Economic and Community Development Month

October is Economic and Community Development Month in Rotary. While most of us would be considered “wealthy” by world standards, there are many in our world whose lives are defined by poverty so much so that Rotary has Economic and Community Development as one of its six Areas of Focus for global grants. Creating productive employment opportunities is the key to reducing poverty and establishing a sustainable economic and social system and to providing a secure income and empowerment, especially to women.

- Did you know that every 1% increase in agricultural income per capita reduces the number of people living in extreme poverty by between 0.6% and 1.8%?
- Did you know that studies find strong evidence that access to microcredit leads to reduced vulnerability, in the sense of a lower threat of fluctuations in income or consumption?
- Did you know that in Nigeria, studies show that a mere 1% investment in human resources such as education and training will lead to a more than 66% decrease in poverty?
- Did you know that women in low value-added sectors lack skills to access other higher value-added sectors? As shown in countries such as Singapore, Taiwan, and Malaysia, an increase in vocational training is a precondition for countries to make the transition from low to high value-added production.

While tremendous progress has been made in reducing poverty in our world—according to the World Bank, 1.92 million people lived on less than $1.25 a day in 1990 compared to only 1 million in 2011—much more needs to be done, and if this is an area of interest to your club, I invite you to check out the possibilities. One such successful and well-known project—Promise of Assurance to Children Everywhere or PACE—was started by the 2010-11 District 5240 (Solvang, CA) Governor Deepa Willingham. I invite you to check out PACE as just one example of what can be done in this area: http://paceuniversal.org/.

For more information and direction in this Area of Focus, download a copy of Economic and Community Development Project Strategies from the Rotary International website https://www.rotary.org/myrotary/en/document/economic-and-community-development-project-strategies. In addition to the facts found in this article, you will find information on a variety of projects that fall under this category as well as case studies. ■
Rotary Connections

It was a lazy Saturday afternoon when the call came through. The caller identified himself as a Rotarian from Houston, Texas. He shared that he had been in the Houston Airport, had found a camera, and was trying to return it to its owner. The camera had no identification. He did, however, take a look at what was on the chip, and in the background was a banner bearing the name of the Rotary Club of South Sacramento.

Somehow he had found my name so that call was an effort to find out whether I might know whose camera he had. It was a mystery initially, but as I thought about it, I realized I might have the answer. Recently we had had a visitor from South Africa, a woman named Karen who made periodic trips to the United States, and more specifically, Sacramento, to visit her parents in the Pocket-Greenhaven area. Karen had grown up here but moved to South Africa when she married someone from that area.

I contacted Karen, and her immediate response was, “I never thought I’d see that camera again!” Meanwhile, my Houston contact mailed the camera to me. Karen shared that her son would be in Sacramento shortly and that he would soon be making the trip to South Africa to visit them. We connected, and he took over from that point on.

As I reflect on that incident, I still can’t believe how the story unfolded—another one of those unexpected, unplanned, and great outcomes that happens because we are Rotarians. As I have said many times, “Only in Rotary.”

Often our connections with other Rotarians produce some unexpected and unplanned, but wonderful outcomes simply because of the network and values we all share as Rotarians. If you have such a story, we would like to share it in our newsletter. Feel free to put your experience in writing and send it to Jim Tracy at james.tracy09@comcast.net and share your “Rotary Connection” with other Rotarians. Of course, pictures are always welcome!

Newsletter Submission

*Power Forward* is being produced to highlight some of the great projects and activities put together by the Rotary clubs and committees in District 5180. All clubs and committees are welcome to submit articles to the interim editor Jim Tracy at james.tracy09@comcast.net. The deadline for submission of articles is the 24th of the month preceding publication, and pictures that illustrate the article add interest and are always welcome. A limited number of flyers may be included at the end of each newsletter.
An RYE Student’s Thoughts Upon Returning Home from Denmark

By Neel Hasan – Sponsored by the Rotary Club of Fair Oaks

Troting along the beach, I let the frigid water wash over my toes. The coast engulfed the landscape in its aroma. The chunks of flint, common in this part of Europe, textured the chalky sand.

It was March of this year in Denmark, and my third host family wanted to enjoy some leisure, an escape from their hectic schedules. And so we took a trip to the summer house.

We had been skipping rocks for some time before they decided to swim in the sea. I just enjoyed the sun after enduring the winter. My thoughts wandered everywhere and settled on the start of this adventure abroad.

