



District 5690 News



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Message from District Governor

Dean Kennedy



Dear 5690 Rotarians,

Wow! It hardly seems possible that July 1 has passed and the terms of the Dream Team Presidents is now started with the aid of the Dream Team Assistant District Governors. I am humbled but yet excited to be working with the Rotarians of District 5690 this year. I am sure you may get tired of hearing the Dream Team thing by year end so please humor me or better yet dream along with me of what might be.

Cheryl and I attended the Rotary International Convention in Seoul, Korea with passport in hand every step of the way. For a small town farm boy who had never traveled outside of North America, this was a trip. Almost everything was new and different including the plug ins, how to turn the lights on and off in your room, and of course the food. This year's convention, one of the largest in Rotary history, attracted more than 43,000 attendees from over 150 countries. Keep in mind that this is also our FIRST International Convention even though I have been a Rotarian for over 25 years. It is also important to note that we aren't really



accustomed to 11 hour airplane rides either (but the movies are great).

As you can tell my stress level may have been a little high upon arrival the first day in Seoul. When we arrived at the KINTEX convention center,

everything changed. We registered with ease and began meeting Rotarians from around the world. Rotarians may have a different appearance but inside we are all the same. It is all about doing good in the world. We could immediately communicate about the Rotary services and projects that clubs are doing everywhere. Even the language barrier wasn't a huge problem because there was always another Rotarian there to interpret.

At the opening ceremony I was amazed at the number of Rotarians and the speakers. But as the convention continued so did the intensity of the speakers. These individuals are making a difference around the world! RI President K. R. (Ravi) Ravindran closed the convention with a poignant story about his mother's fight to survive polio at age 30. During his presentation in this huge venue with

MARK YOUR CALENDARS!

Oct 14-15, 2016
District Conference
Winfield, KS

Oct 27-30, 2016
Zone Institute
Salt Lake City, UT

Oct 24, 2016
World Polio Day

June 10-14, 2017
Rotary Intl. Convention
Atlanta, Georgia USA



Message from District Governor Dean Kennedy (cont'd)

thousands of Rotarians it was totally quiet. Ravindran's grandfather was a Rotary member who enlisted the help of his Rotary members to help save his daughter's life. President Ravindran stressed that his mother's life was probably one of the first that was saved by the action of Rotarians and that soon Rotary will give a gift that will endure forever—a world without polio.

Rotarians of District 5690, I am so proud to serve you for this coming year and to have had the experience of

my FIRST International Convention. I can only encourage everyone to attend in Atlanta next year. I have already registered.

Dean Kennedy

District Governor 2016-17

Rotary Club of Winfield



2015-16 DG David Yoder passes DG pin to 2016-17 Dean Kennedy

The annual Passing of the Pin ceremony was held in Winfield early this month.



2016-17 DG **Dean Kennedy** (Winfield) received his District Governor Pin from immediate past District Governor **David Yoder** (Newton). Dean thanked David for a great year

and then pinned **Robert Mendoza** (Derby) as the District Governor Elect for 2017-18.

An exciting year begins in District 5690!



2017-18 District Governor Dean Kennedy thanks 2016-17 Governor David Yoder.



DG Dean Kennedy passes the District Governor-elect pin to Robert

Welcome DG Dean Kennedy - have a great year!

It's a New Rotary Year—things to do

From Rotary Leader—July 2016

- Lead by example and make your annual gift to Rotary Foundation. Consider joining Rotary Direct to make automatic contributions.
- Enter your club goals for 2016-17 Foundation giving in Rotary Club Central.
- Report your 2016-17 club officers and committee appointments through My Rotary to ensure that your club will receive important mailings.
- Mark your calendar for Rotary's World Polio Day live-streamed event on October 24, 2016.
- Celebrate The Rotary Foundation's centennial ALL year. In the past 100 years your Foundation has spent more than \$3 billion on programs and projects to help transform the world. Let's focus on making our Foundation even stronger!

50% of contributions from club members comes back to our District to be used as WE identify the needs in our community and internationally. Share this information with your clubs by using one of the many resources at www.rotary.org. Share our Rotary Foundation story with your club and in your community—make others passionate about Rotary to help build membership!

