All items from Gold Level plus
  - Entry in a drawing for two (2) spots on the District Vacation.
  - Entry in a drawing for two (2) spots on an undetermined airline, round trip, in the continental United States.



**e. Presidential Citation Criteria**

| PRESIDENTIAL CITATION FOR 2010-11   | COMMUNITY SERVICE   | INTERNATIONAL SERVICE   |   |
|---|---|---|---|
| <p>Clubs are asked to complete the following questionnaire to list their activities in all four Areas of Service. Each of the four categories offers a possible 50 points. Clubs that score at least 25 points in each category will qualify for the 2010-11 Presidential Citation. Clubs that score at least 35 points in each category will qualify for the 2010-11 Presidential Citation with Distinction.</p> <p>The questionnaire is to be completed by each club and then sent to the district governor — not to Rotary International. The completed questionnaire must be received by the district governor no later than 31 March 2011 for the club to be eligible for the Presidential Citation.</p> <p>The answers to all questions on the questionnaire are subject to the Four-Way Test.</p> <p>Governors must certify the list of clubs that have earned the citation and the citation with distinction and send it as RI World Headquarters by no later than 15 April 2011. District governors will be awarded special recognition if 50 percent or more of the clubs in their respective districts are awarded the presidential citations.</p> <p><b>CLUB SERVICE</b></p> <ul style="list-style-type: none"> <li>□ Did your club achieve a net gain of at least one member between 1 July 2010 and 1 January 2011 as shown on the club's semiannual reports to RI? (5 points)</li> <li>□ Has your club adopted and used a valid membership recruitment plan, such as the Plan for One plan? (5 points)</li> <li>□ Has your club developed and used an effective membership retention plan, such as the STAR program for the mentoring of new members? (5 points)</li> <li>□ Has your club established a written three-year plan for the club, which has actively involved the current club president, club president-elect, and club president-continue, and any other club members selected by them, with the development and attainment of three-year goals for each Avenue of Service and targets for club membership to support the new goal? (10 points)</li> <li>□ Has your club sponsored a new Rotary club that has been chartered within the past 12 months? (5 points)</li> <li>□ Are the regular meetings of your club consistently marked by both great fellowship and stimulating programs? (5 points)</li> </ul> | <p><b>VOCATIONAL SERVICE</b></p> <ul style="list-style-type: none"> <li>□ Has your club sponsored an effective Four-Way Test essay or speech competition for young people within the past 12 months? (5 points)</li> <li>□ Have your club members been actively involved in providing career information for local school students within the past 12 months? (5 points)</li> <li>□ Have four or more of your club meetings been devoted to vocational service topics during the current Rotary year? (10 points)</li> <li>□ Has your club utilized classification talks by club members for at least three club meeting programs during the current Rotary year? (5 points)</li> <li>□ Has your club recognized the importance of high ethical standards and public values by giving an award, within the past 12 months, to honor an individual who exemplifies such traits? (5 points)</li> <li>□ Has your club recognized the importance of high ethical standards and public values by giving an award, within the past 12 months, to honor a business or other organization that actively promotes such traits? (5 points)</li> <li>□ Has your club developed and initiated a new vocational service project during the current Rotary year? (5 points)</li> <li>□ Does your club routinely provide a copy of The Four-Way Test and the Declaration of Rotarians in Business and Professions to all new club members as they join the club? (5 points)</li> </ul> | <p><b>COMMUNITY SERVICE</b></p> <ul style="list-style-type: none"> <li>□ Has your club sponsored a significant community service project involving the active participation of virtually all the club members within the past 12 months? (5 points)</li> <li>□ Is your club currently sponsoring an active Interact or Rotaract club? (5 points)</li> <li>□ Has your club sponsored a BTLA camp or a student participant in a BTLA camp within the past 12 months? (5 points)</li> <li>□ Has your club completed a community service project within the past 12 months that has improved the public image of Rotary in the community and also increased the pride of your club members in Rotary? (10 points)</li> <li>□ Has your club conducted one or more successful fund-raising events in the past 12 months that have produced reasonable results for the amount of time expended by the club members and provided sufficient funds to conduct meaningful projects for the community? (5 points)</li> <li>□ Has your club spent substantially more time and money, during the current Rotary year, on Rotary service projects in the community rather than using its resources to fund requests from other organizations for their projects without clear identification of your club's contribution? (5 points)</li> <li>□ Has your club undertaken a community service project, during the current Rotary year, within one of the six areas of focus established by the new Future Vision Plan of The Rotary Foundation? (5 points)</li> <li>□ Has your club conducted a community needs assessment during the current Rotary year? (5 points)</li> <li>□ Has your club provided a community service project to benefit young people in your community within the past 12 months? (5 points)</li> </ul> <p>This category has 50 points available. How many points has your club scored? _____</p> | <p><b>INTERNATIONAL SERVICE</b></p> <ul style="list-style-type: none"> <li>□ Is your club currently serving as the host club or as the sponsor club of a candidate, for a Rotary Foundation Ambassadorial Scholar or a Rotary World Peace Fellow? (5 points)</li> <li>□ Has your club served within the last 12 months as a host club for a Group Study Exchange team or as the sponsor club of a candidate for a Group Study Exchange team? (5 points)</li> <li>□ Is your club currently serving as the host club, or as the sponsor club of a candidate, for a Rotary Youth Exchange student? (5 points)</li> <li>□ Has your club actively supported Rotary's US\$200 Million Challenge for public evaluation? (5 points)</li> <li>□ Has your club actively participated in a Matching Grant or a 3-H Grant from The Rotary Foundation during the current Rotary year? For clubs in a pilot district, has your club actively participated in a Rotary Foundation Global Grant during the current Rotary year? (5 points)</li> <li>□ Has your club actively participated in an international project during the current Rotary year with the assistance of funds from a District Supplement Grant received by your district from The Rotary Foundation? For clubs in a pilot district, has your club actively participated in an international project during the current Rotary year with the assistance of funds from a Rotary Foundation District Grant received by your district? (5 points)</li> <li>□ Has your club supported a World Community Service project through a financial contribution, the donation of goods, or volunteer service in the past 12 months? (5 points)</li> <li>□ Has your club accepted the challenge of the Rotary Initiative, Every Year Initiative as evidenced either by a contribution from every club member to The Rotary Foundation during the current Rotary year or by an average contribution to The Rotary Foundation of at least US\$100 per member for the current Rotary year? (10 points)</li> <li>□ Does at least one member of your club belong to a Rotary Fellowship or a Rotarian Action Group? (5 points)</li> </ul> <p>This category has 50 points available. How many points has your club scored? _____</p> |

