

# District Dispatch

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Rotary International District 6310 • Eileen Jennings, Governor 2010 - 2011



## From The Governor

Our District Conference has concluded, and I think it went well. I hope that those of you who attended part or all of the conference enjoyed renewed friendships with Rotarians from other clubs and also heard something new to take back to your Rotary Club.

Our President's Representative, and a member of The Rotary Foundation Board of Trustees, Steve Brown, spoke about the extensive work he has engaged in to help the Jalalabad area of Afghanistan to develop better education, from primary through university levels. He challenged us to find ways to leverage our support of international service projects by getting greater involvement from corporations. He stressed that the focus on corporate social responsibility fits well with many of our international service endeavors.

Steve also talked with us about the Future Vision Plan of The Rotary Foundation. This is a significant shift in how Foundation funds will be spent. Pilot districts are now testing the proposed new rules, and we will all be affected by the changes in 2013. One of the changes will be a new focus on partnering with corporate, government and non-government organizations (NGOs) to make our dollars go farther and have greater effect. Another related change will be a stress on the sustainability of projects. Bob Chadwick will be leading efforts to educate all clubs on the Future Vision Project during the next 2 years. It is another sign of our district's forward thinking that the people involved with

our water and sanitation projects have been insisting on a sustainability element in those projects.

Betsy Demaray, from Sault Ste. Marie, and an incoming member of the Rotary International Board of Directors, gave a moving (as always) speech at the closing banquet about the Family of Rotary. She used an unusual telephone conversation with a long-deceased leader of Rotary to discuss the Four Way Test and its origins.

Our own members presented many of the best programs by sharing their ideas about local and international service, fundraising projects, and many more. Our Saturday morning sessions on social media and the district's strategic plan garnered strong attendance and many favorable comments. Duane Reyhl promised us a webinar on how to get on Facebook, and those of us who are "technologically impaired" look forward to this training.

Many thanks again to all those who made the district conference beneficial to those in attendance.



The District 6310 Newsletter is published monthly by District Governor Eileen Jennings. Articles originate from various Rotary International publications as well as reflecting the many events and activities of the District. Thanks are expressed to all contributors. Please send inquiries, questions, corrections, articles, etc. to Eileen Jennings, 1323 Watson Road, Mt. Pleasant, MI 48858

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# Reflections on Literacy

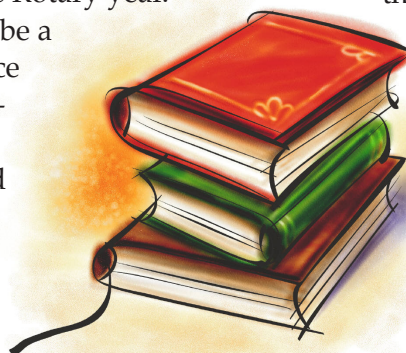
The following article was written for the March 2011 edition of the District Dispatch. Since the March District Dispatch was devoted to the specific information and communications related to the District Conference, the delay in distribution was unavoidable. I believe the article carries an important message that all Rotary members to take note, not just now but going forward.

As I sit at my computer writing this article, I am looking out the window at a bright, sunny day with a good amount of snow still covering the ground. The snow is melting and I have a renewed sense of hope for warmer temperatures and the possibility of getting the golf clubs out of the basement. However, we Michiganders know that the weather can change quickly in this great state, and your thoughts of spending time out on the links are exchanged for getting the snow blower out to clear the driveway. You just have to love March in Michigan!

In Rotary, we recognize March as "Literacy Month" and it is one of my favorite months in the Rotary year. In 1985, Rotary declared basic literacy to be a pre-condition to the development of peace and it has been an organizational emphasis ever since. Former RI President Bill Boyd gave the issue of literacy a renewed sense of focus during his year in office in 2003-2004. Mr. Boyd said that a literate world helps people escape poverty, empowers women, and addresses issues related to water, health, and hunger. Rotarians responded positively to Mr. Boyd's literacy concerns, and each subsequent RI President has continued to make literacy an important part of his year in office. (The Rotarian – March 2009)

As a child, my Mom and Dad stressed the importance of reading to both my brother and me. I remember weekly visits to the "Bookmobile" during the summer so we could keep up on our reading while school was out of session. Of course, I would have rather been playing games outside or riding my bike with my friends all summer long. I guess it was because the value of reading was emphasized to me is where my personal fondness of Literacy Month originates.

