

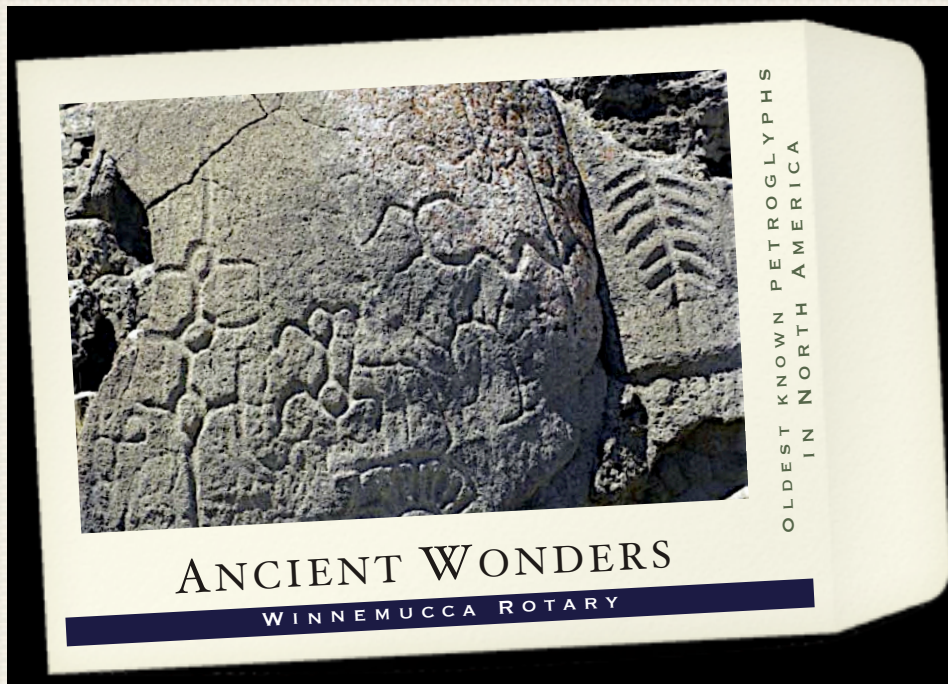


DISTRICT 5190

JANUARY 2014

DISTRICT GOVERNOR VICKI PULIZ

ISSUE 7



In The News

DG Message

Fresh new start and time to share stories about our organization

Focus on the Stars

I am thankful to be a part of the dreams of leaders

Rotary on Record

A rare opportunity for dinner with the President

Foundation Tip

Double your Rotary Foundation giving

Membership Tip

men-tor noun \ˈmen-tôr, -tər\ : someone who teaches or gives help

Consider IT Done

Enhance computer operations through operating system and software updates

UPCOMING EVENTS

CHECK OUT WWW.ROTARYDISTRICT5190.ORG FOR MORE EVENT DETAILS

- Jan 11: District Leadership and Boards Meetings
- Jan 18: Rotary Leadership Institute Training, Elko, NV
- Feb 8: RYE Inbound Orientation #2 & RYE Outbound #1
- Feb 8: PrePETS, Harrah's, Reno, NV
- Feb 23: Rotary International's 109th Birthday
- Apr 5: District Training Assembly, Atlantis in Reno, Nevada
- May 15-18: District Conference, John Ascuaga's Nugget in Sparks, Nevada



PRESIDENTIAL DINNER



CHANGING LIVES



ENGAGE YOUNG LEADERS

Dear Fellow Rotarians

Happy New Year!

I hope you enjoyed a wonderful holiday season with family and friends, taking time to reconnect, revitalize and rejuvenate along with all the hustle and bustle that accompanies this time of year.

January feels like a fresh start with the beginning of a new calendar, putting away all the holiday decorations, and reflecting on the moments of the past year that stand out from the rest. There were many special moments for me, especially with the privilege of visiting 58 Rotary clubs and the incredible Rotarians of our District. The impact our clubs make on their community and the world is

astounding—and reminds me how each of us is part of something larger than ourselves, and how we can accomplish so much together.



I AM SO PROUD TO BE A ROTARIAN!

Beyond a fresh start, January is Rotary Awareness Month, a time to share our amazing organization.

How do we share Rotary?