**View this card:**

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[http://rotary5520.org/districtadministration/2010-11\\_leadership/1011PresidentialCitation.pdf](http://rotary5520.org/districtadministration/2010-11_leadership/1011PresidentialCitation.pdf)

**f. Support the District Cruise Raffle**



There is a direct relationship between the success of the District Cruise Raffle and how well we are able to support our Tri-District and other Matching Grant opportunities three years later. We need your support, we need a solid effort this year in selling the cruise tickets.

**g. Governor's Challenge: "Lose a pint and a pound" in 2010-11**

This is a push to raise awareness for health/wellness and blood donation in our District. We have two goals for this. From the **blood donation perspective**, for every member who is able to donate a pint of blood to



**GOVERNORS'  
CHALLENGE  
BLOOD  
DRIVES**

| <u>District</u> | <u>Joined the Challenge</u> |
|-----------------|-----------------------------|
| 5520            | 2010                        |
| 5730            | 2010                        |
| 5770            | 2009                        |
| 5790            | 1996 (founder)              |
| 5810            | 2003                        |
| 5830            | 2009                        |
| 5840            | 2010                        |
| 5870            | 2010                        |
| 5890            | 2009                        |
| 5910            | 2010                        |
| 5930            | 2010                        |



Global Network for  
Blood Donation  
A Rotarian Action Group  
[www.ourblooddrive.org](http://www.ourblooddrive.org)

**Message from the DG (continued)**

donate or to host a blood drive and more specifically allow the employees the time to donate. The other goal from the **health/wellness perspective** is to have every member who is able to lose a pound of weight to lose it (documented). From the health/wellness aspect, the 'larger' goal, excuse the pun, is for our **District to lose a 'ton of weight'** (i.e. 2000 pounds) literally and more if possible.

