



AUGUST 2013

DISTRICT GOVERNOR VICKI PULIZ



## In The News

### DG Message

*Developing friendships and strong membership through engagement with each other and our communities*

### Focus on the Stars



*Practicing "Service Above Self" locally and around the world*

### Rotary on Record

*The more we give through Rotary, the more Rotary gives back in return*

### Foundation Tip

*Rotary Foundation - It's Your Money! 50% of the money you donate can come back to support your local community*

### Consider IT Done

*Webinar available to help clubs complete a District Service Grant*

## UPCOMING EVENTS

CHECK OUT [WWW.ROTARYDISTRICT5190.ORG](http://WWW.ROTARYDISTRICT5190.ORG) FOR MORE EVENT DETAILS

- Aug 3: RYE Rebound Meeting
- Aug 11: District 5190 Day at the Reno Aces
- Aug 17: RYE Orientation Inbound #1
- Aug 18: Michael Martin Murphey & Lacy J. Dalton Concert
- Aug 24: Membership & Public Image Seminar
- Sep 21: 5 Avenues of Service Seminar, including Foundation Seminar and Grants Management Training



**Vs Memphis Redbirds**

IT'S A DOUBLE PLAY!



QUIETLY ENGAGED



LITERACY IS NOT A LUXURY

# Dear Fellow Rotarians

---

## DELIVERING VALUE TO MEMBERS

---

August is the time for county fairs, festivals, backyard barbecues, vacations before school starts, and we have several great Rotary events for you this month too!

Bring your family and friends to the **Reno Aces game on Sunday, August 11** and to a special concert on **Sunday, August 18** with **Michael Martin Murphy and Lacy J. Dalton**. Both events benefit our Polio Eradication effort—full details in this newsletter.

And, on **Saturday, August 24 our Membership and Public Image Seminar** will be held at the Parasol Building in Incline Village, starting at 8:30 a.m. Registration is on the District 5190 website.

We are focusing on **two top priorities** for Rotary—making history by finishing the battle to eliminate polio from the world and building strong membership with net growth in our clubs.

Worldwide, Rotary membership remains at 1.2 million even though we bring in thousands of new Rotarians every year. In our own District, membership was declining until two years ago when we reversed the trend and added 9 members in 2011-2012 and around 30 members, net last year.

It is not time to rest!

Take a look at your own club. Is your club serving your members and giving them opportunities to engage with each other and the community? Are you providing networking opportunities to strengthen business relationships and service opportunities to improve our community? Is your club vibrant and satisfying to your current members and welcoming and appealing to new members?

We must be willing to take a hard look at ourselves and be willing to consider changes to build strong membership and achieve sustainable growth.

**Each club must deliver value** by bringing together members to connect with like-minded people; to develop friendships and ideas which result in actions that will impact our community and the world.

Think about what keeping your current members satisfied and bringing active new members into your club does for you: more fun, more friendships and more service!

I am asking each Rotarian to consider *why* they are a Rotarian.

Starting with the WHY is our theme for the year. It's to remind us why we value our wonderful organization; then to share that personal story with other leaders and invite them to join us.

Proud to be a Rotarian!

District Governor Vicki Puliz

## FOCUS ON A STAR



*When I think about Rotary and particularly why I joined, I cannot think of anything other than, "Service above self." That simple motto is why I joined Rotary, but the practice of this motto is what I think makes Rotary great and is why I am a Rotarian.*

*The concept of service above self completely exemplifies what Rotary stands for. In our community I watch our two Rotary clubs serve our community and I want to be part of that. I want to make a difference in the lives of community members, particularly our youth, senior citizens, and disabled.*

*Upon joining Rotary, I jumped right in and began volunteering on the many projects the club was doing in our community. I contributed to the Rotary Foundation, but I was not sure why or where the money was going. That did not matter to me, I was in Rotary and I was accomplishing the very thing I set out to, which was service above self.*

*As time progressed and I become more involved I asked one of our members about the Rotary Foundation. I knew Rotary was a worldwide organization, but the idea that our little club in Alturas, California could be involved in projects around the world through our donations to Rotary International was very good with me. At that point I realized that I was not only part of a group exhibiting service above self in their own community, I was part of a group exhibiting service above self around the world.*

*As I begin the 2013/14 year as our Club's president, I will continue to move our Club in the direction of service above self and I will make sure our membership is regularly reminded of not only the simple motto, but the practice of that motto as well.*

Mike Martin  
President, Rotary Club of Alturas Sunrise

# Investing in Rotary Members

As usual, we took a big hit in our membership numbers in June and July. Although the District is down 55 members from the high point, we have a net gain of 30 for the year. Certainly a net gain is cause to celebrate. In addition, I think this statistic reinforces the point that our main concern must be retention.