It might be by inviting people you respect to join you at a club meeting or service project, or by posting photos of club activities on your club website or Facebook page. Be sure to “like”, “comment” and “share” those Facebook postings so that your friends who are not Rotarians have the chance to see what Rotary does. Some clubs have great success in sharing club activities in their local media—newspaper, radio, television, billboards.

What about wearing your Rotary pin? This is another way to share Rotary, and to be prepared with a thoughtful answer when asked what the pin represents. Saying that we are a service organization with 34,000 clubs and 1.2 million members worldwide is one answer, but may not be the best way to create awareness of Rotary. Consider sharing why you are a Rotarian, or at least an abbreviated version to spark interest.

Rotary Awareness extends to Rotarians, as well! Check out the Rotary International website, see the progress of your own club towards goals on Rotary Club Central, learn about projects being done around the world or in your own backyard on Rotary Showcase, or see what is new on the District 5190 website or Facebook page. Rotary is vibrant and active, and by engaging Rotary, we are changing lives.

Here's to an incredible 2014!

District Governor Vicki Puliz

FOCUS ON A STAR

Why I joined Rotary

The reason I became a Rotarian is simple, the people. I joined to meet, enjoy the company of, and to share ideas as well as diverse opinions of like minded leaders in my community.

I was impressed with the projects the Carson City members were engaged in, food assistance, high school student exchange, leadership programs for middle school children, and secret Santa to name a few.

Over the years I have followed the careers of our local leaders and feel a real sense of pride being associated with them as a Rotarian. Rotary provides unique opportunities for its members. Since Rotary is an international club it incorporates the power of millions of peoples around the world. Together Rotarians are working toward a common goal which is a phenomenon that has the ability to eradicate polio worldwide.

Over the years I have been involved in many community groups. I have always been impressed at the difference organized groups can make in their community. I am thankful to be a part of the dreams of the leaders, especially the visionaries passionate about their goal and the level of service they deliver. Their remarkable accomplishments have always inspired me to keep going and assist as much as I can.

Rotary was a natural next step for me. Listening to the project leaders for wheel chairs to impoverished countries, and the founders of the shelters for victims of hurricanes and earthquakes around the world are perfect examples of one person's vision completed with the assistance of a group of individuals who want to make a difference, and do.



Angie Smith
Carson City Noon Rotary

Wow! A 230% Increase in District Service Grants!

Forty-six Rotary Clubs in District 5190 took advantage of a District Service Grant (DSG) this year as compared to just twenty DSG's funded last year. Nearly \$200,000 will have been invested this Rotary year in our local communities with the help of your past contributions to The Rotary Foundation.

Because of the recent updates and changes to The Rotary Foundation, formally called *Future Vision*, Rotary Clubs now have access to more of their annual contributions made three years earlier to the Annual Programs Fund (APF). The fact is, more than 50% of our annual contributions come right back to our local communities.

Below is a quick review of the DSG's awarded this year. Remember, all clubs who received a DSG this year are required to close out their grant no later than 31, March 2014. This is accomplished by simply logging into our District Web Site: www.rotarydistrict5190.org.

HAVE YOU MADE YOUR ANNUAL CONTRIBUTION FOR 2013-2014?