My Rotary Moment

DG Dean Kennedy has asked his “Dream Team” presidents to share their Rotary Moment with their clubs during his visit. We are pleased to share these in the newsletter if the presidents will send a copy to either Dean or Geri Appel.

Leslie Bissell, 2016-17 President Rotary Club of Liberal

My first introduction to Rotary was through my employer. When I interviewed at the agency, I was informed that, should I ever become executive director, I would be expected to join Rotary as had many of the executive directors before me. Every Tuesday at 11:55 sharp I would hear my boss would say, “Time for Rotary” and watch him head out the door for lunch. When he resigned from the agency, it was now my turn to join Rotary.

Perhaps like many of you, my initial impressions of Rotary were of a group of aging men, singing songs, and having lunch at the club. As the months passed, I wondered how I even fit in. Then last year the theme “Be a Gift to the World” hit home for me. I am not in any way a male senior citizen who owns his own business – on the contrary, I am a female 40-something who runs a non-profit agency.

In my day to day interactions with members of my community, I began to realize that my gift to the world was unique. I have the training and position to be able to see the very real needs of our community. I have access to leaders in our schools, college, and the community at large. I also have access to the largest humanitarian organization in the world. Most importantly, I am a member of a club committed to service here in Liberal, KS.

One day I was listening to school personnel share their ever growing concerns about the risk of suicide for our teens and young adults. My heart broke, knowing that resources to address this issue are scarce for both schools and mental health professionals. Later that afternoon, I began to wonder if my club could apply for a district grant to help bring education and resources to those who need it. With the support of the Liberal Rotary Club, we were able to bring suicide prevention training to our community last year. When I asked school personnel if and how they would be able to be involved, I could hear the sigh of relief – someone had heard them and was responding with resources.

In that moment, I became a Rotarian – I could see how I could do good in the world by being just who I am. Since then we have trained at least 120 teachers, first responders, and other community partners about the risk of teen suicide. I am also happy to say that my club has decided to continue the efforts to make Liberal a suicide safer community in 2016-2017 by extending our efforts to increase suicide prevention for our veterans.

Today I am proud to be a Rotarian, because I know it makes a difference not only in southwest Kansas, but around the world.



REMINDER—New addition to Newsletter:

Submit a nomination for the **Service Above Self Corner**. We have so many Rotarians quietly going above and beyond and DG Dean would like to recognize them.

Any Rotarian can submit an article for the Service Above Self Corner to recognize another Rotarian for their service. Submit the article to Geri for the newsletter and note it is for Service Above Self Corner. DG Dean’s dream is that we will have so many it will be hard to fit them into the newsletter. This month we feature a club for Service Above Self!

"Service Above Self Corner" -

West Sedgwick County Sunrise: Rotary's Dream Team

West Sedgwick County Sunrise Rotary Club stands apart as one of District 5690's Dream Team. The club consists of 45 "dreamers" committed to changing the lives of their community for the better. The club is only 16 years old but has been involved in some of the biggest projects in our area. Three significant projects form the club's foundation have greatly impacted our community.

First, the club's Rotary Centennial project successfully raised \$1.5 million to construct a boundless playscape within Sedgwick County Park that all children, regardless of physical ability, could enjoy. The playground project was so successful that Sedgwick County Park has reached a record number of over 1 million visitors per year. The playscape provides service to children as well as their parents. One unexpected benefit is that parents who are themselves disabled can enjoy playing with their kids and not have to sit outside the boundaries and just watch.

Second is the RITE project, Initiated by Ralph and Armida Hight in 1996 and still going strong. The RITE program is an international K-12 teacher exchange program with partner organizations in Argentina and Panama designed to share teaching techniques. This project is co-sponsored by the West Wichita Rotary Club and provides a significant opportunity to fulfill Rotary International's goal of promoting literacy while building goodwill and peace worldwide.

Finally, the club supports the next generation of community leadership through its sponsorship of the Interact Club of West Wichita. This Interact club participates in a bi-annual service trip to Panama, and their numerous local activities of teaching kids the principles of Service above Self.