At the Birch Run Rotary Club, we participate in Literacy Month by having members volunteer to read to various classrooms at North Elementary School. For



## District Events

**April 23, 2011**

Saginaw On Stage  
Apple Mountain, Freeland

**May 6, 2011**

Rotary Rocks  
Arbeitoer Hall, Bay City

**May 21-25, 2011**

Rotary International Convention  
New Orleans, LA



our Club, it is a follow up to the dictionary and thesaurus distribution project we do in October. I'm not sure who enjoys the experience the most, the kids or me. What a great feeling you get from seeing the eyes of a child light up as you read to them and take their questions after the story. The kids are so thankful that you consider them "important"; to talk to them, listen to

them, and take time out of your day just to be with them. It truly is a life changing experience for all!

The other Rotary Clubs in my area participate in Literacy month as well. The Frankenmuth Morning Club is the marketing partner of the READ Association of Saginaw. Through this partnership, they have recruited 37 new volunteers for the READ programs in the Frankenmuth community, which include List School, St. Lorenz Lutheran, Immanuel Lutheran, and the Wickson Library.

The Frankenmuth Club was involved with distributing dictionaries and thesauruses at four schools in the Frankenmuth community, including List School, St. Lorenz Lutheran, Immanuel Lutheran, and St. Michaels Lutheran. The Frankenmuth Morning Club also teamed up to assist in this program.

To the rest of the Clubs in District 6310, I hope that you actively promote March as "Literacy Month". Helping children learn to read is one of the best investments we can make in our communities to ensure the success of every child.

Paul T. Moore  
Assistant Governor – Area #8





*Past District Governors at dinner the evening before the 2011 District Conference.*

## **Rotary Convention New Orleans - May 21-25**

If you are going to all or part of the Rotary International Convention in New Orleans, please let Dick Campbell know. We are trying to arrange a get-together during the convention. E-mail Dick at [rcampbell@argus-press.com](mailto:rcampbell@argus-press.com), or call him at 989-723-6620.

*We hope to see you there!*

## **Facebook Webinar**

The District is planning a webinar on how to create and use Facebook to support Club activities and public image. The idea of such a session was suggested at the District Conference during the presentation on social media. While social media is not intended as a replacement for other forms of communication, it can extend the reach of your Club's communications. The webinar date is being determined, but is expected to be scheduled before June 30. Watch for further details. Please send any suggestions you have for specific content that you would like covered to Chuck Cusick ([Cvcusick@aol.com](mailto:Cvcusick@aol.com)) or Duane Reyhl ([duane.reyhl@ahpplc.com](mailto:duane.reyhl@ahpplc.com)).



## Polio Update

Rotary continues to participate in the effort to eradicate polio. Thus far in 2011, there have been 88 cases of polio. The number of cases in endemic countries continues to decrease, but the cases in non-endemic countries have increased over last year. Thirty three (33) cases of polio this year have been in endemic countries: Pakistan – 26, Afghanistan – 1; India – 1, and Nigeria – 5. Fifty-five cases have been in non-endemic countries. This is an increase from last year, and is occurring primarily in Africa where war and unrest have made it difficult and impossible to conduct immunization campaigns. For example, there have been 28 cases of polio in the Democratic Republic of the Congo, and 20 cases in Chad.

Clubs in our district continue to raise funds, primarily through Purple Pinkie projects, to wipe out this crippling disease. The following clubs have conducted at least one Purple Pinkie Project this year:

Bad Axe	Corunna	Midland Morning	Saginaw
Bay City	Durand	Millington	Saginaw Sunrise
Birch Run	Frankenmuth	Mt. Pleasant	Saginaw Valley
Cass City	Frankenmuth Morning	Oscoda	Sebewaing
Chesaning	Gladwin	Owosso	

**Owosso** has conducted a series of PP projects all year, including selling purple pinkies on the street corner in cold weather, collection canisters at area restaurants, pinkie projects at the Home Show, at the miniature car races, at a Baker College Symposium, and at high school basketball games. They will auction a professional photograph at their club meeting on April 27, aiming to raise all of the club's \$2,000 annual commitment to polio eradication from these special fundraisers.

The two **Frankenmuth** clubs recently raised \$422 by taking the Purple pinkie project to St. Lorenz Lutheran School, educating elementary school students about polio while raising more money. The three **Saginaw** clubs raised \$51 dollars through PPs at a recent new member recruitment event, and they expect to raise much more through PPs at their April 23 Saginaw on Stage.