| Rotary Club | Area | PROJECT | TOTAL BUDGET \$ | DISTRICT MATCH \$ |
|---------------------------------------|------|--|-----------------|-------------------|
| Alturas | 12 | Ejido Delicias Middle School, Baja Mexico | 2,396.00 | 1,198.00 |
| Alturas Sunrise | 12 | Youth Park Upgrade | 4,350.00 | 2,000.00 |
| Auburn | 5 | Acres of Hope community garden | 4,000.00 | 2,000.00 |
| Auburn Daybreak | 5 | Fire Safety Puppet Program | 4,012.00 | 2,000.00 |
| Auburn Gold Country | 5 | Fairgrounds Facilities Improvements | 1,564.52 | 782.26 |
| Bishop | 13 | School Supplies Box Project | 6,905.00 | 2,000.00 |
| Bishop Sunrise | 13 | Fairgrounds Rose Project | 2,835.25 | 1,417.62 |
| Cameron Park | 6 | Ponderosa Little League Field | 4,500.00 | 2,000.00 |
| Carson City | 9 | Eighth Grade Leadership Program | 4,100.00 | 2,000.00 |
| Carson City Sunset | 9 | Carson City Sunset Education Project | 4,350.00 | 2,000.00 |
| Elko | 11 | Remount Original University of NV Bell in Elko | 4,000.00 | 2,000.00 |
| Elko Desert Sunrise | 11 | Holiday Food Basket Project | 6,000.00 | 2,000.00 |
| Fallon | 10 | Youth Club Flooring Project | 4,259.66 | 2,000.00 |
| Fernley | 10 | Children's Backpack Food Program | 7,563.17 | 2,000.00 |
| Georgetown Divide | 6 | Golden Sierra HS Pole Vault concrete slabs | 3,950.00 | 1,975.00 |
| Grass Valley | 4 | GNN Video Equipment Upgrade | 2,000.00 | 1,000.00 |
| Ione | 7 | Phase II-Evalynn Bishop Hall Project | 8,097.00 | 2,000.00 |
| Jackson | 7 | Demolition & rebuilding of Footbridge | 1,620.00 | 810.00 |
| Loyalton | 2 | Nutrition Support for Senior Citizens | 2,000.00 | 1,000.00 |
| Mammoth Lakes Sunrise / Mammoth Lakes | 13 | Step Up to Writing Literacy Project | 7,599.93 | 3,799.93 |
| Minden | 9 | Aspire Awards | 3,120.00 | 1,000.00 |
| Nevada City 49er | 4 | Black Swan Parking Lot & Ditch Trail | 8,000.00 | 2,000.00 |
| Nevada County South | 4 | NU Clothes Closet | 4,000.00 | 2,000.00 |
| Placerville / Pollock Pines- | 6 | Girls Dormitory Furniture | 6,125.00 | 3,000.00 |
| Plymouth Foothills | 7 | Plymouth Elementary School Veg Garden | 4,731.00 | 2,000.00 |
| Portola | 2 | Portola HS Outdoor Classroom & Trail | 4,000.00 | 2,000.00 |
| Reno | 8 | Food for Kids Project | 5,625.00 | 1,996.00 |
| Reno Centennial Sunset | 8 | Marvin Picollo School TRAM Device | 3,832.50 | 1,832.50 |
| Reno Central | 8 | Adopt-A-Vet Dental Services | 4,000.00 | 2,000.00 |
| Reno South | 8 | Roger Corbett Elem Sch-Literacy | 4,000.00 | 2,000.00 |
| Reno-Midtown | 8 | Elementary School Leadership | 1,500.00 | 750.00 |
| Smith Valley | 10 | Historical School House Project | 4,595.00 | 2,000.00 |
| South Lake Tahoe | 9 | New Little League bleachers | 9,250.20 | 2,000.00 |
| Sparks | 8 | Schools for Tomorrow-Technology | 7,515.00 | 2,000.00 |
| Sparks Centennial Sunrise | 8 | 4th Grade Calculators | 4,000.00 | 2,000.00 |
| | | Unspent Grant Funds Returned | (993.00) | (496.50) |
| Susanville Sunrise / Quincy | 1 | Head Start OAE | 5,950.00 | 2,975.00 |
| Tahoe City | 3 | Community House of Kings Beach | 5,700.00 | 2,000.00 |
| Tahoe Douglas | 9 | Whittell Culinary Arts Classroom | 8,465.47 | 2,000.00 |
| Tahoe Incline | 3 | Lake Tahoe Science Expo | 4,000.00 | 2,000.00 |
| Truckee | 3 | Free Lunch Program/Tahoe-Truckee | 3,600.00 | 1,800.00 |
| Truckee Sunrise | 3 | 3rd Dictionary Project | 4,000.00 | 2,000.00 |
| Winnemucca | 11 | Literacy Kit Service Project | 3,129.75 | 1,500.00 |
| Yerington | 10 | Roofing & Trees for Yerington | 4,000.00 | 2,000.00 |
| | | | 198,248.45 | 80,339.81 |

Sparks Centennial Sunrise presented 1387 calculators to fourth graders in 54 classrooms at 18 local schools. This activity served as an educational project with the emphasis on math.



THE BEST CHANGES OFTEN START AS SINGLE, SIMPLE THOUGHTS. THINK BIG!

Foundation Tip

How can I double the amount of my donation to the Rotary Foundation?

