

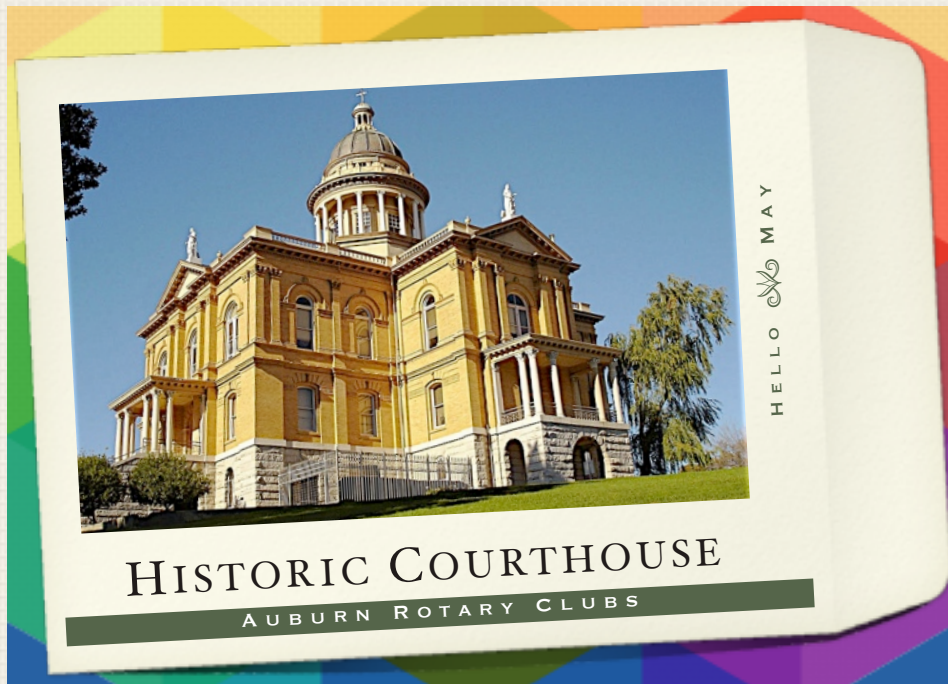


DISTRICT 5190

MAY 2014

DISTRICT GOVERNOR VICKI PULIZ

ISSUE 11



In The News

DG Message

Public image, it's how Rotary is known

Focus on the Stars



Remember someone is counting on you to change their life!

Rotary on Record

Plant a "Friendship Tree" - build peace, goodwill and friendships

Foundation Tip

We need your help, opportunity is knocking at the door

Membership Tip

How is your club doing at retaining its members?

Consider IT Done

Why bother with software updates?

UPCOMING EVENTS

CHECK OUT WWW.ROTARYDISTRICT5190.ORG FOR MORE EVENT DETAILS

- May 15: District Golf Tournament at Washoe Golf Course, Reno, NV
- May 16-18: District Conference at John Ascuaga's Nugget, Sparks, NV
- Jun 1-4: Rotary International Convention, Sydney, Australia
- Jun 15-21: RYLA - Week 1 at Grizzly Creek Ranch, Portola, CA
- Jun 21: District Leadership Team Training, Incline, NV
- Jun 22-28: RYLA - Week 2 at Grizzly Creek Ranch, Portola, CA
- Jun 28: RYE Outbound Orientation #3, Incline, NV



[FRIENDSHIP TREES](#)



REGISTER FOR
[DISTRICT CONFERENCE](#)



RESPECTED ACHIEVEMENT

Dear Fellow Rotarians

Publicizing Rotary. Not an easy task for most of us! As Rotarians, we tend to be better at delivering service than at talking about it, especially in a way that makes other service minded people want to be part of our wonderful organization. And, as we reach out to younger professionals, how are we creating awareness of the incredible networking, mentoring, and training opportunities that Rotary provides?

District 5190 received a Public Image Grant from Rotary International this year, and we are in the midst of implementing the campaign, which includes ads on Pandora, Facebook and in Northern Nevada Business Weekly. The specific purpose of the campaign is to create awareness of Rotary within a younger demographic to lead to increased membership for our clubs.