And we raised \$410 at the district conference through our Purple Pinkie Project! Thanks to Chuck Cusick and the assertive "sellers" at meals.

Let's keep the fundraising and education going right up through the end of this Rotary year and into the next one!

# The Rotary Foundation – Have you Given?

Only two months remain in this Rotary year. Has your club met its goal for the year on Foundation giving – to both the Annual Fund and to Polio Plus?

If you have delayed making your personal contribution to the Annual Fund, please delay no longer.

We have learned that many clubs hold money for the Foundation and do not send it in until very late in the year. Sometimes the clubs wait too long, and they show no contributions at all during a particular Rotary year. For example, four clubs that have reported Purple Pinkie Projects for Polio have no contributions reported at the Foundation level thus far this year. Another club that reported a very successful fundraiser for polio shows only a small contribution.

So please, encourage your club Treasurer to get that money submitted to the Foundation – now. If more money comes in, another contribution is easy.

Ten clubs have made no contribution to Polio Plus this year. Two of these clubs have made no contribution to Polio Plus since the current campaign began in December of 2007! In contrast, however, Sebewaing RC, with only about 21 members, has contributed a whopping \$4,828 to Polio Plus this year! Frankenmuth RC

has contributed over \$6,700 and Bay City and Midland have given over \$2,000. Since December of 2007, Bay City RC has outstripped all other clubs with total giving for polio of \$31,184.

The Annual Fund is an important recipient of our giving because half of this money comes back to us to spend after 3 years. Only two clubs have not yet made any contributions to the Annual Fund. The following clubs have already exceeded their goals for the year: Alma-St. Louis, Bay City, Caro, Cass City, Clare, Corunna, Frankenmuth Morning, and Midland Morning. Several other clubs have already made significant contributions to the Annual Fund. The total of the goals pledged by all clubs at the beginning of this Rotary year was \$121,840, and \$108,116 of this has already been given.

Let's exceed the goal for the year! We know that the ability is there. We have so many great international projects going in our district, and we want to provide funding this year so that those projects will still be going strong in 3 years. Make those contributions to the Annual Fund Bigger, Better and Bolder!

## Rotary Float in Rose Parade

The Rotary Rose Parade Float Committee had a beautiful float in the Rose Parade on January 1, 2011. It consisted of a group of teddy bears wearing international dress to promote the year's theme of Building Communities, Bridging Continents.

The Committee has already started its planning for the float for 2012. A member of the planning committee said that the design has been selected and the detailed design work has begun.

The Rotary Rose Parade Float Committee asks that all Rotary clubs and individual Rotarians consider making a contribution to help pay for the costs of the float. They are asking 5 clubs in our district to step up now and contribute \$50.00 each. The usual solicitation will take place later this year, but the Committee is asking a few clubs to provide the seed money now.



Rotary International does not underwrite any of the costs of the Rotary Rose Parade Float Committee. The costs are paid for entirely from contributions of Rotarians, clubs and districts in the United States and Canada.

In our district four clubs or individuals sent donations to support the 2011 float. Would your club make an early contribution now towards the 2012

float? Contributions should be mailed to Rotary Rose Parade Float Committee Inc., PO Box 92502, Pasadena, CA 91109-2502 or made on line at [www.rotaryfloat.org](http://www.rotaryfloat.org).

Several members of our clubs have taken part in decorating past floats. If one of you would like to write an article for the Dispatch about your experience, please send it to DG Eileen. Photos are welcome. If anyone is traveling to the Los Angeles area next December, you are welcome to help decorate the 2012 float.



# Report from Ed and Betty Goyings

## *Frankenmuth Rotary Club*

Betty and I joined the Rotary Club of Foster City, California helping with their projects in South Africa from March 10 through March 24, 2011. There were 32 of us representing 7 Rotary Clubs, including a couple from Canada, however most were Foster City Members. After arriving in Johannesburg and touring that area, we met with the Brits Rotary Club and the Hartebeespoort Rotarians north of Johannesburg and spent two days distributing wheelchairs to The Genesis Center, which is a center for disabled people, Opkyk Pathways, a remedial center for disabled and mentally challenged, and then to a cheese farm where we distributed wheel chairs to the elderly. We also delivered chairs to the home of a 3 year old paraplegic and to the home of a mother of 5 who weren't able to come to the centers.