The **blood donation component** is part of the Rotary Action Group "Global Network for Blood Donation". It is a personal challenge I received from GNBD Co-Founder, PDG Charles Kurtzman, to have D5520 join their effort in a giant blood drive challenge which geographically includes the entire states of Texas and New Mexico.

**General rules regarding blood donation aspect of Governor's Challenge: "Lose a pint and a pound" in 2010-11**

Each Rotary Club is challenged to host blood drives and encourage individual donations to its own local community blood provider (United Blood Services). Rotarians, as leaders in our communities, can participate by donating blood, recruiting others, and helping to raise awareness in our communities. Rotarians in business may also encourage and permit their employees the time to donate. Blood is needed throughout the year; however during the summer and holiday seasons the blood supply gets critically short. Your club can schedule drives for these times. Please, do it now.

**The District Governor will ask each Club President to pledge that they will:**

- A. Appoint a Club Blood Drive Chairperson
- B. Have a program about blood donation
- C. Recognize World Blood Donor Day - during the week of June 14th
- D. Complete the items listed below:
  - 1. Conduct a survey during any club meeting in July and again in March. The survey will be to ask the club members in attendance, who have personally known anyone who has needed blood, to stand up. Then, ask the club members who have ever donated or tried to donate blood to stand up. The club will count the number of members in each group and report the information to the district blood drive chairperson. The purpose of this survey is to demonstrate the need for blood versus the donations of blood.
  - 2. The club will send a report to the district blood drive chairperson each month indicating how many members have donated or tried to donate blood that month. The club will also report any blood drive that a club member has helped to schedule with the local blood center. This will give recognition to any member who donated, tried to donate, or helped to schedule a blood drive.
  - 3. Each donation or attempted donation (by a Rotarian) is worth one point, each scheduled blood drive with an existing group/organization accepted by UBS is worth 10 points, and each scheduled blood drive with a new group/organization accepted by UBS is worth 20 points. A blood drive can be anywhere and can be jointly with another club.
  - 4. The club that achieves enough points to equal at least 40% of their membership will be recognized at the district conference. The club that achieves enough points to equal at least 50% of their membership will be recognized "With Distinction."
  - 5. This challenge will run from July 1st through March 31st each year so that awards can be calculated in time to be presented at the District Conference.

The health / wellness component is a program developed by our own Andrew Garrison and Mario diGesù , Co-Chairs of the District Health / Wellness Committee.

Primary charge for the committee is to raise awareness and educate the District regarding health and wellness issues. This will also involve a weight loss contest Jan. 1, 2011 - March 31, 2011. More details to follow.



Message from the DG (continued)



**h. Support the 2011 District Convention**

District Convention 2011 will be April 14-17 in Ruidoso, New Mexico at The Lodge at Sierra Blanca/Ruidoso Convention Center.

**i. Public Relations/Marketing/Advertising**

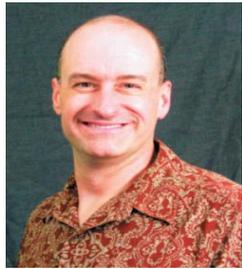
One of the key pieces to the puzzle that is our District and Club future revolves around public relations, marketing, and advertising. As such, we created a District PR/Marketing/Advertising Committee, chaired by long time advertising/marketing guru Ken Binkley. Ken's charge is to assist with our commitment card/be my guest card program, work with the clubs as required to assist them with their personal programs, and to facilitate the new CLUB AWARD for best / most creative public relations / advertising / marketing campaign. This revolves around three \$800-1000 awards given to the small, medium, and large club which best capitalizes on their projects pr/marketing/advertising potential. Ken is putting the finishing touches on the award criteria and will distribute to the clubs once completed.