Retention, retention, retention! What are the key factors affecting retention? I would say the over arching factor is satisfying members needs. What do your members want and need from your club?

---

**GENERALLY SPEAKING,  
MEMBERS WANT TWO  
THINGS: FRIENDSHIP, AND  
TO FEEL THE REWARDS OF  
SERVING OTHERS.**

---

If what they get in these two areas outweighs the work, money, and hassle they put into being a member, then they will stay.

In other words, clubs that are fun, and promote lots of social interaction with

their members, AND also undertake service that shows a return (touch your heart) to those doing the work, are clubs that hang on to their members. In addition, these clubs will tend to ATTRACT new members into their fold. However, even these clubs can lose many potentially great Rotarians.

On top of being this kind of club, you must have a membership system that orients, nurtures, tracks and grows your members. Club leadership must keep new members in mind. When we start to take for granted that a brand new member is “automatically” a committed Rotarian that is where we will get into trouble. Club leadership needs to invest the energy to grow new members into the Rotarians of the future. This isn’t hard, but does take thought, planning and commitment.

Come to our Membership Seminar in Incline Village on the 24<sup>th</sup> of this month and learn more if you are willing to help your club grow!

Sam “Woody” Wilbanks  
District 5190 Membership Chair

## ROTARY ON RECORD



### WE ALL HAVE SOMETHING TO GIVE

Our goal in 2013-14 is to *Engage Rotary, Change Lives*. All of us know that Rotary has incredible potential to do good work. We’re going to do this by engaging Rotarians – by getting them involved, by getting them inspired, and by making sure that all Rotarians know just what a gift they have in Rotary.

The goal isn’t just bringing in new members. The goal is making Rotary bigger, not just with more members, but with more involved, engaged, motivated members who will be the ones to lead us into our future.

We have to make sure that every Rotarian, in every club, has a meaningful job – one that makes a real difference to the club and the community. Because when you’re doing something meaningful in Rotary, Rotary is meaningful to you.

In Rotary, we all have something to give. And the more we give through Rotary, the more Rotary gives back to us in return.

Ron D. Burton  
President, Rotary International



“...to touch these little lives with two drops of clear liquid and know that they are now safe from Polio made me feel invincible.”  
Chesa Keane,  
Rotary Club of  
Reno  
Centennial  
Sunset

## Foundation Tip

### It's YOUR Money

One of the best things about contributing to OUR Rotary Foundation is knowing that more than 50% of our contributions to the **Annual Programs Fund (APF)** can come right back to touch our local community.



Under the new grants model (formally called Future Vision), a full 50% of our contributions made **3 years ago to APF** are available this year as District Service Grants (DSG). DSG's are matching grants up to \$2,000, which are designed to fund smaller, short term activities that address needs in your local community as well as communities worldwide.

A portion of these funds have also been set aside to assist your club in funding a local deserving scholar who may in fact attend a local college or vocational school.

A portion of the remaining 50%, which comes from our Foundation's World Fund, may in fact fund local Rotarians and other community professionals to be part of a Vocational Training Team (VTT). Members of a VTT travel abroad to assist those living in another community or village in one or more of the new Six Areas of Focus.

Additionally, World Funds (minimum \$30,000) are now available to send someone from your community abroad as a Global Scholar. Contact Dick Hatch, our District/Global Scholar Chair, [dickhatch5190@yahoo.com](mailto:dickhatch5190@yahoo.com) for more information.

Last year, more than 75% of our fellow Rotarians from District 5190

## WHY DID I BECOME A ROTARIAN?

*Rotary has provided a framework for me to continue to use and express my lifetime experiences. I was employed for over 25 years in a high-tech marketing environment, served as a consultant, and raised a family. During that time, I worked for several companies and was fortunate enough to be trained, and in some cases, just handed roles that allowed me to problem solve, and expand my leadership skills in the world of business. I had a wonderful partner, children and mentors to guide and support me, and for that I am forever grateful.*



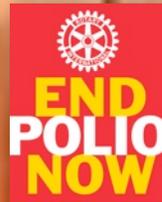
*I have always reserved time to volunteer and give back to the communities I have lived and worked in. So, when I left the corporate world, I had all this knowledge and experience that needed to be used to serve others, and in return provide me with purpose. I recognized*

*Rotary members as community leaders, and in 2008 was invited to join the Rotary Club of Lone.*