We then traveled further north where we met the Nelspruit Rotarians which is near Kruger Park where we stayed. We delivered school uniforms, soccer uniforms and balls to a large school near Nelspruit. We watched the children play soccer. The Foster City Club had previously provided water tanks and bathrooms to this school. A Creche (Day Care) was our next stop where we delivered wheelchairs to elderly and disabled and where the Foster City Club had provided bathrooms and a well. Children in the schools played games with us, danced for us and showed us artwork they make us-

ing native plants, fruits and vegetables for their ink. We fed children at an orphanage where all of the children have HIV. The Foster City Club provides food to that orphanage where they try to make sure that the children get at least 1 meal per day. There is an amazing commitment, passion and great relationship between the Foster City Club and the Local Brits and Nelspruit Rotarians. In the evenings we either had a drive through Kruger Park or had a Braai (barbecue) outside with the respective clubs. Before we left for Cape Town, we had an all day drive through Kruger Park seeing the Big Five along with so many other animals.

We were in the Cape Town area for 4 days visiting Table Mountain, Cape of Good Hope where we photographed the African Penguins. We toured the wine country, Robbens Island (Mandela's Cell) and of course the city itself.

After spending two weeks with the Rotarians, Betty and I rented a car and drove from Cape Town to

the town of Knysna through the beautiful countryside and spent 6 days exploring areas along The Garden Route which was wonderful. We had lunch and played Bowls (lawn bowling) with The Rotary Club of Knysna. It was a very rewarding trip and we feel blessed to have been able to go with these Rotarians.



*Ed and Betty Goyings during trip to South Africa*

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# Camp Rotary Registration Materials Ready

Camp Rotary will be held June 12 – 16. Rotary Clubs are asked to recruit and pay the fee for high school juniors (going into their senior year next year) to attend this outstanding leadership camp.

Registration forms for students to attend Camp Rotary this summer are now ready. Packets of information including the application materials were mailed to every club

president. They are also available on the District ClubRunner web page. Go to [www.ClubRunner.ca/6310](http://www.ClubRunner.ca/6310). On the left side of the home page, under Download, there is a link to the packet.

Tuition this year has remained \$250 per student. Registrations are due by May 16, and are sent to Delores Brock, 380 Central Avenue, Shepherd, MI 48883. Dee Brock

may be contacted with questions at [dsanchez2@aol.com](mailto:dsanchez2@aol.com).

Offer some high school students in your area an opportunity for development of their leadership skills in a proven environment. This Rotary Youth Leadership Academy (RYLA) experience has been life changing for many past attendees.



## Program on India

Lynn Zuellig, President of the Frankenmuth Morning Club, is available to present a program to clubs on her recent trip to India. She participated in a National Immunization Day for polio, and also on a dam construction project. She has videos and a fascinating story to tell. Contact Lynn at [lzuellig@agingenriched.org](mailto:lzuellig@agingenriched.org).

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## MONTHLY ATTENDANCE REPORTS

Every month, we are required to print a monthly attendance report for our district. This year, we are using the information you have provided through ClubRunner. If your club does not provide attendance information about your club, the report shows zero membership and zero attendance percentage. This in turn makes it look as if the district has lost a tremendous number of members. It is very important that every club submit its data by the 20th of each month, for the previous month.

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# Membership And Attendance Report