**In Conclusion:**

The more I work with Rotarians, the more I am impressed. Between our recent Tri-District Conference (final numbers in next months newsletter), to the folks from various clubs who work tirelessly on Rotary projects or within their club or the District, to anyone who has contributed to the work of the Foundation, we are blessed to have an abundance of talent in our District.

But where is there talent we haven't tapped into yet? There is a saying if you don't use them you loose them. Our membership graph partially reflects this. Is your club effective at getting new talent plugged in right away? Do you put them on a committee they are passionate about or just trying to fill holes? How do we get more folks 'rushing' to volunteer at the District level (where we desperately need assistance)? So many questions! ! !

I thank you for your efforts in Rotary. I thank you for reading my small contribution to this month's newsletter! ! !



**Ken Binkley (Bink)**  
District PR/Marketing/  
Advertising Chair  
  
Wilson Binkley  
Advertising &  
Marketing  
  
(575) 524-8118  
(575) 524-8115 fax



# Attendance Report

District May 2010 Club Membership & Attendance Reports

| CLUB                        | Active Members* | Change +/- since 06.30.09 | YTD Attendance Percentage | CLUB ATTENDANCE % RANKING   |
|-----------------------------|-----------------|---------------------------|---------------------------|-----------------------------|
| Alamogordo                  | NR              | NR                        | 93.16%                    | Portales                    |
| Albuquerque                 | 222             | -12                       | 90.50%                    | Roswell Sunrise             |
| Albuquerque Del Norte       | 83              | -15                       | 85.76%                    | Roswell Pecos Valley        |
| Albuquerque del Sol         | NR              | NR                        | 84.92%                    | Roswell                     |
| Albuquerque Metro           | 29              | 8                         | 84.53%                    | Taos-Milagro                |
| Albuquerque Rio Grande      | 28              | NR                        | 84.21%                    | Alamogordo                  |
| Alpine                      | 20              | -5                        | 83.00%                    | Estancia                    |
| Angel Fire                  | 28              | -7                        | 81.40%                    | Santa Fe Centro             |
| Anthony                     | 29              | -4                        | 80.83%                    | White Sands                 |
| Artesia                     | 24              | -6                        | 79.18%                    | Santa Rosa                  |
| Belen                       | 7               | -1                        | 78.99%                    | Santa Fe                    |
| Carlsbad                    | 78              | 9                         | 78.22%                    | Chama Valley                |
| Carrizozo                   | 17              | -1                        | 78.06%                    | Albuquerque Del Norte       |
| Chama Valley                | NR              | NR                        | 77.50%                    | Franklin Mountains, El Paso |
| Clayton                     | NR              | NR                        | 76.98%                    | Van Horn                    |
| Clovis                      | 62              | -1                        | 76.76%                    | Rio Rancho                  |
| Clovis High Plains          | NR              | -15                       | 76.58%                    | Las Cruces Mesilla Valley   |
| Deming                      | 47              | -8                        | 76.01%                    | Melrose                     |
| East El Paso                | 22              | 2                         | 75.24%                    | Ruidoso                     |
| El Paso                     | 204             | -5                        | 74.94%                    | Los Lunas                   |
| El Paso Sunrise             | 23              | -5                        | 74.90%                    | Fort Sumner                 |
| El Paso Vista Hills         | NR              | NR                        | 73.30%                    | Grants                      |
| Elephant Butte              | NR              | NR                        | 72.73%                    | Rio Rancho Sunrise          |
| Espanola                    | NR              | NR                        | 72.45%                    | Las Cruces Rio Grande       |
| Estancia                    | NR              | NR                        | 72.00%                    | Northeast El Paso           |
| Eunice                      | 21              | -2                        | 71.45%                    | Angel Fire                  |
| Farmington                  | NR              | NR                        | 71.00%                    | Texico-Farwell              |
| Farmington - Tres Rios      | NR              | NR                        | 71.00%                    | Albuquerque Rio Grande      |
| Fort Stockton               | 36              | 6                         | 70.90%                    | Moriarty                    |
| Fort Sumner                 | 7               | -1                        | 70.56%                    | Albuquerque Metro           |
| Franklin Mountains, El Paso | NR              | NR                        | 70.47%                    | Socorro                     |