Additional projects include sponsoring mentorship at Wichita's Kensler elementary school by recognizing student achievements with special tie blankets made by the Interact Club and providing dictionaries to 3rd grade students. The club partnered with several Rotary Clubs in the District to do 12 water/sanitation projects in India, Lebanon, Egypt and Peru. The club supported the Downtown Club in building the Clock Tower and have been supporting the YMCA Strong Kids Program for over 5 years.

The club's next big dream is to renovate, update and expand the play areas at our Boundless Playscape.

Check us out on our webpage <http://www.sunriserotarywichita.com/> or our Facebook page "Sunrise Rotary Club of West Sedgwick County." Or join us for our monthly social - see our webpage for details.

Ethical Dilemma

What would you do?

Your club is working to provide technology and training for teachers and children at a school in a very low-income area with limited educational resources. During your search for sponsors, a club member in a senior position at a well-known business offers to pay most of the project's costs. This sponsorship would allow you to complete the project quickly, and kids would be in classrooms learning in just a short time. You are grateful for the generosity but hesitate because this business has been in the media over some ethical concerns. You aren't sure it's a good idea to accept the sponsorship, but raising the funds in other ways could sharply delay the project. [What would you do?](#)

Editor's Note: This might be a good exercise for the club to consider as a group. You are invited to post your response at this link. <https://rotaryservice.wordpress.com/2016/07/20/ethical-dilemma-discussion-what-do-you-do-2/>

Source: *Rotary Vocational Service Newsletter, July 2016*

Social Media—Your Club—Rotary

"we don't want to be left behind—our future depends upon it"

We are inundated with challenges to bring younger members into Rotary. We are seeing our time being compressed by Facebook, Twitter and other social media feeds. We find it necessary to learn new language to keep up with our kids and grandkids who communicate with smart phones. It is a new world for us, our society and of course Rotary.

Social media forums are the communication tools of today – not tomorrow. Rotarians must become familiar with the tools out there and how to best use the tools for leadership development, club management, interclub communication and membership recruitment. This article will give some very quick tips for entering into the social media environment.

Realize that social media is not just a fad or something young kids play around with.

Social media is here to stay. A [survey by Deloitte](#) reported that 43 percent of Internet users over the age of 61 spent time sharing photographs with people. Some 36 percent watched and read personal content created by others. And surprise: the average blogger is a white, 37-year-old male with an average annual income of nearly \$56,000. For a nonprofit, that profile is prime for targeting as a potential donor.

Social media is a cost-effective means to promote and market your messages.

Downward economy? Shrinking budget? No worries with social media marketing. It requires very little—if any—financial investment. And it is effective. The one "cost" to account for, however, is time. When done correctly, social media requires a great deal of volunteer time and resources. That said, MarketingSherpa reports that social media is the one area for which companies (read here Clubs) are [increasing budgets](#).

Realize that not knowing is no excuse.

In court, not knowing the law is no excuse. When it comes to social media, many people choose to stay in the dark because they fear the unknown or believe that so many others already know so much more than they do and are leaps and bounds ahead of them.

Truth is, social media is still in its infancy and ever-evolving. The best thing to do is jump right in and participate, even as an individual. For example, setting up your own Facebook page is easy and fun and quickly gets you up to speed on who is out there, what groups might be right for your club to partner with, what tools are freely available, and more.



[Learn some new lingo](#): Keyword cloud. Mash up. RSS. Influencer. Tagging. UGC. Evangelist. Social media comes with a whole new set of rules and its own dictionary. On-line, there's a wealth of resources to help you start speaking like a pro. And remember: those who don't engage and join the party may very well be silenced and left out in the cold.

Social media is incredibly viral, which is both good and bad for your clubs.

Winston Churchill (or Mark Twain, to whom this quote also has been attributed) once said, "A lie can make it half way around the world before the truth has time to put its boots on." And that was long before the Internet was even born. So just imagine now how quickly some bit of information—good or bad—can travel through the cybersphere, reaching millions upon millions globally.

Clubs who want to speak directly to its members, perspective members and the community can, indeed, do so easily ... as can foes who are ready to unveil any bit of founded or unfounded scandal. Entering into the social media arena when times are good and participating fully as an active member helps enormously should any bad news befall your community or club.