All the ads in this campaign direct people to Rotary.org to locate a Rotary club in their community. If you have not visited Rotary.org recently, you will find an updated and attractive website, with a robust club locator. The club locator is

the critical element to connecting interested people with you! To work correctly, your club's website must be functional and welcoming. Take a look at your own club website and ask yourself if you would want to know more about Rotary after seeing it.

If we want to attract and retain new members for our clubs, we need to be sure that our clubs are ready to grow. Consider your club meetings—venue, food, atmosphere, weekly program and how welcoming your club members are to visitors and guests. Is there room for improvement that you would like to make before the next prospective member arrives? This is the time!

Also, think about how you can create awareness of Rotary in your own community. Remember, "public image" is how we are known. Perceptions that are not correct are still our public image until we demonstrate more clearly who we are, what we believe in, what we do, and why it matters. It is up to us!

Proud to be a Rotarian,

Vicki Puliz

FOCUS ON A STAR

When my wife and I decided almost 14 years ago to move our family from Dallas, Texas to Truckee we both made the commitment that we were going to get involved in the "community". We really had no idea how we were going to accomplish that nor did we have any real sense as to what the "community" of Truckee was, other than the physical aspects we had seen on our visits. Suffice it to say the physical environment was spectacular, particularly after living in the urban expanse of Dallas. We hoped the "community" of Truckee would be equally as awesome. We weren't disappointed.

After arriving in Truckee a few months in advance of the family I was driving through the Martis Valley one Saturday morning and noticed a group of men and women in reflective vests walking along the road picking up trash. I had no idea who this group was, but I thought to myself this was a great indication of the Truckee "community" that these people would gather on a Saturday morning to pick up the trash in their community. I also thought I would really like to be part of that. Little did I know I would soon get that opportunity...and then some!

A few weeks after the family arrived we were invited to a party at Donner Lake. It turned out that the host had graduated a few years before me from the same college and, more importantly, we were fraternity brothers from the same chapter, albeit at different times. In addition, he was also almost a 20-year member of Truckee Rotary. I don't think we had talked more than 15 minutes when he told me "you need to join Truckee Rotary"! I had no idea what a Rotarian was but I knew the fraternity we came from and the shared values and ideals we had so I thought why not!



A few weeks later I was inducted into Rotary by our DG. To my surprise at one of my first meetings a sign up sheet was passed around to do the final trash pick up before the snow came. A few weekends later there I was picking up trash along the road. The group I had seen was Truckee Rotary and now I was part of that! That was followed by splitting wood

ROTARY ON RECORD

Rotarians have planted trees in the name of fellowship, friendship, and community service since the early 20th century. These trees, which can be found worldwide, have grown into enduring monuments of Rotary's ideals.

As president emeritus, Paul Harris traveled during the 1920s and 1930s. During these trips, the nature-loving Harris planted trees to symbolize goodwill and friendship. Planting trees soon became a hallmark of his travels.

Building international understanding and goodwill



Today, Rotarians continue to plant trees to symbolize enduring friendships and fellowship, to beautify parks and communities, and to contribute to a greener world.

How about partnering with your local community and planting

a Rotary Friendship Tree? You could take on a vocational service project and honor a local police, fire, teacher, and/or medical professional who has made an important contribution to the community. A Friendship Tree may be a fitting tribute to your club Rotarian of the Year, local military personnel, or to commemorate a special community or Rotary club milestone.

Read more about Friendship Trees and other enlightening Rotary history at Rotary.org.