I remember sitting in French class while a young woman talked about the Rotary Youth Exchange program. Kate was in France for a year. It had only been a few weeks since she returned, and she already began to promote the program to the next generation. She recounted story after story from her stay. I sat rapt with attention. As a junior in high school, I itched for an international experience, well…another one.

My whole family was born in Dhaka, Bangladesh. We immigrated to Canada when I was five years old and became Canadians soon after. Multiple moves, different cities, new people every year. We headed to California later, moving around some more there.

Our life in Carmichael, California had been our longest settled life yet; no more vagabonding around the world. But after a few years, I was craving something outside of the United States, far away. Another adventure.

Kate distributed her business cards to everybody, ending her presentation with encouragement. It was possible: to journey to a strange land, encounter amazing people, and learn a language. The low price for it all was amazing.

I hoped to use the French we learned in high school, but when the letter in the mail announced my destination to be Denmark, awesome! Earning fluency in Danish would be a feat, with its funny sounds, but that’s the fun of it.

Where was Denmark anyway? *Ahem* Right under Sweden, with Germany at its southern border. Going to an unexpected country only offered mysteries, and I sought to uncover them.

There’s the classic saying that the year goes by so quickly. Mine didn’t. It felt like three years. I had met so many people. A formal party in Uppsala, Sweden and downing tapas in Barcelona, Spain. My friends came
from Denmark, Peru, Brazil, India, and the US. Some of them became family, loved ones.

Speaking Danish at parties made my brain melt hours later. I biked in the winter, falling once in a while into a snow bank. My random trips on the train, approaching Danes to learn more of their language, were nerve-wracking at first, then engaging as the months passed by. There might have been some funny stares from onlookers.

It was tough, sure. Some days just sucked. The vast majority were fantastic.

Now to be back in California. It’s been about three months. It’s not the places or the things that I miss, not after living in so many places. It’s the people I formed connections with. They had the biggest influence on me. They embraced me, accepted me, challenged me to do better. Someday I’d love to invite them into my life again.

It’s a day-by-day process, being back and all. My American friends give me support, just by being around. The sun shines. I walk around, occasionally pretending to be on that beach again. The flattest rocks skip best.

I live life, still challenging myself, reflecting on what happened, and what could happen. Montreal is the next step in a few months, for college and finally using that French! But for now, it’s good to help Rotary, participating in ROTEX, while also continuing the tradition of volunteering.

Thank you, Rotary. You gave a group of teens an opportunity to explore. Thank you, Danish families, for being there, and making me love rye bread. Thank you to anyone who left a positive impact on us exchange students in Denmark, in the US, wherever.

That’s all. Thanks for reading.

(Thank you, Karen Cendro, Outbound RYE Student Coordinator, for providing this story and pictures.)
FALL INTO GIVING AND SAVING
GIVE BLOOD AND SAVE LIVES THIS OCTOBER

BloodSource, like Rotary, has seen many changes since our beginnings as a not-for-profit in 1948. “Blood banking” invoked the idea of credit and debit – you give, you save, you might even have to take a withdrawal. But precious blood will always be available. Or will it?

Rotarians are part of the lifesaving effort to ensure blood is available for every person with emergency and ongoing needs. As the safety of the blood supply has grown with new tests, new eligibility guidelines and new discoveries for how blood can save lives, challenges to ensure an available blood supply have also grown. Thirteen million blood components were transfused last year. Thank you, Rotarian blood donors. You are members of the small, but mighty, ~ 10 percent who actually give blood!

Rotarians help

This October, members of the blood community – and I don’t mean vampires, zombies or ghosts – will gather to discuss various issues. Is the blood supply safe from Zika virus now that we test all blood components for this virus? Where are we with pathogen inactivation – an innovative approach focused on safety? Can we ensure that precious, yet perishable, blood is always available for patients in need? How do we educate a new generation of donors?

Rotarians help educate others!

Whether education is about types of blood donation (whole blood, platelets, transfusable or source plasma) or importance of blood types, the knowledge that when the patient is wheeled into the emergency room or walks into the infusion room, the blood is on the shelf if and when it’s needed. Thank you, Rotary!

Trick? Treat! Fall into giving this October and save lives. Visit bloodsource.org or call 866.822.5663. Be sure to give your Rotary Club name so that your donation can be noted in the District 5180 Blood Drive Challenge.