Do you or your Spouse work for a large company? If so they may double your donation to The Rotary Foundation. Visit [Employee Matching Gift Programs](#) to look up the employer to see if you can double the good you do!

Membership Tip

Men·tor *noun* \ˈmen-ˌtôr, -tər\

: someone who teaches or gives help and advice to a less experienced and often younger person

Does your club have a mentorship program for new members? Are you assigning a mentor to a new member before or after induction? Mentoring is a great way to promote new member's involvement in club activities.

Rotary's [New Member Orientation - A how-to Guide for Clubs](#) provides useful information about mentoring responsibilities and resources.

Consider IT Done

Should you worry about updates to the operating system or software on your computer?

You absolutely should keep your computer updated. Many of the updates are designed to enhance computer security, to improve how it operates or, for portables, to improve battery life. The same is true for your smart phone. However, rather than allowing updates to install automatically set your computer to alert you they are there so you can install them at a convenient time—not in the middle of a presentation.

COUNTDOWN CONTINUES

Four months to go before **ROTARY GOES HOLLYWOOD** !!!!

Remember the dates of May 15 through May 18, 2014.

Not only are we celebrating a successful Rotary Year for our current club Presidents (our Rotary Stars) and all our District Rotarians but our lineup of speakers will WOW you like never before!!

Our highlight of this month is a man that we call *Mr. Rotary*, John T. Capps. Those of you who have been privileged to go to Rotary International Conventions around the world, will recognize the "star" Sergeant-at-Arms, John T. His first International Convention was when he was 13, now the count is near 36!!! But, his stories will amaze and entertain you like very few can. He comes from a family of Past District Governors, his uncle and his father and of course, John T. himself.

If any of you have The Rotarian Magazine of May 2011, you can see John T. on the cover.

But, the place to see him in person is at John Ascuaga's Nugget in Sparks.

Any questions, please feel free in calling Dick or Carol Hatch, Conference Co-chairs at 775-473-5217.



2014-15 ASSISTANT GOVERNOR TEAM IS A PART OF THE WORLD'S BIGGEST COMMERCIAL



At their recent Assistant Governor Retreat attendees stopped to pose in support of Rotary's effort to eradicate polio. The commercial can be seen at <http://thisclose.endpolio.org/en/video/current>

I WANT TO BE A PART OF THAT KIND OF ORGANIZATION

While Mike Bratton is an exemplary Rotarian as a member of the Nevada City 49er Breakfast Rotary Club, Rotary is just one way where this high-energy service-minded leader serves his community.



“Why did I join Rotary? I joined for the opportunity to meet community leaders and find ways to serve the community,” Bratton said. “Rotary is committed to service in the community and around the

world. I wanted to be a part of that kind of organization,” he said. In 2006, he and his family founded the Michael Bratton II Annual Turkey Trot in memory of his son, Michael, who tragically took his own life. The annual race is 5K and 10K Run/Walk is held each Thanksgiving Day, with a mission to raise funds for a local counseling center, suicide and depression awareness programs, and local youth organizations.

Mike is also deeply involved in the leadership of ANew Day, a non-profit, faith-based, no-cost counseling center, serving as its president. ANew Day has trained approximately 40 lay counselors who have helped over 1,000 people with life hurts in the last six years.

He has also been president of both the Seven Hills PTCA and Nevada Union Football Boosters Club, and volunteers for major work projects at Park Avenue High School, Earl Jamison High School and

Nevada Union High School. He was instrumental in bringing the turf field to NU. In addition, Mike has coached little league baseball, soccer, youth basketball, and Nevada Union Junior Miner’s Football.

The community has recognized Mike, as well. He was the recipient of the Grass Valley/Nevada County Chamber of Commerce Earl Covey Award in 1997, the Nevada County Association of Realtors Community Member of the Year in 2010, and has consistently been voted Nevada County’s “Best of” Insurance Agent from 2002 - 2010.

His own Club presented him with the Outstanding Vocational Service Award in 1993, and this year he was named Penn Valley Rotary’s Distinguished Citizen.

Mike Bratton is a many-faceted Rotarian, who gives to the community in many ways including through Rotary service. He is a great example of Service Above Self!

District Governor Vicki joined RI President Ron D. Burton and his wife Jetta in Pasadena, walking and waving with Rotary International’s float in the Tournament of Roses Parade on New Year’s Day!