| Gallup                      | 46              | 3                         | 69.38%                    | West El Paso                |
| Grants                      | NR              | NR                        | 68.64%                    | Alpine                      |
| Hobbs                       | 96              | -15                       | 68.00%                    | Elephant Butte              |
| Las Cruces                  | NR              | NR                        | 67.78%                    | Tularosa                    |
| Las Cruces Mesilla Valley   | 44              | 3                         | 67.62%                    | Albuquerque                 |
| Las Cruces Rio Grande       | 75              | -1                        | 67.55%                    | Fort Stockton               |
| Las Vegas                   | 35              | 3                         | 67.31%                    | Tucumcari                   |
| Los Alamos                  | 51              | 11                        | 66.71%                    | Carlsbad                    |
| Los Lunas                   | 25              | 0                         | 66.61%                    | Clovis High Plains          |
| Lovington                   | NR              | NR                        | 66.18%                    | Anthony                     |
| Marfa                       | 11              | -1                        | 65.96%                    | Albuquerque del Sol         |
| Melrose                     | NR              | NR                        | 65.91%                    | El Paso Sunrise             |
| Moriarty                    | NR              | NR                        | 64.54%                    | Gallup                      |
| Mountainair                 | NR              | NR                        | 64.54%                    | Lovington                   |
| Northeast El Paso           | 25              | 1                         | 63.55%                    | Belen                       |
| Portales                    | 42              | -3                        | 63.26%                    | Truth or Consequences       |
| Raton                       | 16              | -1                        | 63.00%                    | Santa Fe del Sur            |
| Rio Rancho                  | 44              | -2                        | 61.25%                    | Las Cruces                  |
| Rio Rancho Sunrise          | 31              | 0                         | 60.63%                    | Carrizozo                   |
| Roswell                     | 120             | -2                        | 59.78%                    | Las Vegas                   |
| Roswell Pecos Valley        | 58              | 5                         | 59.45%                    | Los Alamos                  |
| Roswell Sunrise             | NR              | NR                        | 58.55%                    | Silver City                 |
| Ruidoso                     | 51              | -3                        | 58.33%                    | Clayton                     |
| San Juan County East        | 87              | -14                       | 58.14%                    | Clovis                      |
| Santa Fe                    | 84              | 1                         | 56.88%                    | Espanola                    |
| Santa Fe Centro             | 21              | 0                         | 56.05%                    | Eunice                      |
| Santa Fe del Sur            | NR              | NR                        | 55.87%                    | Artesia                     |
| Santa Rosa                  | 13              | 0                         | 55.81%                    | Raton                       |
| Silver City                 | 43              | 0                         | 55.30%                    | Mountainair                 |
| Socorro                     | 39              | -6                        | 54.23%                    | El Paso                     |
| Taos-Milagro                | 37              | 6                         | 53.91%                    | Deming                      |
| Texico-Farwell              | NR              | NR                        | 53.33%                    | Farmington                  |
| Truth or Consequences       | 24              | 0                         | 51.36%                    | East El Paso                |
| Tucumcari                   | 23              | -5                        | 50.09%                    | San Juan County East        |
| Tularosa                    | NR              | NR                        | 49.78%                    | El Paso Vista Hills         |
| Van Horn                    | 14              | 0                         | 46.97%                    | Farmington - Tres Rios      |
| West El Paso                | 49              | 5                         | 43.00%                    | Marfa                       |
| White Sands                 | 56              | 6                         | 42.66%                    | Hobbs                       |

\*Red means late report

NR = No Report





# Hit the Bull's Eye of Membership

## 10 Suggestions

by Ken Beesley LG 5520

Have you seen the target for District 5520? In the Bull's Eye are focal points that are two interrelated concepts: Membership and Public Relation. Your district is here to support your efforts, especially in these areas. Here are some ideas you can implement in your club. Please, take them and run.