*Rotary has provided the opportunity for me to express my creativity, leadership skills, and ideas through association with club members, community projects, understanding international needs, contributing to The Rotary Foundation, and support of youth programs. As a member of Rotary I am reminded and know my service makes a difference. I believe that no matter where a person is from, or their career or economic status, they have something to give. Rotary allows us to find our place, and to make a*

*difference. I am grateful for the willingness of Rotarians around the world to give of themselves, creating a better world for all.*

Sharon Long  
President, Rotary Club of Lone



**District 5190 3rd Annual  
Rotary Day at the Aces**

**RENO ACES vs MEMPHIS REDBIRDS**

**Sunday, August 11 at 1:05 pm  
Aces Ballpark, Reno, Nevada  
Exclusive Infield Reserved Seating**

**Tickets \$20 (\$7 goes to Polio Plus)**

**Tickets / Information:**

**Cheryl Z at 775-588-1142 or [Cherylz@tdrotary.com](mailto:Cherylz@tdrotary.com)**

contributed to OUR Foundation under the Every Rotarian Every Year program. And a record 77% of these Rotarians contributed \$100, or more, who are now Sustaining members.

Please consider making your 'Sustaining' contribution today!  
<http://www.rotary.org/en/Contribute/Pages/ridefault.aspx>

Apply for your club's DSG or Global Grant before this year's allocation runs out. Remember, It's YOUR Money!



## Consider IT Done

### How To Apply for DSG Using ClubRunner Grants Module

A Webinar is available on the District website [www.district5190.org](http://www.district5190.org), on the Home and Grants pages, to help with completing a District Service Grant (DSG) application. Click [HERE](#) to go directly to the Webinar.

#### Special Notes:

- The webinar does not explain the criteria for getting a grant, nor what it takes for a club to be eligible for a grant. This information is available on the District website
- In order to save the input on an application it must be input by a Club member who attended the Grants Seminar and is "Grants Certified"
- Select the 4-arrow icon in the lower right hand corner of the video window to view a full screen



## Engaged Members Changing Lives



Paul Gardner graciously accepts the **Quiet Rotarian** for Elko, with President Richard Perry and District Governor Vicki Puliz

Kathy Swimley, accompanied by President Richard and District Governor Vicki, is appreciative of receiving the **Energizer** award for the Rotary Club of Elko



Steven Glaser, with club President Ellen Fitzsimmons and District Governor Vicki, is honored as **Quiet Rotarian** for Elko Desert Sunrise for being a Rotary Ambassador in the community



Jean Sloan is recognized as the **Energizer** for Elko Desert Sunrise for her energy and enthusiasm for the Rotary Foundation



# POLIO: Sweetwater, Texas, 1946

**I**t is important to describe the isolation of my early polio experience as contrast to my emersion with cultures of the world and how the Rotary National Immunization Day (NID) has offered an opportunity to serve in my World Wide neighborhood. I have taken over 3000 travelers to 50+ countries in the world as an art educator, but it has really been through my travels for Rotary that I have been able to live among and interact and teach the people, always receiving more than I give. Rotary has given me ways to act from my inner self, to become more than I knew I could be.

First grade: sick with a headache and stiff neck. Visits to our Doctor were inconclusive. I could no longer walk. I was rushed to Parkland Hospital in Dallas, 240 miles away. My mother assured me that she would read to me in the hospital.

Examination room: cold, concrete square room. My daddy squeezed my hand as they inserted a large needle to draw fluid from my spine. The verdict: Polio.

I was immediately taken away from my parents and wheeled to a dark room filled with painful cries of five others all in iron cribs with high sides. I kept waiting for my mother. Ten days later they were allowed to waive from the parking lot to my third story. My black nurse held me to the window. In a few weeks I was transferred to Scottish Rite Hospital to a ward of 15.

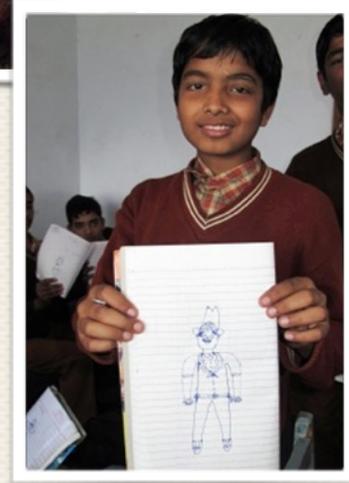
Over several years I had 13 experimental surgeries; my parents were allowed to be with me between 2 and 4 pm on Sundays, only. No phone calls, only cards and letters. The nurses, orderlies and bedmates were Black, Hispanic,



*Sarah giving Polio immunization drops in India 2013*



*Stick loom weaving taught by Sarah at Akshay Pratishthan school for the Differently Abled, India 2013*



*Cowboy drawing lesson, India 2013*

Native American and Catholic, all people I was not exposed to in my Protestant, white, middle-class home

Occupational Therapy: I learned to weave, made decoupages and other crafts from recycled materials. Surgery meant bedfast and a cast leg for at least 3 months. Writing, sewing, drawing and other handwork kept me busy. No televisions, cell phones or electronic games.