District Governor Vicki Puliz, “What an amazing experience!”



RI President Ron Burton and Jetta are in the cab of the train. Dr. Peter Salk and Deborah Sabin are riding in the train with Rotarians.



Jetta and Ron D. Burton



Rotary Float turns the corner on Colorado Blvd.

Let Me Tell You Why RYE



OSTRAVA-PRÍVOZ

OSTRAVA!!!

Prívov - náměstí Svatopluka Čecha / Kostel Neposkvrněného početí Panny Marie / Kostel kostela / Archiv města Ostravy

Dear Jon,

Thank you so much for all your help with my exchange! I can not imagine how you manage all that paperwork, but I am thankful for all your hardwork. I am enjoying the Czech Republic more then I ever thought I could, and I have you to thank for it. I know this life-changing opportunity would not have been possible without you. I am learning and growing more everyday, this exchange has been a great experience.

Děkuji moc, Hannah Novak



PRIORITAIRE

ČESKÁ REPUBLIKA



Jon Greene

P.O. Box 3510

Sparks, NV 89432

U.S.A.



ROTARY ON RECORD

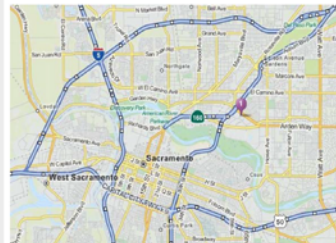


Director **Steve Snyder** invites you to a Dinner with Rotary International President **Ron D. Burton**



Take this rare opportunity, to hear from the President of Rotary International in Sacramento. President Ron has challenged each of us to "ENGAGE ROTARY-CHANGE LIVES." Three quarters of the year completed, we will hear his observation, challenges and successes as a Rotary International President.

DoubleTree by Hilton
2001 Point West Way
Sacramento, CA 95825



Rotary



Dave Clemens, Registrar
Rotary District 5180
(916)784-9104
registrar.ronburton.sac@gmail.com



Details:

- ◆ March 30, 2014
- ◆ Double Tree Hotel Sacramento, Arden Way & Business 80
- ◆ 5:00 PM Doors Open, 6:00PM Start
- ◆ \$55 per person (table of 10-\$550)
- ◆ Choice for dinner:
 - ◆ Tri-Tip and Shrimp
 - ◆ Vegetarian Soufflé (roasted vegetables in puff pastry)
- ◆ A special room rate of \$89.
- ◆ Register On Line, individually or tables of 10; use the QR code, [Click Here](#) or go to:

Register Now

The Candy Man - How One Rotarian Can Make a Difference

Fallon Rotarian, Mark Leiser, had a dream to raise \$10,000 in our District this year by giving two boxes of his hand crafted, homemade chocolates and toffee to each of our 58 Rotary clubs. Quite an ambitious goal, wouldn't you say?

My job, as DG, was to deliver the candy and ask each club to auction the candy with proceeds going to our Rotary Foundation in the name of the winning bidders. I wasn't sure how this would go. Mark had success in his own club in raising funds for polio eradication by auctioning the awesome candy during a meeting right before Valentine's Day—in fact, Mark's candy raised almost \$1,000. But would this translate across our diverse district?

To date, Mark's candy has raised over \$20,000 for our Rotary Foundation! Wow! What an incredible example of a person using their unique talents to demonstrate Service Above Self. Credit goes to the Rotary Club of Fallon as well for supporting Mark in this effort.

And in case you wanted to know who won the 10 boxes of candy in December—the prize for the club raising the most—Mark provided 10 boxes each to Alturas and Alturas Sunrise Rotary! These two clubs raised over \$3,500 together and Mark thought they deserved a collective victory for their generosity.

Mark gave special dark chocolates to past RI President Rick King at the Area 10 Foundation dinner held in November. PRIP Rick complimented and described Mark as a shining example of how one Rotarian can make a difference. I couldn't agree more. Thank you, Mark.



New Generations Symposium 2014

What -- An event to engage young leaders and empower them as planners, program developers, and service organizers alongside Rotarians. To demonstrate the value of Rotary through hands-on service projects and "TED Style" presentations and discussion workshops, the event is designed by youth to include a unique opportunity to network, to develop invaluable skills and the positive exchange of ideas to build a better world.