### Ken's 10 suggestions for membership growth.

#### 10. Pick a Membership Chair and set a goal.

Pick an enthusiastic Membership Chair for a three year term and give them financial and moral support and then let them loose

**Set a goal:** 3 year      1 year      6 month      Now double it!

#### 9. Set objectives.

How are you going to reach your membership goals.

#### 8. Adequate room to grow in reaching your goal.

Crowded space loses members!

#### 7. Consistent Interesting Programs for your Rotary meetings.

(Don't waste my time!)

#### 6. Professional/Readable name tags with category

#### 5. Connect fundraising with service projects.

(List your clubs gifts over the past 3 years.)

#### 4. Monthly/Quarterly "Guest Rush"

August is Membership month on the Rotarian calendar

#### 3. Guest Packet? DVD

Welcome from the president, Purpose, Attitude, Service. Cost and Payback!

#### 2. Invitation Card (Business Card size) invitation time place, day.

Have a place for a Rotarian to sign the invitation.

#### 1. Invite, Invite, Invite!

Everyone is part of the invitation and greeting team.

**- Go get 'em!**



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## Get Connected!

We have four ways to stay current with what is going on in the District.

### District Website

[www.rotary5520.org](http://www.rotary5520.org) has a ton of information and will more than likely have the 'answer' you are looking for. Leadership information, upcoming events, deadlines, committee information and much much more. All of the critical 2010-11 leadership information including videos are located at the top of the first page under the "2010-11 Leadership Resources" button.

### Blog

A daily/weekly splattering of the Governor's adventures throughout the District as well as critical information regarding upcoming events/deadlines. The link to the District Blog is <http://rotary5520.blogspot.com/>

**Think Bigger!  
Think Better!  
Think Bolder!**

**Your Thoughts and Feelings:** How can we do in better. We'd appreciate your comments.

**Get Connected** (continued)

**Newsletter**

A monthly recap of where we are at and where we are going as a District. Attendance information, Governor’s Club updates, Governor’s Challenge updates, informative articles from various District leaders, as well as an advertising section which showcases District service projects / fund raisers.

**Facebook**

If you are on Facebook ([www.facebook.com](http://www.facebook.com)) in the search button type “rotary district 5520” and the page you are looking for is entitled “Rotary District 5520 Leadership 2010-2011”



# Rotary official:

## Three new presidents and one district governor installed on Saturday June 5th

by Emily Hubbell courtesy  
 Roswell Daily Record

Rotary District 5520 installed presidents for each of its three Roswell clubs and the district governor Saturday in a ceremony led by a member of the organization’s international leadership board.



Ed Futa, Rotary International’s general secretary, gave a speech and introduced the inductees. This was his first visit to Roswell.

The new presidents include Phelps Anderson, who will head Roswell Rotary; Jared Hembree, the new leader of Sunrise Rotary; and Wendell Wakefield, who will preside over Pecos Valley Rotary. Timothy Parker will serve as the governor of Rotary District 5520, which includes clubs in New Mexico and southwest Texas.

In his speech, Futa discussed the history of Rotary and the effect that a cure for polio could have on the organization. Rotary clubs throughout the world hold events each year to fund research for the disease, which Futa said may be cured within the next five years.

He also emphasized the strength of the Roswell Rotary clubs, which have a combined 300 members.

“They are very active and tend to be a little younger than the average Rotary,” Futa said. “Any community with an active,

dynamic Rotary Club is a better community because of it.”

The three Roswell-area Rotary Clubs hold separate meetings but collaborate on major community projects, said Wakefield, who hopes to increase membership as president. The clubs are currently raising funds for a gift to Roswell to commemorate the state’s bicentennial next year.