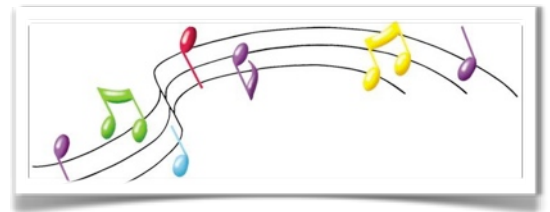
Breaking News

On 10 April, Rotary received exciting news. The scope and affect of our new website, Rotary.org, won three prestigious EXCEL Awards from Association Media and Publishing, including the top award for general website excellence, a silver for the 2012-13 Annual Report online site and a bronze for Design Excellence for the new website.



for Truckee seniors who are unable to provide their own wood, selling tickets to our biggest fundraiser the Cadillac Ball, attending our Thanksgiving senior luncheon, helping with food, clothing and toys for Community Christmas, cooking hamburgers and hotdogs for 2,000 at the Fourth of July fireworks, helping kids fish at the Rotary Fishing Derby. You get the idea! Not only had we accomplished our goal to get involved in the "community" (my wife is at the Truckee Tahoe Community Foundation, Arts For the Schools and has helped at almost every Rotary event I have attended) we exceeded expectations because we were actually giving back to our "community"!

But now that I have been a Rotarian for a few years I have come to understand that I am doing a lot more than giving back to the "community". Our Club recently received a copy of an e-mail that was sent to one of our funding recipients. It was from the single mother of a severely disabled child. In it she indicates how her son often feels useless and untalented at anything. However, with the music lessons scholarships our Club funded he was able to flourish, gain self esteem and even write his own song! She wanted the organization to let Rotary know and understand how valuable our donations are!



She could never have afforded the lessons otherwise! So not only are we giving back, we are actually changing lives, in our communities and throughout the world. Sometimes it as moving as this or as simple as watching a child catch their first fish at our fishing derby! As I told our Club this year...remember someone is counting on you to change their life!

I am writing this a few days after learning that one of my closest and dearest friends, former Truckee Rotarian extraordinaire and Past President, died unexpectedly of a heart attack. It made me realize another reason I am a Rotarian is the friendships that have grown and flourished during our hours of serving together. My Rotary family is, in some respect, as important in my life as my actual family. As one of our long time members said today in remembrance of our friend; it is the thread of our service in Rotary that binds us and our legacy together!

And it is always good to know how to grill for 2,000 or make pasta for 500!

In Service,

Rick McConn
President Truckee Rotary

Membership Tip

Retention, how is your club doing?

Retention is a word we all hear when discussing Rotary membership. I thought I understood what it meant until I was tasked with calculating it for my club. Most of us understand that the "retention rate" is essentially the percentage of club members who stay in the club (as opposed to terminating their membership). However there are several questions and assumptions that must be made before you can do any calculating. But most of all: why should we care?

When I was club President in 2001, Rotary touted 1.2 million members in round numbers. Today, we are still at 1.2 million members world wide. However, it may surprise you that over that period we inducted about 1.2 million new members! So, 1.2 million members left Rotary over that time frame! We had essentially ZERO growth even though we added over a million members world wide. So, getting people to join is something we are pretty good at, but we are losing members as fast as we can replace them.

Each club is different when it comes to addressing retention. The first step is to create a "Retention Model" for your club. This can answer crucial questions and reveal issues that your club can address to hang on to more of its precious Rotarians!

Go to our 5190 Membership Tips blog by clicking the link below for everything you need to quickly and easily get a clear picture of your club's retention success among new and existing members!

<http://membershipd5190.blogspot.com/2014/04/retention-how-is-your-club-doing.html>

That's All!

Sam "Woody" Wilbanks
District 5190 Membership Chair

Consider IT Done

Should you worry about keeping your computer software updated?

Software manufacturers frequently release software updates. You are urged to keep them updated. Priority should be your operating system followed by your antivirus software. Next in line should be Java (if you allow it to run) and Adobe Flash. Then you should update Office and other software.

YOUTH SERVICE ROCKS

Members of the Bishop Union High School Interact Club turned to their sponsor, The Rotary Club of Bishop, to help raise funds for their many service projects. In March, Tessa Wright, Keirsten Andersen and Angie Flores volunteered their time to work for Rotarians. Those not attending the meeting but had hours "auctioned" were Karla Castilla, Aylin Campos, Mayra Becerra, Alan Torres, Scott Sonke, Janette Ruiz, Elizabeth Rodriquez and Jessica Borin. A total of \$810.00 was raised.