BloodSource

YES, YOU DO SAVE LIVES
bloodsource.org | 866.822.5663
Meet Brian Gladden

Brian Gladden has been a Rotarian his entire life! Well, not really, but it certainly seems that way. You see, Brian’s Rotary experience started in 1983, before women were allowed in Rotary and before Polio Plus. At age 16, Brian joined Interact and eventually served as District Interact Governor. In college he was a Rotaractor and president of his club at Fresno State. Then he was off to Coventry, England as an Ambassadorial Scholar. Bringing his story to the present, he’s been a regular Rotarian for 14 years, two years in the Rotary Club of Los Gatos and 12 years with his current club, the Rotary Club of Roseville.

In addition to serving as his Roseville Club’s president in 2010-11, he has served as his club’s membership chair and youth services chair and has served several years on his club’s foundation board. At the district level, Brian served at 5180’s Youth Services Chair for four years and is currently the Assistant Governor for Area 2. Perhaps his most challenging position, however, is the one where he spends most of his time, Foundation Special Projects Chair. The huge reverse global grant to combat human trafficking and provide help to rescued victims is under Brian’s leadership.

Brian’s world has gone through a few changes in recent times. A few months ago, he earned his doctorate in Business Strategy and Innovation from Capella University, and he will start a new job on October 1 as the Director of Consulting Services for CGI, a Canadian management consulting and IT services firm, but don’t worry. We’re not losing Brian to our northern neighbors. He will be located right here in Sacramento.

Brian and his wife Kim have been married for sixteen years and have two daughters, Sierra, 12, and Sydney, 10. Of course, they spend many hours with their girls at their sporting events, dance lessons, and other activities. Kim somehow finds time to work as a banking operations manager for the City of Sacramento.

When he does have some free time, Brian says he enjoys sports in general, working out, golf, cigars, red wine, and bourbon…not necessarily in that order! He and Kim enjoy travel and traveled as a family to both the United Kingdom and Puerto Vallarta this past summer. Locally they enjoy trips to the Napa Valley on wine tasting excursions and attending concerts. Brian says they enjoy anything musically from Old School 80s to New School Country.
Brian claims to have some lofty goals. One of his ambitions is to be listed by Forbes as one of the top 50 business minds in the world, and if that’s not enough, he also plans to write a best seller and travel the world as a keynoter. Of course, becoming the RI General Secretary would be great, too. Perhaps one day we will all be able to say that we knew him when...

When asked about his funniest Rotary experience, he shared that it happened during his presidential year. His theme for the year was SEE the Possibilities. Halfway through his term, a club member noticed that “possibilities” was missing a letter “i.” He was then asked what he had against the letter “I” at which point he turned around in shock at the realization that it had been that way for six months. The club has never let him forget it and reminds him regularly that he went to Fresno State but still never learned how to spell!

Brian has enjoyed all his Rotary experiences including a 2012 Polio Immunization Day in India to help complete the mission. His current roles as AG and with the reverse grant keep him quite busy, and he is in the process visiting all 5180 clubs to update them on the progress on the grant and encourage them to be involved. Brian, you’ve bitten off a huge task, and we all want you to know we appreciate you.

**District 5180**

**Polio Plus**

**News & Report**

**Polio Re-emerges in Africa**

Rotarians around the world were saddened on July 13, when two cases of Polio were confirmed in Borneo, Nigeria, and a third case has since been documented. This is a grim reminder of the importance of providing vaccinations even after confirmed cases drop to zero. Polio paralysis only occurs in about one out of 200 virus carriers, so even when reported cases drop to zero, the polio risk remains for at least two years. Please remain diligent in funding our efforts to eradicate polio worldwide.

**Question:** When does $1 = $7.50?

**Answer:** During District 5180’s Polio Plus Drive

Beginning on World Polio Day 2016 (October 24) and ending on Rotary’s birthday (February 23, 2017), individual and club donations will be matched with District Designated Funds (DDF) until our goal of $15,000 in matched funds is reached.

How your dollar becomes $7.50 is simple: Donate $1, District DDF matches $1, Rotary Foundation then matches DDF donation with $.50, and the Gates Foundation matches those amounts 2 to 1, resulting in a total of $7.50 going towards the eradication of polio. What a great investment! Note: Only your original donation amount counts for Paul Harris points.