Another major initiative of the clubs is its exchange student program, which brought students from Brazil and Germany to Roswell this year, Anderson said. The clubs also collaborated this year to provide new gym equipment at the Boys & Girls Club.

“Rotarians are humble. It creates a PR issue because we don’t talk about what we do,” Parker said.

As governor, Parker will be seeing a lot less of Roswell and of Sunrise Rotary, which he founded eight years ago. He will drive 38,000 miles in about seven months, will visit 70 clubs and will make 100 speeches between now and June 2011.





# District Rotarians in action!

## San Juan Rotarians at International Convention

Eight members of the "Don't Meth With Us" committee from the San Juan Rotary Club of Farmington traveled to Montreal for the Rotary International Convention. Bob and Gloria Lehmer, Bob and Anita Brooks, Christy Grossheim, Aileen Gallegos and Paul and Jill McQueary worked a booth at the convention, giving out hundreds of brochures and DVDs. They also presented a 1.5-hour breakout session on how their club is combating the meth epidemic in San Juan County. About 250 Rotarians packed the room to hear the presentation. Paul McQueary has been invited to speak in Utah as well as the Eastern US and Canada Zone Conference this fall. 🌟



### "Don't Meth with Me"



## District RFE Reps in Montreal



Rotary Friendship Exchange representatives from District 5520 join their hosts in Montreal for a two-week visit to District 7040 including Niagara Falls, Toronto and Cornwall. Pictured are John and Hilda Lane with Hosts Gayle

and Larry Renfrew; Carey and Donna Beamesderfer with hosts Larry and Diane Gaunce; and John and Hilda Lane with Leslie from Clovis. Next year's trip is to Melbourne, Australia. 🌟



### District RFE Reps - Montreal





# Spreading the word!

## Rotary Del Sur starts two Bag-a-Month Clubs

On July 1st Rotary Del Sur will be announcing the start of not one but, two Bag-a-Month Clubs and would like to invite your clubs to participate.

1. **Kitchen Angels:** The second club meeting of the month will be a bag of [pre-approved groceries] for Kitchen Angels.

They will provide us with a list of non-perishible items needed that month. A member can simply take the list and purchase any size grocery bag containing any of those items and bring them to your meeting for collecting. They can be loaded right into a truck, van, suv, etc. for delivery. Or a member can give money to another member to buy the items for them.

2. **Santa Fe Animal Shelter:** The third meeting of the month will be for dry Cat & Dog food (puppy food too}. Any size bag of quality food. The Shelter prefers Purina because it is easy to digest and has good mineral and vitamin content [but, they will mix in anything]. Collection and purchase will be in the same manner as above.

Both Charities are running on fumes and donations are ever so sorely needed. The animal shelter services 10,000+ animals a year and uses about 150 lbs. of food per day. Any money saved on food purchases would go directly into the medical fund creating a great secondary benefit from food donations. Kitchen Angels is another similar story where only 7% [roughly] of their donation goes to administration. 97% goes directly into services. Their volunteer drivers even pay for their own gas. For many shut-ins this is the only food they get to eat and the only human contact they have each day.

Your club would need a designated collector for each week and they or the president would make a reminder announcement at the meeting a week prior. They would also need to call or email me with a count so that we can keep track of what Clubs give and can use it for PR announcements. The collector would also need to drive the donations to the respective charity.

I will see to it that this will also be a great PR device for raising public awareness about all three Rotary Clubs, the needs, the charity, the publics ability to participate. I also see these projects as a great way to start you year as president. They are easy to do and each and every member can participate whenever they want. My personal goal [projection] is, in each case, to provide 'food for a month' over the course of the year. Won't you please join me in this effort and present it to you club and find a collector. Let me know what your thoughts are along with any questions.

Thanks ever so much!