Some of the projects the Interact Club has are a food drive, a coat and blanket drive and bell-ringing for the Salvation Army and a San Diego Service Trip, handing out care packages plus many more volunteer based projects for the community.



Left to right: Josh Ingram, Tessa Wright, Keirsten Andersen and Angie Flores.
Photo by: Edward Nahin

Josh Ingram, Youth Service Chair, said The Rotary Club of Bishop is extremely proud to sponsor these outstanding and enthusiastic students willing to give their time for service to their community and the world."

Pat Nahin
Public Image, Rotary Club of Bishop



FOUNDATION TIP

WE NEED YOUR HELP!

Opportunity is knocking at our door. District 5190 has been on fast track to surpass last year's record setting Annual Program Fund (APF) contribution. With your help we can achieve this remarkable goal. If you have not already made that contribution to the APF please do so this month.

An easy way to give is at www.rotary.org - - > My Rotary - - > The Rotary Foundation - - >

GIVE NOW

Steve Lewis
District 5190 Rotary Foundation Chair

MAKING 2014 TRF CONTRIBUTIONS

- Credit Cards: Online via www.rotary.org - must be authorized on or before **30 June 2014**, midnight (Central Standard Time)
- Fax: [+1-847-328-5260](tel:+18473285260) - must be received by 30 June 2014
- Phone: [+1-866-976-8279](tel:+18669768279) - must be received before the close of business 28 June 2014
- Checks must be postmarked 30 June 2014 or prior and received at the Foundation by 8 July 2014. Mail to The Rotary Foundation, 14280 Collections Center Dr., Chicago, IL 60693.
- Please do NOT send in checks for the 2014-15 Rotary year until 1 July 2014.
- Wire transfers: must be initiated before 30 June 2014 and received by 3 July 2014
- Securities: must be received before 30 June 2014. Instructions are available for the US or can be found by searching for 'stock transfer' on www.rotary.org
- Special gifts: to obtain instructions for Charitable Gift Annuities and Charitable Remainder Unitrusts email plannedgiving@rotary.org or call [+1-847-866-3100](tel:+18478663100)

FOUNDATION RESOURCES

Contribution & Sign Up Forms	Recognition Forms
Rotary Direct: Form (USA) ▪ Form (Canada) ▪ Guide Contribution (123): Form ▪ Multiple Donor (094): Form Memorial & Tribute: Form Paul Harris Society: Form	Recognition & Transfer Request (102): Form Recognition Replacement: Form Using Recognition Points: Handout
Publication Order Services	Contact Center
Multimedia Publications Supplies	Answers Rotary Questions Provides Reports
Web: http://shop.rotary.org Publications: RI Catalog (019) Telephone: 847-866-4600 Fax: 847-866-3276 Email: shop.rotary@rotary.org Hours: Monday through Friday from 8:30 a.m. to 5 p.m. Central Time	Telephone: 866-9ROTARY (866-976-8279) Email: contact.center@rotary.org Fax: 847-328-4101 Hours: Monday through Friday from 8 a.m. to 5 p.m. Central Time
Questions	Reports
My Rotary ▪ donations ▪ refunds ▪ corrections ▪ redistributions all Paul Harris Fellow issues ▪ Foundation recognition points ▪ recognition items enroll in Rotary Direct or join the Paul Harris Society over the phone	Donor History Report ▪ Club Fundraising Analysis ▪ Paul Harris Fellow Report ▪ Monthly Contribution Report ▪ EREY Eligibility Report ▪ Club Recognition Summary ▪ District Fundraising Profile ▪ PolioPlus Report ▪ Paul Harris Society Report ▪ Banner Recognition Report

Attention Golfers

There is still time to sign up for this year's Annual District GOLF TOURNAMENT at Washoe golf course on Thursday, May 15th. Registration and lunch 11:00am - 1:00pm Shotgun start at 1:00pm. We are encouraging Rotarians to bring guests for this great event. We will have tee prizes, longest drive, closest to the hole, and a raffle that include rounds of golf at Montreux Country Club home of the Reno Tahoe Open!!