Your social media approach needs to start out with traditional tactics: make sure you set your baseline and determine your goals.

The more things differ, the more they are the same. Just as you would with traditional communication efforts, you need to set a baseline and determine goals for your social media strategies. Educating your club's leaders is key to setting appropriate goals and being successful in the social media arena.

Make sure you do your research.

There's so much on-line chatter, how do you know what's worth listening to? Which are the relevant communities for you and/or your club, and who are the influencers in your Rotary? Who are your champions in your club? What is everybody talking about, and how does your club fit into that topic?

Pick your poison.

So many rich multimedia elements, so many more to choose from. Which tools do you choose? Press releases? Social news sites? Social networks? Blogger relations? Podcasts? Video? On-line media relations? What specific mix will best suit your club's culture and goals? The answers to these questions are key to putting your plan in motion.

Social Media—Your Club—Rotary *(continued)*

"we don't want to be left behind—our future depends upon it"

Recognize the big "R" in ROI.

Some traditional communicators ignore social media, maintaining it is impossible to measure. Truth be told, social media is very measurable, and not with "eyeballs" and impressions but by counting blog posts and comments and evaluating the tone of those comments. Results are very achievable and can be extremely cost-effective.

Underscore the "social" in social media.

At the end of the day, all of the new technologies and modes of communication mean nothing without the people. And not just the people who use the space but also the people on your team who need to do the work required to promote your club to on-line communities. A [Social Media Press Release](#) does simplify the work by incorporating multimedia elements and distributing your release through non-traditional channels. But remember:



although a Social Media Press release may be the perfect vehicle for reaching consumers, non-traditional media, and on-line communities, you still need people to create and follow up on the release.

Rotary has a very robust social medial presence world-wide. Encourage fellow Rotarians to get into the Rotary website, join Rotary interest groups online, share good things we are doing through a club's Facebook page and above all, communicate to your community's population that Rotary is not an old, stodgy organization; but a young, vibrant opportunity to do service, network with fellow professionals and impact your community.

Tips for the above article are from Marketwire, by Paolina Milana (2009)

*Column submitted by Fred Heismeyer,
District 5690 Trainer*

D5690 Rotarians visit Open World Team in Russia

Five Rotarians from three Wichita-area clubs reunited with the Open World Team delegates and facilitator who visited Wichita last September (team photo taken at Sedgwick County Zoo). Fred and Joyce Heismeyer (RC East Wichita, DeAnn Sullivan (RC West Wichita), and Geri Appel and Greg Sullivan (RC Wichita Downtown) were graciously received in both Moscow and St. Petersburg where they were greeted by the delegates and facilitator and accompanied by one of that group or a pre-arranged guide, two of which were Open World facilitators who had not yet visited Wichita, but who had led Open World Teams to the US recently.

During their time in St. Petersburg, the US group met up with June Costin (RC W. Wichita) by chance in a museum! She, too, was headed to Moscow and met up with them again to make up at the Rotary Club of Moscow International.

The group is working on a more detailed story which will appear in a future newsletter.



RC St. Petersburg Neva



RC Moscow International



The Open World Team in Wichita



Visiting Liana in St. Petersburg—with her mother



In Moscow with the other 4 delegates & facilitator Maria

Club News from around the District

Rotary Club Wichita: RIF (Reading is Fundamental) Coordinator Mark Koch presented the Dale Gordon award to David Brown for his long-time service as a RIF coordinator and faithful RIF reader for many years.



Rotary Club Garden City: New secretary for our club is Troy Unruh. Email troy.r.unruh.iogg@statefarm.com. Please update your district directory with this information.

Rotary Club East Wichita: Rogelio Martinez (photo) and Sydney Berkelhamer thanked the club for providing scholarships toward their college education. Rogelio will attend Newman University.