**World Polio Statistics as of 9/21/16:**

- Last Reported Case of WPD (wild polio derived virus) – August 11, 2016
- Total WPD polio cases in 2016 – 26
- Total WPD polio cases to date in 2015 – 41
- Total cases in 2015 – 74

**Links and Resources**

End Polio Now http://www.endpolio.org
Global Polio Eradication Initiative http://www.polioeradication.org
Article: Voice of America, After Setback, Nigeria Digs in to End Polio
Training Video: How to Enter Foundation Goals in RCC https://youtu.be/RE6V2GpsFlst
District Polio Plus Chair: Bill Tobin billandsherietobin@gmail.com
MAKE YOUR MONEY WORK

7.5 TIMES AS HARD

District 5180 Polio Plus Donation Drive
Oct 24, 2016 - Feb 23, 2017

For every dollar donated, up to $15,000, District 5180’s District Designated Funds (DDF) will match the donation $1 for $1. The Rotary Foundation then matches the DDF donation with $.50 per $1. The Gates Foundation will then match that $2.50 two to one resulting in a total of $7.50 towards the eradication of polio.

Paul Harris points, if applicable, only apply to original donor amount.
Responding to a request from the Interact Club Board, Pocket/Greenhaven Rotary members assisted with the Fall Rush at John F. Kennedy High School, where over 45 students signed up to participate in the club this year. The next joint project of the Rotary and Interact Clubs will be the levee cleanup in October.
Hands of Hope’s Vision

by President Larry Michel, Rotary Club of Marysville

The Rotary Club of Marysville has donated a 2016 Ford Transit Wagon (van) to Hands of Hope in Yuba City. The Marysville Rotary holds one fundraiser a year, Sodbusters, a dinner dance held in conjunction with the Marysville Stampede. Around 700 dinners are served along with a silent auction, live auction, bar and raffle. President Larry Michel, as President Elect last year, selected how the club’s share of the fundraiser profits would be used, and he selected the purchase of a van for Hands of Hope.

Hands of Hope works to enhance the quality of life in the Yuba-Sutter area by:

• Providing core support services to the homeless,
• Reintegrating the homeless within our community, and
• Engaging the community to respond to the challenge of homelessness.

Hands of Hope’s vision is to provide hope for homeless families. The annual operating budget of $150,000 is provided by donations and grants. Services include transportation, showers, laundry facilities, and clothes closet, as well as mentor/guest advocate programs.

The van will be used primarily to transport clients for medical and legal appointments. In addition, it is used to transport tables, a pop-up, and materials to community events at which Hands of Hope participates. For five months during the year it is also used to transport clients to and from the overnight shelter. The van replaces the current van which has reached the end of its useful life. It is becoming very costly for maintenance and repairs. The new van will allow these funds to be used for other Hands of Hope work.

The van was purchased from Larry Geweke Ford of Yuba City. Geweke provided the van at an excellent price. Sodbusters provided $25,000 of the purchase price, a District grant was received for $4,000, and the Rotary Club of Marysville Foundation provided the balance of the $32,943 purchase price.

The Rotary Club of Marysville is very active in the community and supports a variety of community events and activities each year. In the past year the Rotary Club of Marysville and the Rotary Club of Marysville Foundation have supported community activities with donations and activities worth over $110,000.
The “Road to an Apprenticeship Program in the Skilled Trades” was sponsored and coordinated by the Rotary Club of Folsom. On September 19, Frank Dabrowski from the Carpenters Union and Benny Benavente from the Laborers Union spoke to approximately 45 High School Seniors at Folsom Lake High School to provide the students with opportunities for a career path in the skilled trades. Two days later, representatives from the Electricians Union and Northern California Construction Training Center shared information related to their apprenticeship programs.
Flying Samaritans – Folsom Lake Rotary’s International Project

By Jack Olson, Rotary Club of Folsom Lake

My name is Jack Olson and I would like to share my experience helping the Flying Samaritans Mother Lode Chapter. The Flying Samaritans are a group of doctors, dentists, nurses, translators, pilots and support personnel that operate a free medical clinic in Baja California, Mexico. Our club, The Rotary Club of Folsom Lake, has sponsored the month of October. For $1,000 we can provide all the necessary medical, dental and vision supplies the clinic needs for one month.

On the second weekend of every month, The Flying Samaritans fly to San Quintin, Mexico in private aircraft owned and flown by some of the volunteers. The focus is on providing medical, dental and vision services to the population of San Quintin Valley in Baja California, with extended reach to individuals throughout Baja. These monthly clinics generally attract over 200 people from the surrounding area. The majority of patients are poor, uninsured Mexicans or Indigenous Native Americans. Approximately 40% are children and 45% are women.

My trip started early on the second Friday in April, 2016. The weather was a little iffy, so we were not sure it was going to be a go until that morning. With wheels up at 7:30 a.m. we embarked on our first two and a half hour leg of our trip to the border. We chose Mexicali to go through customs as the weather on the coast was fogged in. I was lucky enough to be aboard an aircraft that had a high ceiling and could climb above the clouds which made our flight smoother than most. When we touched down in San Quintin, I was excited to be a part of the group and could not wait to embark on a weekend of service and care for the people of Baja. I already was familiar with the incredible work that the doctors, dentists and other volunteers of Flying Samaritans do to provide medical care and supplies for the people of Mexico. I was eager to see the wonderful work they were about to do first hand. We arrived at the hotel in San Quintin around 2:30 p.m. and promptly ordered margaritas, chips and guacamole to tide us over until dinner. After snacks in the courtyard, a small group walked out to the beach and collected a bag full of sea shells for our friends at home. Then off for street tacos on the main drag (Highway 1) in San Quintin.

Saturday at sunrise the clinic began. The courtyard was already beginning to fill up with patients as we began preparing for the day. I was assigned to help with the Optical Clinic and was taught how to operate an autorefractor (which can provide the eye doctors the data needed to order a pair of prescription glasses). We performed a record 93 eye exams during the day and also dispensed 34 pairs of eye glasses to patients that had been seen the previous month. The most satisfying thing was to see a young child put on their brand new glasses and watch as they finally saw a clear picture of the world for the very first time. It truly gave me goose bumps. They would put on their glasses and look around the room as if they had not seen it before. One young boy looked at his mom, in focus for the first time, and gave her a huge hug while they both had the biggest smiles wash over their faces (mom was very misty).

When I gave another man his first pair of glasses and saw a great big smile wash over his face, I realized those glasses were about giving him hope for his future. Those glasses were about opening the eyes of his heart and his dreams to the better days ahead of him as well as opening the eyes in his head. Every time we go as a clinic to Baja, we send a clear message to our patients that they have human dignity, that their lives matter, and that better days are ahead. While we may run out of toothbrush kits or might not be able to serve every single person who needs medical care, we can show our Latino brothers and sisters that the restraints of poverty can never defeat the forces of compassion and kindness, as long as someone cares enough to release those forces.

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All the wonderful volunteers have the Rotary spirit of Service Above Self and demonstrates leadership and compassion in action really looks like. I look forward to visiting the farmlands of San Quintin again very soon.

All in all, attending a clinic with the Flying Samaritans was a gratifying and eye opening experience. Not only did I get to experience a little bit of Mexico, but I met a lot of caring Flying Samaritans who have the same drive as my fellow Rotarians to help out our less fortunate neighbors in Mexico. If you need a great program for your club, I highly encourage you to call Chris Nelson (916-730-1407) and invite the Flying Samaritans to speak to your club and also consider volunteering for one of their clinics. It will leave a lasting impression on you and you will not be disappointed. Our club now has a meaningful, hands on, international service project that makes a difference in people’s lives.

GLOBAL REWARDS

By Carol Langley, District Chair, Rotary Global Rewards.

Rotary Global Rewards is a member benefit program designed exclusively for Rotarians and Rotaract Club members. The extensive collection of discounts and special offers covers the types of goods and services members care about. Offer categories include: entertainment, travel, business services, insurance, dining and retail.

Members can enjoy the benefits of the programs, and RI receives a portion of the money that goes directly into our Rotary Foundation. By using Global Rewards we are contributing to the many important programs of our Foundation.

Rotary and Rotaract Club members can add their business’s special offers to the growing portfolio of Rotary Global Rewards.

To access the program, sign on to “My Rotary” and click the Global Rewards option. Search the results on the map of your area. Type in the service you want on the search bar and choose “view” to learn more. Then click again to claim the offer. It is easy, and I encourage you to go the site and peruse the options.

You can also access Global Rewards through the Rotary Club Locator app available on the APP Store and Google Play.

Global Rewards…
The Good You Do Comes Back to You!
Clowning around supports serious causes – Mending children at Shriners Hospitals

By Carol Bogart, Rotary Club of West Sacramento

In Shriners Parades, he’s known as “Dimples” the clown, but in his presentation to the Rotary Club of West Sacramento on September 16, Gary Roberts’ only “costume” was his Shriners fez as he outlined the many services available to children and their families at Shriners Hospitals. He said Shriners Hospitals for Children - Northern California in Sacramento is the “crown jewel” in a system of 20 hospitals in the U.S. and one each in Canada and Mexico.

Roberts, who belongs to the Ben Ali Shrine in Sacramento, said the hospitals will take any child under 18 who will benefit from Shriners medical services. Ability to pay is not an issue. With an endowment of now-over $9 billion, the hospitals are “on the verge of being self-sufficient,” Roberts said.

An inspiring video of a youngster who’d had both legs amputated below the knee when the boy was a toddler was so touching it left several Rotarians in tears. With prosthetic legs provided free of charge by the Shriners, the boy, now a middle schooler, is active in basketball, wrestling, skiing, swimming – “if there’s a sport,” his parents say, “he plays it.”

The boy is currently on his third set of prosthetics, which will be replaced by the Shriners “as often as he needs or wants,” according to the video. Because it can be traumatic for a child to return to school with prosthetics, Shriners does school presentations to sensitize classmates as to what the returning child has been doing – such as re-learning how to walk with his or her prosthetics. Shriners Hospitals also provide psychological services as necessary for both the child and parent(s).

Shriners Hospital for Children in Sacramento has surgery suites and 80 beds (20 of them critical care). It partners with UC Davis Medical Center (located just across the street). The Sacramento facility serves 25,000 children per year and has a $45 million annual budget. Research there has developed an artificial skin (young patients include burn victims) and a treatment for brittle bone syndrome. The hospital has assorted labs including:

- Movement Sensor
- Occupational Therapy
- Prosthetics

All children “get as many prosthetics as they want,” said Roberts. He cited examples of a boy who wanted to ride a BMX bike and a child who yearned to play the violin. Each was fitted with custom prosthetic hands and limbs, designed, said Roberts, “to let them fulfill their dreams.”

The Shriners built their first hospital in 1923. West Sacramento Rotary President Bill Bevier noted that his business partner suffered a spinal injury as a child and was helped by the Shriners. The Sacramento-based Shriners Hospital itself has ties to the West Sacramento Rotary. President Bevier’s father-in-law, Jim Clark, and brother-in-law, Don Clark, are West Sacramento Rotary Past Presidents. Both are executives in Clark Pacific, founded by Jim Clark. President Bevier’s own engineering firm, located in Gold River, does business

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with Clark Pacific which, he said, designed and engineered the precast architectural concrete panels that skin the Sacramento Shriners Hospital.

Another West Sacramento company, Wallace-Kuhl and Associates, founded by West Sacramento Rotary Past President Tom Wallace, did the geotechnical engineering for the hospital. The company is now co-owned by Tom’s son, Andy, also a Past President of the Club.

These highly skilled Rotarians, who continue as active Club members, helped this Shriners Hospital create a lasting legacy of service to children and their families throughout Northern California.

For more information on Shriners Hospital in Sacramento, go to http://www.shrinershospitalsforchildren.org/locations/northerncalifornia.

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South Yuba County’s A Day in the Life of Yuba-Sutter Book Project

By Past President David Read, Rotary Club of South Yuba County

A Day in the Life of Yuba-Sutter was not a competition, but rather an all-inclusive, community involvement photo event intended to create a commemorative book. The only rule was that all images had to be made during the same 24-hour period: Friday, October 23 from 4:00 p.m. to Saturday October 24, 2015 at 3:59 p.m.

Inspired by the great series of books published in the 1980s which celebrated America and other countries, the South Yuba County Sunrise Club invited photographers to shoot whatever struck their fancy during the set 24-hour period. We wanted to see the beauty and grandeur of Yuba-Sutter, interesting aspects of our region’s infrastructure, businesses, any special events occurring on that day and, most importantly, people; people in everyday situations, posed or candid, at work, people from all walks of life. We wanted to bare the soul of our community and show it off to the world. By all accounts we met and exceeded all expectations.

The project would not have been possible without the participation of all of our wonderful photographers, nearly 90 in all including amateurs and professionals, who shared their artistic vision and personal views of the region. Photographers paid a modest $25 entry fee and could submit up to ten images. They were guaranteed that at least one of their photos would be included in the book.