Washoe golf course is the oldest course in Reno! The historic course spans 18 enjoyable holes featuring mature trees and small greens.

Founded in the same year our country entered World War I by renowned golf expert Mrs. Gourtley Dunn Webb, the Washoe County Golf Course has a history as storied and colorful as the city in which it resides. Originally opened as a members-only club, Washoe turned public shortly after the depression. This scenic venue hosted its first professional tournament in 1946 and boasts among its champions none other than the legendary Ben Hogan. In the decades since, Washoe County Golf Course - affectionately nicknamed "The Shoe" - has undergone many changes. But, to this day, it has held its own as one of the most

beautiful, playable tracks in the Truckee Meadows, and remains a favorite for its club members, locals and visitors alike.

Please register at www.rotarydistrict5190.org or contact Ryan Puliz ryanpuliz@puliz.com or Mike Hix mhix@firstindependentnv.com



Volunteer Service Awards



Ryder Evans,
Rotary Club of Tahoe



Jeanette Bullock and Jerry Picaman,
Rotary Club of Auburn Gold Country

During National Volunteer Week, April 6-12, Ryder Evans, Jeanette Bullock and Jerry Picaman, were recognized by President Obama and humanitarian organization, ShelterBox USA with the President's Volunteer Service Awards for their efforts to assist disaster survivors.

When disasters like Typhoon Haiyan in the Philippines and the Syrian refugee crisis strike, many want to help. District 5190 Rotarians Ryder, Jeanette and Jerry took action for [ShelterBox](http://ShelterBox.org), an international disaster relief organization that delivers [emergency tented shelter and other lifesaving supplies](#) to survivors of disasters and other humanitarian crises.

Through their efforts of raising awareness and funds for ShelterBox, the organization was able to respond to more than 25 disasters in 19 countries in 2013.

"I am incredibly honored to work alongside our volunteers, including Ryder, Jeanette and Jerry," said Emily Sperling, president of ShelterBox USA. "It is through their continuous efforts that we are able to bring shelter, warmth and dignity to so many families displaced by disaster around the globe."



Polio This Week

As of 23 April 2014

Year-to-date 2014: 62

Year-to-date 2013: 22

Total in 2013: 416

[Read more](#) about the World Health Organization convening an Emergency Committee to advise whether current spread of poliovirus constitutes a public health emergency of national concern.

Distinguished and Enthusiastic

District 5190 was recognized in March 2014, by the North American Youth Exchange Network for the wonderful Rotary Youth Exchange Program that we support. Notable areas of achievement include:

- ✓ Engagement of RYE students in service projects,
- ✓ Over 50% of clubs participating in youth exchange,
- ✓ Scholarship program of youth exchange students, and
- ✓ Shared information and leadership with other districts

**DISTRICTS LIKE OURS
EXEMPLIFY WHY
ROTARY YOUTH
EXCHANGE IS THE
PREMIER PROGRAM
FOSTERING
INTERNATIONAL
UNDERSTANDING,
GOODWILL AND PEACE**