Rotary Club Arkansas City: John Kempf, center, was honored last month at the Arkansas City Rotary Club picnic for his long, dedicated service to Rotary. He served as district governor twice, founded the Agoo

Philippines well water project, and is a top-level Paul Harris Fellow and Rotary Foundation donor. Kempf hosted several Rotary exchange students, and coordinated and participated in Rotary exchange teams with many countries. New club president Sarah Griggs said he also served as local club president. "John has been a tremendous supporter of Rotary for a number of years, even before moving to the Ark City area. ... He will be greatly missed," she said. Also pictured are former club president Ben Schears, and Kempf's daughter, Jennifer Kempf.

Editor's Note: PDG John has moved near his family in Horseheads, NY. We wish him well!

Rotary Club Liberal : Royce Kitts, President of the Liberal Rotary Club is organizing a **Rotary International booth at the Five State Fair in Liberal, KS**, August 25th-28th. The booth is part of their local clubs' efforts to raise awareness and promote resources related to military personnel suicide. He is looking for volunteer clubs and individuals who would be willing to man the booth for shifts on Thursday-Sunday, August 25-28. As Royce said, he "plans on making the booth area a fun space for us to interact with people and fellow Rotarians." If interested, please email Royce at: director@lmlibrary.org.

Rotary Club Newton: The Rotary Club of Newton is testing a **Satellite Club** meeting during the first 6 months of the new Rotary Year. The first meeting was held at Drubers Conference Room on July 12. The purpose of the meeting is to allow members who have a hard time attending the evening meeting to meet at a location to learn about the projects of the club so they can participate when and where feasible. Meeting will rotate at various member businesses.



Rotary Club Wichita DT: Many club members supported Wichita's first Future All American Basketball Camp at Next Level Hoops Academy last month. The event benefitted local boys and girls who could not otherwise attend such a camp.



Rotary Club W. Wichita: Our club funded a wrought iron fence project at the new



City of Maize Splash Park! The fence will act as a barrier for cars to keep the kids safe and was installed just in time for the kids to show up and play.

District Executive Secretary and Treasurer PDG Curtis Dick resigning

We were sad to learn that PDG Curtis Dick who has served our district faithfully for many years, is resigning his position as Executive Secretary and Treasurer of District 5690 effective December 31, 2016.

He will continue to be active in the district and the Rotary Club of Winfield. We thank him for his service at the district level and wish Curtis every success and happiness in his retirement.

District 5690	MEMBERSHIP REPORT as of JUNE 30, 2016			Goal
	7/1/2015	6/30/2016	NET GAIN	
	MEMBERSHIP	MEMBERSHIP	2015-2016	
Andover	23	27	4	28
Arkansas City	61	61	0	75
Beaver	24	22	-2	
Boise City	15	18	3	15
Cimarron	26	23	-3	27
Derby	65	61	-4	
Dodge City	34	32	-2	44
East Wichita	122	113	-9	
El Dorado	49	50	1	56
Garden City	42	41	-1	
Greensburg	11	0	-11	
Guymon	27	27	0	
Hugoton	22	23	1	24
Hutchinson	120	114	-6	
Johnson	16	18	2	20
Kingman	32	32	0	37
Kinsley	14	15	1	15
Larned	19	18	-1	
Liberal	44	45	1	47
Newton	53	55	2	62
Pratt	60	54	-6	
Sublette	14	14	0	
Syracuse	15	15	0	
Texhoma	19	19	0	
Ulysses	38	37	-1	42
Wellington	19	20	1	
W. Sedgwick Co	44	42	-2	
West Wichita	63	65	2	70
Wichita-DT	384	372	-12	425
Wichita-Old Town	13	10	-3	
Winfield	88	86	-2	
TOTALS	1576	1529	-47	

Thank you for entering your goals on Rotary Club Central!



District 5690



www.rotary5690.org

This is your newsletter!
Send your articles and
club information to:

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appelg@kenlerman.com



2016-2017 RI Theme
John Germ
Tennessee USA

Miscellaneous . . .

- **Council on Legislation Changes** have been incorporated in the following club handbooks/guides:
[Lead Your Club: President](#)
[Lead Your Club: Treasurer](#)
[Lead Your Club: Secretary](#)
[Lead Your Club: Membership Committee](#)
- Be sure you have your calendar marked for District Conference in Winfield October 14-15, 2016