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District Dispatch

VOLUME 25, ISSUE 7

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Notes from DG Dee

Well, Happy New Year, District 6310 Rotarians! Hope all of you have had an opportunity to rest and relax and are now ready to tackle the second half of our Rotary year. We have accomplished much in the first half of the year, but we still have more to do as we continue to LIGHT UP ROTARY!

Rotary Emblem

Clubs are encouraged to use the new Rotary emblem/logo on your club websites, Facebook pages, newsletters, or any other Rotary publication, program, or correspondence your club might have or do throughout the year.

The new design was introduced a couple of years ago, and we were asked to gradually change out the traditional logo for the new logo.

However, now the Rotary Zone 29 Public Image Coordinator, our own PDG Georgene Hildebrand (yea!), is asking us to make it a bit more of a priority. Some clubs have been great about doing that already! However, if your club has not already done so, please make that change from the old (two-colored Rotary wheel) to the new (all yellow Rotary wheel). Georgene thanks you and I thank you!



Rotary Leadership Institute

District 6310 will host a Rotary Leadership Institute (RLI) on May 30, 2015 to be held at the Baker College Welcome Center in Owosso. We currently have approximately 40 members who have taken level one or levels one and two of this three level training. To my knowledge, only three District members have completed all three levels of this program — Janette Gomos (Durand), Kathy Beebe (Mt. Pleasant), and yours truly (Shepherd).

RLI is an awesome program designed to “assist in improving the Rotary knowledge and leadership skills of the future leaders of our Rotary clubs.” You will find that the sessions are informative and inspiring. Our Immediate Past District Governor Duane Reyhl is one of the facilitators.



2014-2015 District Governor

Delores “Dee” Brock

If you have already taken one or two of the levels, please let me encourage you to complete the third level and become an RLI “graduate.” If you haven’t taken any of the levels, then please let me encourage you to take advantage of this very worthwhile opportunity.

(continued on Page 2)

Notes from DG Dee (continued)

Youth Services

The Rotary Club of Oscoda reports that it has successfully started an **Interact** Club at Oscoda High School and that they have 22 members. They are off to a great start. Congratulations, Rotary Club of Oscoda and great job, Mary Reitler!

Rotary Youth Leadership Awards (**RYLA**) is scheduled for June 14-18 this year at Camp Rotary in Clare. Registration materials will be available at the PETS conference and on the District website in March. Presidents will receive the information as soon as it is available.

Rotaract students will be returning from their well-deserved winter break in the next week and continue with their service projects.

The Rotary **Youth Exchange** Board Meeting will take place on February 7th and 8th in Schaumburg, IL. I'm looking forward to attending! Our district is one of 18 districts that make up the Central States Rotary Youth Exchange. You just have to love a group whose goal is to advance the very ideals of Rotary International to promote international understanding, goodwill, and peace!

Polio Update

By Chairman Chuck Cusick

The year ends with real – and fragile – progress: the longest stretch in history without wild poliovirus in Africa, large outbreaks stopped in the Middle East and the Horn of Africa, a certified polio-free South East Asia, and no wild poliovirus type 3 for over two years.

Polio eradication efforts in 2015 will have five priorities:

1. refining surveillance to catch any remaining virus,
2. keeping Africa and the Middle East polio-free,
3. providing a surge of support to Pakistan and Afghanistan,
4. preparing for the withdrawal of oral polio vaccine type 2, and
5. continuing to demonstrate and build on the differences that the polio program makes to routine immunization programs.



Rotary Youth Leadership Award (RYLA) will be held June 14-18, 2015.

Effective Public Relations

By Chairman Shelley Norris

Rotary's New Logo

By now all clubs should be using the new Rotary Masterbrand Logo (below left). The new Rotary Logo is how Rotary worldwide is “branding” Rotary, and making it widely recognizable. The two-color Rotary wheel (below right) is no longer being used in print or otherwise, and we should all be changing over the logos where they appear in print or online. The word Rotary has been added, because the wheel, while very recognizable to us as Rotarians, was not to the rest of the world. You can find all the information you need regarding proper logo use at: <https://www.brandcenter.rotary.org>



Promoting Rotary

Do you and your club effectively promote Rotary in your community? I think for most of us, we can certainly do a better job in the promotion of Rotary. Each of us can help others learn about Rotary, by highlighting Rotary's role in the world, and by what each of our clubs do in our own community.

Get to know your own local media. Each community has different media outlets that effectively promote events and news locally. Build a good media email list of the proper contacts that will promote Rotary locally and in the world. Good stories may include: Volunteer projects locally and worldwide, Foundation Projects for your club and in the District, and Rotary International Programs (Youth Exchange, World Peace Fellows, Human interest stories about people who have benefited from Rotary, or Polio Plus activities). You will also find a wealth of information and ideas about Public Relations at My Rotary, <https://www.rotary.org/myrotary> . I encourage each Rotarian to create a login and use the My Rotary website. It will help you with exchanging ideas and guide you with many different Rotary projects.

Club Websites

Does someone in your club update your website on a regular basis? It is important to keep our club websites current and fresh. Please take the time to assign a person in your club to take care of the housekeeping of the website. Many times it is how people find your club when they are visiting or looking for information about Rotary, so we don't want the officer list and contacts to be from 2011. Get the idea?

Social Media

Using social media, such as Facebook, Linked in and Twitter, represents another avenue to promote Rotary. Use them.

Does your club have a Facebook page? Make one. It is just another very effective way for our clubs to promote Rotary. It is also a way for us to communicate with each other. Think of the reach and impact we can have by each of us sharing Rotary stories and events on all of our Facebook pages, with all of our networks. Very Powerful.

In 2015, it is my goal to help clubs with public image and social media, to give avenues and ideas to promote the fantastic things our Rotary clubs are doing locally, in our district, and in the world! More to come.....

Foundation Giving Update

By Chairman Eileen Jennings

Clubs in District 6310 have contributed **\$61,839** to the **Annual Fund** as of January 7, 2015.

Three clubs have really outdone themselves. **Cass City** has given \$188.79 per member, **Frankenmuth Morning** has given \$138.28 per member, and **Bad Axe** has given \$110.61 per member. The largest total contributions to date come from **Midland** (\$6,850), **Frankenmuth** (\$6,203), and **Cass City** (\$5,475).

Only three clubs have not yet given anything to the Annual Fund. Two of these three clubs did give something to Polio eradication.

For our district to reach the \$100 per member benchmark set by The Rotary Foundation, we need to give \$136,300 by the end of June. We are 45% of the way to this goal. And our District has set a more ambitious goal of \$151,000. