



BRIAN MOORE

2008 – 2009

Rotary Club of Natomas



Brian Moore was the 14th District Governor for District 5180. He joined the Rotary Club of Natomas as a charter member in June 1995. His sponsor was Bub Madelena of the Rotary Club of Foothill Highlands. Brian's classification was "Civil Engineering". Dong- Kurn Lee from South Korea was the Rotary International president that year and his International Theme was "Make Dreams Real". Brian had chosen "A Vintage Year" as a District theme. His District theme had each club being called a *vineyard*, the club president designated as a *District Vintner* and the 9 groups of clubs assigned to the assistant governors were classified as a specific wine type such as *Sangiovese*, *Merlot* and *Chardonnay*. Brian's title of District Governor was converted to "*Chief Grape*". In order for the club presidents to qualify as District Vintners, all attended a social event where they crushed wine grapes with their feet!!! The resulting grape juice was collected and later bottled during the year at another social gathering of the Club presidents and their partners. Brian's goals for his year focused on strengthening Rotary fellowship thru out the district, promoting annual giving to the Rotary Foundation and Polio Plus, and building Rotary membership thru retention and development of new members.

One of Brian's most unforgettable experiences for his year was holding the Club President's midyear retreat in Napa. Over the weekend, District staff gave updates on their respective committees to all the club presidents and their partners. In turn each club president reported on their club's activities. The highlight of the weekend was having PDG Steve Brown (TRF trustee) speak on his experience in building an elementary school in Iran and having to negotiate with the Taliban contingent to achieve a temporary peace.

As with most Past District Governors, the club visits left a lasting impression on Brian and his wife, Jo Ann. Both he and JoAnn were amazed to learn about the number and scale of projects; local and international, being promoted by the clubs. In many cases, was it not the Rotary, the communities, both here and abroad, would not have benefited with such improvements and care. Rotary clearly serves to improve the world. Plus many of the clubs enjoyed their "Vintage Year" theme and displayed it at Brian's club visit. One in particular, the Rotary Club of West Sacramento under the leadership of President Dan Ramos produced a Commemorative bottle of wine for the year.

Brian chose to hold his District Conference over the Mother's Day Weekend in May 2009 at the Portola Hotel and Spa in Monterey, California. His conference theme was "You Otter Be There" and it emphasized celebrating the year's achievements of the clubs. The Friday evening event was a walking dinner at the Monterey Aquarium. The outstanding club of the year award determined by the 9 Assistant Governors went to the Rotary Club of Natomas under the leadership of Regina Stafford.

The Group Study Exchange program was one of Brian's favorite Rotary programs. He served as District GSE chair for three years following his GSE experience to Portugal. He had a Group Study Exchange with District 4700 in Brazil in his DG year. Brian stated he became a "True Rotarian" when he served as a Group Study Exchange team leader to Rotary District 1970 in Portugal in 2000. "You accompany 4 potential Rotarians to another country to be hosted by Rotarians you have never met but only share Rotary as a common bond. You witness these 4 people experience the Rotary way and see their high regard of Rotary develop without you saying a single word. You are proud to be a part of such a service minded organization."

Brian and JoAnn are both multiple Paul Harris Fellows and benefactors.

Outside of the District, Brian has served on the Far West PETS (FWP) committee since 2002 and served as FWP General Chair in 2010 -11. He currently holds one of the longest records of service on the Far West PETS planning committee. Brian was the Zone 25 Polio Plus Coordinator from 2011 – 2014 and has participated in a variety of roles on numerous Zone Institute committees since 2002. In April 2017, Brian and his wife, JoAnn were chosen to serve as the President's Representative for Rotary International President John Germ to Rotary District 6450 district conference in Northern Illinois.

Brian noted that if he were to serve as District Governor again, he would permit PDG to continue serving in some capacity on District staff. He had chosen to give all PDGs the year off (So to speak) in his year. He had some PDGs thanking him where others felt slighted. He learned that service to Rotary is something one can't simply turn off particularly when it involves a PDG.

His advice to future District Governors is *"Serving as a District Governor is on honor and an experience like none other. Take the opportunity to enjoy every minute. Your year will come and go in what will seem to be a heartbeat. Encourage other potential leaders in your eyes to consider serving our district in this role. Treat the position with respect and be sure to do the same for your District staff and Club presidents."*