When/Where -- 29-30 March 2014 at the Santa Clara Convention Center, Santa Clara, California. (From Saturday morning to noon on Sunday.)

Who -- Over 2,500 Rotaractors, Interactors, Youth Exchange, RYLA, TRF Alumni, Rotarians, young professionals, prospective members are expected, and members of the general public are invited. RI President Ron Burton will open the symposium and Past RI President Rick King will close the symposium.

Cost -- Registration will be approximately \$35/person.

More Information -- Information sites will be updated frequently, please visit often.

- RI President's Facebook page -- <https://www.facebook.com/RotaryPresident>
- Stronger Together Facebook page -- <https://www.facebook.com/strongertogether2014>
- Stronger Together website -- <http://www.strongertogether2014.com>
- Registration Site -- Via the online system - "Eventbrite"

Contacts -- Rod Belton, General Chair rodb1st@gmail.com; Tim Bewley, Program Director tim5110@ashlandnet.net; Don Kremer, Operations Director dekrem@pacbell.net; Ginger McDonald, Marketing Director rotaryzone26ginger@gmail.com; and Arlene Greenberg, Services Director arleneg@garlic.com.



Polio This Week

As of 31 December 2013

Year-to-date 2013: 369

Year-to-date 2012: 218

Total in 2012: 223

[Read more](#) about the man who kicked polio out of Africa, another reason the children of the world will always be grateful to Nelson Mandela.

November 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 | 29 | 31 | 85.00% | 5,200 | 4,400 | Nevada County South | 32 | 29 | 88.00% | 4,100 | 600 |
| Alturas Sunrise* | 31 | 30 | 0.00% | 1,060 | 0 | Penn Valley | 37 | 33 | 74.00% | 3,684 | 1,238 |
| Amador Upcountry (Pioneer) | 31 | 24 | 55.00% | 2,510 | 1,190 | Placerville | 43 | 40 | 32.00% | 3,555 | 821 |
| Auburn | 110 | 109 | 89.70% | 10,880 | 2,250 | Plymouth-Foothills | 32 | 29 | 66.00% | 646 | 975 |
| Auburn Daybreak | 25 | 13 | 97.92% | 1,950 | 924 | Pollock Pines-Camino* | 20 | 15 | 0.00% | 100 | 0 |
| Auburn Gold Country | 45 | 44 | 84.21% | 2,705 | 1,000 | Portola | 29 | 28 | 96.25% | 928 | 500 |
| Bishop | 52 | 41 | 54.27% | 2,800 | 60 | Quincy | 48 | 48 | 86.82% | 2,020 | 2,913 |
| Bishop Sunrise | 32 | 27 | 62.20% | 2,155 | 100 | Reno | 210 | 180 | 51.98% | 7,350 | 36,000 |
| Cameron Park | 70 | 63 | 73.00% | 3,395 | 1,444 | Reno Centennial Sunset | 39 | 32 | 80.31% | 1,247 | 2,525 |
| Carson City | 79 | 84 | 60.54% | 5,655 | 2,960 | Reno Central | 65 | 66 | 77.00% | 3,422 | 3,200 |
| Carson City - Sunset | 30 | 19 | 68.42% | 0 | 500 | Reno Midtown | 62 | 21 | 71.00% | 400 | 0 |
| Chester | 18 | 18 | 63.00% | 2,200 | 400 | Reno South* | 61 | 53 | 0.00% | 3,540 | 5,960 |
| Elko | 77 | 74 | 50.34% | 4,884 | 2,225 | Reno Sunrise | 23 | 51 | 78.22% | 1,056 | 3,523 |
| Elko Desert Sunrise | 29 | 28 | 115.29% | 7,303 | 3,422 | Smith Valley | 33 | 28 | 64.29% | 0 | 0 |
| Ely | 30 | 31 | 50.00% | 390 | 1,023 | South Lake Tahoe | 50 | 47 | 46.85% | 1,640 | 2,000 |
| Fallon* | 64 | 45 | 0.00% | 2,795 | 1,200 | Sparks | 130 | 117 | 88.76% | 6,545 | 1,515 |
| Fernley | 26 | 21 | 98.41% | 1,220 | 160 | Sparks Centennial Sunrise | 33 | 26 | 84.62% | 4,213 | 2,527 |
| Georgetown Divide | 35 | 36 | 37.60% | 0 | 0 | Surprise Valley | 21 | 18 | 75.00% | 200 | 100 |
| Grass Valley | 73 | 69 | 83.20% | 5,750 | 1,615 | Susanville Rotary Club | 65 | 62 | 118.03% | 0 | 0 |
| Greenville | 12 | 11 | 73.00% | 2,520 | 900 | Susanville Sunrise | 31 | 35 | 82.00% | 2,680 | 285 |
| Incline Village | 24 | 27 | 94.29% | 0 | 0 | Tahoe City | 40 | 38 | 84.00% | 3,100 | 300 |
| Ione | 30 | 28 | 71.21% | 5,505 | 0 | Tahoe-Douglas | 60 | 54 | 62.99% | 12,609 | 3,501 |
| Jackson | 49 | 53 | 85.71% | 100 | 100 | Tahoe-Incline | 45 | 47 | 70.29% | 5,150 | 2,840 |
| Loyalton* | 26 | 22 | 0.00% | 2,723 | 359 | Tonopah | 23 | 22 | 54.00% | 340 | 0 |
| Mammoth Lakes Noon | 53 | 40 | 46.88% | 950 | 200 | Truckee | 92 | 92 | 87.20% | 4,350 | 3,560 |
| Mammoth Lakes Sunrise | 41 | 21 | 69.80% | 100 | 150 | Truckee Sunrise | 33 | 20 | 75.00% | 0 | 600 |
| Minden | 43 | 35 | 70.59% | 60 | 500 | Westwood-Lake Almanor | 15 | 14 | 74.00% | 0 | 0 |
| Nevada City | 48 | 44 | 75.00% | 2,729 | 169 | Winnemucca* | 41 | 36 | 0.00% | 2,850 | 0 |
| Nevada City 49er Breakfast | 91 | 92 | 88.38% | 13,012 | 4,150 | Yerington | 51 | 48 | 77.09% | 777 | 255 |
| * No Attendance report made. Last known member count used. | | | | | | TOTALS | 2767 | 2509 | | 167,053 | 107,139 |