March 2014 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%	\$7,627	\$4,400	Nevada County South	32	32	82.00%	\$6,100	\$1,534
Alturas Sunrise	31	30	77.50%	\$2,600	\$6,172	Penn Valley*	37	35	0.00%	\$4,485	\$3,048
Amador Upcountry (Pioneer)	31	26	55.00%	\$3,170	\$1,607	Placerville	43	42	48.00%	\$4,408	\$821
Auburn	110	109	87.85%	\$16,636	\$2,250	Plymouth-Foothills	32	30	62.00%	\$4,590	\$1,615
Auburn Daybreak	25	14	97.92%	\$3,632	\$1,128	Pollock Pines-Camino*	20	16	0.00%	\$595	\$1,126
Auburn Gold Country	45	45	74.68%	\$3,615	\$1,000	Portola	29	24	93.67%	\$2,008	\$2,500
Bishop	52	40	58.75%	\$5,295	\$175	Quincy	48	50	85.46%	\$2,270	\$3,138
Bishop Sunrise	32	29	58.77%	\$4,420	\$125	Reno	210	180	64.79%	\$16,305	\$40,300
Cameron Park	70	58	71.00%	\$8,795	\$1,964	Reno Centennial Sunset	39	28	87.74%	\$2,527	\$3,675
Carson City	79	83	63.58%	\$11,045	\$3,810	Reno Central*	65	70	0.00%	\$12,010	\$5,430
Carson City - Sunset*	30	19	0.00%	\$1,900	\$800	Reno Midtown*	62	21	0.00%	\$1,550	\$0
Chester	18	20	67.00%	\$2,200	\$400	Reno South	61	54	80.30%	\$4,065	\$6,530
Elko	77	80	54.14%	\$7,134	\$2,643	Reno Sunrise	23	50	73.33%	\$5,688	\$6,263
Elko Desert Sunrise	29	30	64.17%	\$7,853	\$6,082	Smith Valley	33	30	66.67%	\$3,020	\$120
Ely	30	32	47.00%	\$3,290	\$1,897	South Lake Tahoe	50	44	52.63%	\$7,862	\$2,000
Fallon	64	47	63.33%	\$8,580	\$1,300	Sparks	130	113	88.63%	\$12,185	\$1,994
Fernley	26	26	89.42%	\$3,170	\$942	Sparks Centennial Sunrise	33	31	79.84%	\$7,124	\$2,806
Georgetown Divide	35	36	38.50%	\$2,260	\$500	Surprise Valley*	21	17	0.00%	\$200	\$100
Grass Valley	73	67	71.00%	\$15,042	\$2,500	Susanville Rotary Club*	65	63	0.00%	\$2,300	\$0
Greenville*	12	10	0.00%	\$3,200	\$900	Susanville Sunrise	31	34	60.48%	\$6,670	\$2,370
Incline Village*	24	29	0.00%	\$600	\$0	Tahoe City	40	38	86.00%	\$5,275	\$1,720
Ione*	30	27	0.00%	\$7,205	\$2,000	Tahoe-Douglas*	60	56	0.00%	\$19,347	\$5,201
Jackson	49	53	77.25%	\$7,425	\$1,963	Tahoe-Incline	45	50	71.67%	\$12,766	\$5,747
Loyalton*	26	24	0.00%	\$3,743	\$449	Tonopah	23	18	83.82%	\$340	\$0
Mammoth Lakes Noon	53	42	53.53%	\$950	\$200	Truckee	92	94	84.18%	\$10,950	\$3,560
Mammoth Lakes Sunrise	41	17	43.00%	\$100	\$170	Truckee Sunrise	33	20	75.00%	\$2,882	\$1,527
Minden*	43	35	0.00%	\$3,000	\$1,000	Westwood-Lake Almanor	15	13	67.00%	\$0	\$0
Nevada City	48	46	51.00%	\$4,336	\$319	Winnemucca	41	38	37.16%	\$3,900	\$200
Nevada City 49er Breakfast	91	93	84.70%	\$24,486	\$5,150	Yerington	51	53	82.00%	\$3,205	\$255
* No Attendance report made. Last known member count used.						TOTALS	2767	2542		\$337,934	\$ 155,426

There Is Still Time To Register

Sometimes the most ordinary things can be made extraordinary simply by doing them with the right people.

Be a part of the excitement of District Conference as Rotary goes Hollywood, May 15-18, 2014.

If you are looking for fun, fellowship, inspiration and celebration, District Conference is the place to be. Check the [Schedule at a Glance](#) for conference details

Registration will remain open through May 17. Pre-registration is necessary for all conference activities. [Register now](#) at www.rotarydistrict5190.org.

Join me and your other friends at Conference—*for one event or the entire weekend*. You will leave energized and even more proud to be a Rotarian!!!

Vicki Puliz



Breakouts

Live Entertainment

House of Friendship

Inspiring speakers!



Golf Tournament

Ethics Forum

www.regonline.com/ethicsforum

Hosted Reception

Awards and Recognition

Speech and Music Contest

And much more!

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.