## January, 2011

Club Name	Members as of New Members		Terminations	Total Members	Number of Meetings	Gain/Loss	YTD Gain/Loss	Attendance
	June, 2010	This Month	This Month	This Month	This Month	This Month		Percentage
Alma-St. Louis	56	0	0	55	4	0	-1	54.17
Alpena	79	2	0	78	5	2	-1	69.88
Bad Axe	37	0	0	36	4	0	-1	88
Bay City	112	0	1	108	4	-1	-4	62
Bay City Morning	40	0	2	37	4	-2	-3	87
Birch Run	18	0	0	21	4	0	3	82
Breckenridge	9	0	0	11	4	0	2	73
Caro	59	0	0	57	4	0	-2	59
Cass City	34	0	1	30	4	-1	-4	89
Chesaning	11	0	0	11	4	0	0	68
Clare	60	0	0	59	4	0	-1	62
Corunna	25	0	0	27	4	0	2	60
Durand	26	0	0	26	4	0	0	54
Frankenmuth	124	1	0	126	4	1	2	84.62
Frankenmuth Morning	29	0	0	33	4	0	4	71.21
Gladwin	26	0	0	25	4	0	-1	69
Harbor Beach	16	0	0	0	0	0	-16	0
Ithaca	26	0	0	0	0	0	-26	0
Midland	168	2	0	169	4	2	1	58.2
Midland Morning	55	0	0	49	4	0	-6	66
Millington	20	0	0	19	5	0	-1	58
Mt. Pleasant	61	2	3	59	5	-3	-2	79
Oscoda	27	0	0	25	4	0	-2	59
Owosso	62	0	0	0	0	0	-62	0
Pigeon	48	0	0	47	5	0	-1	72
Pinconning/ Standish	30	0	0	0	0	0	-30	0
Saginaw	57	0	0	52	4	0	-5	42.55
Saginaw Sunrise	26	0	0	24	4	0	-2	72
Saginaw Valley	34	0	0	32	4	0	-2	64
Sebewaing	21	0	0	25	4	0	4	73
Shepherd	14	0	0	13	4	0	-1	65
Vassar	20	0	0	0	0	-2	-20	0
Totals	1430	5	7	1254		-2	-176	56.93%

**Reminder! Regular monthly reporting of a club's attendance and membership activities must be received by the 20th day of each month by our District Secretary Joyce Swartzmiller. Please email to [f81681@ejourney.com](mailto:f81681@ejourney.com) or call her at 989-435-7122. 100% is our goal!**



# Membership And Attendance Report

## February, 2011

Club Name	Members as of New Members		Terminations	Total Members	Number of Meetings	Gain/Loss	YTD Gain/Loss	Attendance
	June, 2010	This Month	This Month	This Month	This Month	This Month		Percentage
Alma-St. Louis	56	0	1	54	4	-1	-2	56.90 %
Alpena	79	0	0	78	4	0	-1	76.67 %
Bad Axe	37	1	0	37	4	1	0	56.00 %
Bay City	112	0	0	108	4	0	-4	60.00 %
Bay City Morning	40	0	0	37	3	0	-3	91.00 %
Birch Run	18	0	0	21	4	0	3	71.00 %
Breckenridge	9	0	0	11	4	0	2	77.00 %
Caro	59	0	0	57	4	0	-2	51.00 %
Cass City	34	0	0	30	4	0	-4	87.00 %
Chesaning	11	2	0	13	4	2	2	60.00 %
Clare	60	0	0	59	4	0	-1	62.00 %
Corunna	25	0	0	27	3	0	2	70.00 %
Durand	26	0	0	26	4	0	0	62.00 %
Frankenmuth	124	0	0	126	4	0	2	82.14 %
Frankenmuth Morning	29	0	0	33	3	0	4	70.71 %
Gladwin	26	1	0	26	4	1	0	51.90 %
Harbor Beach	16	0	0	15	4	0	-1	54.00 %
Ithaca	26	0	0	27	4	0	1	65.00 %
Midland	168	3	2	170	4	1	2	64.51 %
Midland Morning	55	0	0	49	4	0	-6	55.00 %
Millington	20	0	0	19	3	0	-1	63.00 %
Mt. Pleasant	61	2	1	61	4	1	0	81.00 %
Oscoda	27	0	0	25	4	0	-2	52.00 %
Owosso	62	2	0	66	3	2	4	59.02 %
Pigeon	48	0	0	47	0	0	-1	60.00 %
Pinconning/Standish	30	0	1	25	0	-1	-5	0.00 %
Saginaw	57	0	0	52	4	0	-5	46.07 %
Saginaw Sunrise	26	0	0	23	3	0	-3	72.00 %
Saginaw Valley	34	0	0	32	4	0	-2	43.00 %
Sebewaing	21	1	0	26	4	1	5	62.95 %
Shepherd	14	0	0	13	4	0	-1	80.70 %
Vassar	20	0	0	17	4	0	-3	72.38 %
Totals	1430	12	5	1410	114	7	-20	

**Reminder! Regular monthly reporting of a club's attendance and membership activities must be received by the 20th day of each month by our District Secretary Joyce Swartzmiller. Please email to [f81681@ejourney.com](mailto:f81681@ejourney.com) or call her at 989-435-7122. 100% is our goal!**