Lou Matta, AG c-690-5718





Spreading the word (continued)

## Rotary Desert Sun Golf Classic

Set for July 15-19 at Spring River Golf Course, the Rotary Desert Sun Golf Championship is a PGA-sanctioned, 54-hole, three-day tournament that attracts professional and amateur golfers from across the southwest. It is recognized as one of the premier golf tournaments in the region and has generated almost \$500,000 for charitable causes in Chaves County.

The event is presented annually by the Roswell Rotary Club, Pecos Valley Rotary Club and Sunrise Rotary Club.



Players & Sponsors wanted for the  
20th Annual

## DESERT SUN CLASSIC CHARITY GOLF CHAMPIONSHIP

**July 15-18, 2010**

Spring River Golf Course,  
Roswell, New Mexico

Presented by the Pecos Valley Rotary Club,  
Sunrise Rotary Club and Roswell Rotary Club



Sponsored by  
**Desert Sun  
Motors**

### GOLFERS!

This is your chance to test your skills in a professional tournament atmosphere using USGA rules. It is a 54-hole individual competition using handicaps for flight determination only. Golfers will be paired for a Pro-Am team competition on Friday.

**Professionals will play for more than \$18,000 in prize money.  
Amateurs compete for over \$12,000 in pro shop credits.**

For entry information contact Spring River Golf Course professional Carlton Blewett at 575-622-9506.

### BUSINESS OWNERS & PROFESSIONALS!

This is your chance to sponsor one of Roswell's great traditions and support the work of the Roswell Literacy Council and Boys & Girls Club.

Over the years the  
tournament has raised  
almost \$500,000 for  
local charities.

For sponsorship  
information contact  
Jared Hembree,  
575-622-6510



**Each Day!**

*Golfer closest to the designated pin  
during tournament play gets to take a  
swing at a \$1 Million Hole-In-One!*





Spreading the word (continued)

## David Westphall Veterans Foundation Dinner coming up September 11

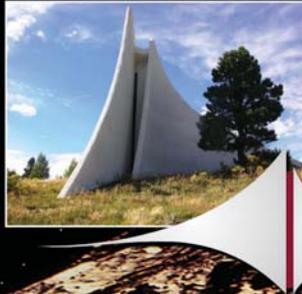
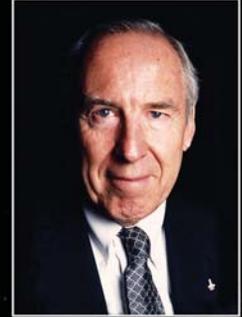
# Houston, We Have a Problem

Captain James Lovell Jr., commander of the historic Apollo 13 mission, will speak at this year's David Westphall Veterans Foundation Dinner Sept. 11 at Sandia Resort & Casino in Albuquerque.

Captain Lovell's fourth and final flight as an astronaut was on the Apollo 13 mission in 1970. As spacecraft commander, he and his crew successfully turned their lunar module into a lifeboat when their cryogenic oxygen system failed. Their emergency of the lunar module conserved electrical power and water to ensure their safe return to Earth.

Tickets for the dinner are \$1,500 per table of 10 or \$150 per person.

Funds raised at the dinner are used to help pay for programs and displays at the Vietnam Veterans Memorial State Park near Angel Fire, New Mexico; promote the Memorial; and conduct ceremonies for veterans and their families at the Memorial.



The Memorial — the first Vietnam veterans' memorial in the United States — was deeded to the State of New Mexico by the Foundation as a gift in 2005.

Members of the David Westphall Veterans Foundation Board of Directors serve on the Board of the National Veterans Wellness & Healing Center in Angel Fire. The Board develops programs to treat U.S. military veterans with Post Traumatic Stress Disorder.

**the  
 David Westphall  
 Veterans Foundation**

Contact name: \_\_\_\_\_  
 Name of organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone number: \_\_\_\_\_ Fax number: \_\_\_\_\_  
 Email address: \_\_\_\_\_  
 Amount of sponsorship: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Credit card  
 Card type: \_\_\_\_\_ Number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Mail completed form to: Jack Swickard  
 P.O. Box 808  
 Roswell, NM 88202-0808

Fax to: (575) 622-7448  
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