The diverse patterns in the fabric of my life have been woven with Polio and through Rotary 's programs I am adding new richness to the patterns.

2009, my first NID: Benin, West Africa. Ghana for three weeks delivering school supplies, soccer balls, pumps and 12 dozen bandanas to accompany "Drawing Cowboys" lesson.

2011 and 2013: India NID: remained to travel, deliver school supplies and teach drawing cowboys.

In **1946** I learned to weave. In **2013** I taught polio survivors to weave.

Sarah Sweetwater  
Rotary Club of Elko Desert Sunrise

## Polio This Week

As of 24 July 2013

Year-to-date 2013: 140

Year-to-date 2012: 100

Total in 2012: 223

Click here for current information on [Wild Polio cases](#)

## The Story

After nearly 30 years of immunizing more than 2 billion children against polio, Rotary and its partners are on the brink of making history. We are This Close.



When Rotary began the fight in 1985, polio affected 350,000 people, mostly children, in 125 countries every year. Since then, polio has been reduced by more than 99 percent.

# Michael Martin Murphey

&

# Lacy J. Dalton

## "Songs of the West"

**Sunday, Aug. 18, 7pm**

**Bartley Ranch Amphitheater**

**\$21 in advance or \$25 at gate**






Tickets at [www.sierratramp.org/Concerts.html](http://www.sierratramp.org/Concerts.html) or call 775-233-0122

This program is a fundraiser to benefit Rotary International's "End Polio Now" Campaign




## June 2013 Attendance - John Sullivan

	Planning Guide Goal	Current # Members	Attendance	Annual Giving YTD	Restricted Giving YTD		Planning Guide Goal	Current # Members	Attendance	Annual Giving YTD	Restricted Giving YTD
Alturas	28	30	85.00%	\$6,050	\$2,698	Nevada County South	34	31	85.71%	\$7,265	\$2,406
Alturas Sunrise	27	30	95.00%	\$4,051	\$590	Penn Valley	38	34	88.00%	\$10,410	\$1,767
Amador Upcountry (Pioneer)	31	24	74.00%	\$1,000	\$2,166	Placerville	44	39	54.00%	\$7,000	\$2,197
Auburn	110	109	88.19%	\$20,285	\$2,558	Plymouth-Foothills	29	30	60.00%	\$1,782	\$14
Auburn Daybreak	25	12	100.00%	\$3,098	\$1,165	Pollock Pines-Camino	18	15	50.00%	\$770	\$1,547
Auburn Gold Country	52	44	82.46%	\$6,010	\$1,818	Portola	33	29	90.91%	\$3,156	\$2,026
Bishop	50	40	54.29%	\$7,711	\$1,658	Quincy	51	47	79.50%	\$4,886	\$1,875
Bishop Sunrise	27	31	49.19%	\$4,620	\$1,100	Reno	212	181	70.67%	\$40,798	\$11,231
Cameron Park	69	65	69.00%	\$7,910	\$2,065	Reno Centennial Sunset	34	34	81.48%	\$3,450	\$4,100
Carson City	85	84	55.59%	\$13,085	\$1,590	Reno Central	65	59	80.00%	\$12,842	\$1,915
Carson City - Sunset	25	21	25.00%	\$3,700	\$200	Reno Midtown	37	18	66.60%	\$400	\$0
Chester	25	20	78.00%	\$2,200	\$100	Reno South	62	55	73.50%	\$6,957	\$4,010
Elko	79	76	38.49%	\$6,523	\$2,295	Reno Sunrise*	54	51	0.00%	\$16,812	\$8,733
Elko Desert Sunrise	30	26	54.63%	\$5,275	\$4,630	Smith Valley	28	28	65.00%	\$3,665	\$1,077
Ely*	31	30	0.00%	\$3,100	\$0	South Lake Tahoe	59	43	57.82%	\$7,375	\$1,000
Fallon*	52	49	0.00%	\$9,831	\$2,495	Sparks	128	116	79.35%	\$24,939	\$6,344
Fernley	28	25	74.00%	\$2,245	\$1,025	Sparks Centennial Sunrise	33	25	73.28%	\$10,945	\$2,219
Georgetown Divide	34	36	46.67%	\$3,150	\$1,000	Surprise Valley*	21	17	0.00%	\$1,025	\$0
Grass Valley	77	69	75.80%	\$14,350	\$2,785	Susanville Rotary Club*	47	55	0.00%	\$4,350	\$1,000
Greenville*	10	10	0.00%	\$3,140	\$0	Susanville Sunrise	31	31	61.67%	\$5,495	\$2,983
Incline Village*	30	25	0.00%	\$3,025	\$300	Tahoe City	41	40	82.00%	\$4,750	\$2,250
Ione	33	24	75.00%	\$8,360	\$1,300	Tahoe-Douglas	52	51	61.76%	\$14,172	\$121
Jackson	49	49	92.64%	\$3,982	\$2,319	Tahoe-Incline	46	41	85.00%	\$11,491	\$2,500
Loyalton	28	22	91.00%	\$3,408	\$1,018	Tonopah	23	21	80.95%	\$1,270	\$1,600
Mammoth Lakes Noon	47	40	65.00%	\$1,775	\$300	Truckee	89	92	98.83%	\$12,815	\$7,100
Mammoth Lakes Sunrise	20	22	80.00%	\$550	\$195	Truckee Sunrise	28	28	71.00%	\$400	\$0
Minden	44	34	68.27%	\$4,040	\$1,000	Westwood-Lake Almanor	13	13	85.00%	\$250	\$100
Nevada City	53	44	52.00%	\$2,565	\$157	Winnemucca*	47	36	0.00%	\$3,167	\$2,000
Nevada City 49er Breakfast	91	87	78.92%	\$29,975	\$2,362	Yerington	46	47	66.67%	\$4,070	\$2,238
						TOTALS	2733	2485		\$411,721	\$115,241