We also owe a huge debt of gratitude to our generous sponsors who made the project an even greater financial success and helped further the community youth programs supported by the South Yuba County Rotary Club and Rotary International.

The finished product, A Day in the Life of Yuba-Sutter, is a gorgeous 11”x14” coffee table book, professionally designed and printed. The club ordered an initial run of 500 books and at $33 per copy, they are selling like hot cakes! We have also produced a companion DVD with a live introduction followed by “Chapters” for each contributing photographer showing all of their images.

This has been an excellent project for our club and has given us a renewed sense of pride in all that we do for our community.
Membership and Change…

By Bill Wittich, Passport Rotary Club of Sacramento

Maybe it is about change and then membership. Change is hard for everyone, but very difficult for Rotary clubs. John Kotter in an article on change in the Harvard Business Review said that 70% of change efforts fail to achieve their desired goal. Wow! Should we bother? My answer is that Rotary is usually in that other 30 percent that gets things done. Think about Polio Plus or the Peace Forums or clean water around the world. Rotary can make change happen. But change in our clubs has been a slow movement.

Membership is a critical change area for all Rotary clubs. It is critical to continue to add new members, because each year members will leave for a variety of reasons. They move away, they pass away, they lose their interest, they run out of money, and they disagree with the way the club is going. Members leave for a number of good reasons. But, it is important to find new people to replace those who leave.

Too many clubs spend months thinking about how to recruit new members into their club. It is much more important to find out how to attract members into your club. If your club is not attractive to people in your community, you might as well stop recruiting. Attraction must come first. This is a major change for clubs to move from an older view of recruitment to a new area of building attraction.

Wikipedia tells us that attraction means the drawing of one object towards another. In Rotary it means drawing one person toward a Rotary club. The question we need to deal with is how do we entice guests to visit our club and not only come back, but convert them into committed and dedicated Rotarians. You need to decide exactly who we want to attract into our club and why.

Past Rotary International President Ron Burton said it so well. “We’re not asking just anyone to join Rotary. We’re looking to attract busy, successful, motivated people who care.” The key thought from President Ron is that we are not looking to recruit warm bodies; we are looking to attract the right people into our club. Attracting the right people means you must put together a program that will help to locate these people.

We need to understand what your prospective members expect and how to offer it to them. It is critical to understand their expectations, if we are to attract them into Rotary. We need to see what is going on in their lives, both their personal, business and family lives. By understanding all three parts, it will help us to see how it affects their view of Rotary membership. Every one of you had expectations when you first considered joining Rotary. It was your specific expectation that attracted you to Rotary. You might have been attracted to Rotary by an opportunity to network, to find new friends, to learn something new, or to become involved in meaningful community service. It is critical to understand that each individual will have a different attraction to Rotary.

I hope you understand that recruitment means that you are going out there trying to find new members, while attraction means they are finding you. While recruiting does bring new members into your club, working to attract new members is a change that will allow a stronger diversity of prospective members to consider Rotary.
Community Service Day

By President Bill Hutto, Rotary Club of Folsom

September 17, 2016 was Community Service Day for the City of Folsom. The Rotary Club of Folsom constructed a shade structure at the Powerhouse Ministries Women’s Transformation Center (Women’s Shelter) on Wales Drive. We had over 20 Rotarians that participated in this specific project. Our club is proud to support the local community in our quest to live by this year’s RI theme of Rotary Serving Humanity. Please notice the Rotary emblem in the picture of the completed shade structure.
Be sure to let your Interact Clubs know that registration is now open for the 2016-17 Interact District 5180 Annual Conference on November 19. This is exclusive to Interact club members in District 5180. Rotarians and faculty advisers are also welcome.

The conference takes place at the CSUS student union building. Event check-in is in the Redwood Room.

**Conference Highlights include:**

- Key Note Speakers from Flying Samaritans and Three Strands Global
- Informative Breakout Sessions
- Service Project Opportunities
- Lunch . . . and more!

Space is limited, so register early: https://interact2016.eventbrite.com

Plus, you can also order this year’s Interact District 5180 Theme T-shirts - “Unity Through Community.”

Please note: CSUS parking fees are enforced; all day pass is $6.

For more information, please contact Bill Tobin, District Interact Chair, at bill@moretech.com.