WHAT'S YOUR MESSAGE

January—and Rotary Awareness month—is always a good time to think about what your club is doing to enhance Rotary's public image. While this can seem like a huge task, it isn't really that daunting if you keep a few simple ideas in mind. First and foremost, as a local Rotary club, your job is to promote Rotary in your community—not everywhere around the world.

*Think about your "target audience". Do you want to reach prospective members? Prospective donors? Prospective beneficiaries? Your entire local community?

*Think about how the people you want to target get their news and information. Do you live in a smaller community where the local newspaper is still a great way to reach your target, or does your audience get its news from social media (like Facebook) or a local blog? Is local radio a big draw in your town? Are publications like Chamber of Commerce newsletters a good way to reach your audience? Find the medium that reaches the target.

*Think about the message that you want to communicate. Do you want to tell your community about who your club has helped? Do you want to focus on fun and fellowship (there's nothing wrong with that!)? Do you want to let folks know about your club's commitment



to ethics and vocational service?

*Think about everything that you do for your community—and do it well! Great public image work is always about telling the story of what your club does—it you don't do great things, you won't have a great story to tell. Don't forget all the amazing things that you do that seem "ordinary" to

Rotarians—every year we host exchange students, we promote leadership development for middle school and high school students, we bring interesting and important speakers to our meetings.

It takes a little bit of work, but the basics are simple. Who do you want to communicate with? Where do they get their information? What do you want to tell them? How do you tell them about the great things that you do? That's what building Rotary awareness is all about!

WHAT'S THE MESSAGE?

Before we adjourned for the holidays, the Truckee Sunrise Rotary served a complete Christmas dinner to the seniors at the Truckee Senior Center. When we arrived, the room had a few decorations left over from Halloween! It truly looked bleak. In no time at all the room was ready for a Christmas celebration. The Truckee Elementary Chorus came to entertain the seniors and joined us for dinner as well. We had a ball!

I AM GRATEFUL FOR THIS CHRISTMAS MEAL. IT LET'S ME KNOW SOMEONE CARES.



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 Franzioia
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 by the 20th of the month.