\* No Attendance report made. Last known member count used.

# THROUGH LITERACY YOU BEGIN TO SEE THE UNIVERSE

In early childhood, many low-income students aren't exposed to books. National statistics show one book per every 300 children in low-income neighborhoods in contrast to 13 books per one child in middle-income neighborhoods.

In support of local literacy efforts two Truckee Rotary Clubs collaborated and built 12 community bookshelves modeling the Little Free Library concept. Local Rotarians selected the bookshelf construction as this year's project for the national "Rotarians at Work Day," which occurred on April 27.

Rotarians at Work Day is a dedicated day where around the world, on this day, Rotarians are working to effect change for the good of their communities. Rotary's vision is one of service above self and improving literacy is a specific mission of Rotary.

"This project was perfect as it aligned well with both contributing to the community and enhancing literacy," said Truckee Sunrise Rotary President Eileen Driscoll. "I felt so good doing this — it was a true community collaboration!"

In partnership with Tahoe Truckee Reads the bookshelves are being distributed throughout the region at public facilities and



housing complexes so children and their families can access reading material near their homes even if they are not able to get to a library.

Lindy Beatie  
President, Nevada City 49er Breakfast Rotary

## Rotary Officers 2013-14

### Rotary International

RI President: Ron D. Burton  
RI President-elect: Gary C.K. Huang  
RI Vice President: Anne L. Matthews  
RI Director Zones 25/26: Steven A. Snyder

### Rotary District 5190

District Governor: Vicki Puliz  
District Governor Elect: Joe Zarachoff  
District Governor Nominee: Gail Ellingwood  
District Secretary: John Sullivan  
District Treasurer: Charlie Litton  
District Executive Assistant: Ginny Lewis

### Assistant Governors

Area 1: Penny Artz  
Area 2: Ralph Taylor  
Area 3: Jim O'Brien  
Area 4: Doug McDonald  
Area 5: Barbara Besana  
Area 6: Chuck LePere  
Area 7: PJ Karnaze  
Area 8: Gary MacDonald  
Area 9: Bob Conner  
Area 10: Jay Recanzone  
Area 11: Anita Franzoia  
Area 12: David Mason  
Area 13: Randy Van Tassell

### Board of Directors

District Administration: Wyn Spiller  
Service: Lindy Beatie  
Foundation: Steve Lewis  
Membership: Sam Wilbanks  
Youth Service: Steve Mestre  
Club Administration: Larry Harvey  
Technology: John Sullivan  
Public Image: Tom Hardy

The Rotary District 5190 newsletter is published monthly by District Governor Vicki Puliz. Submit stories and photographs (300 dpi resolution digital images only) to Editor Elizabeth Cavasso at [ecavasso@gmail.com](mailto:ecavasso@gmail.com) by the 20th of the month.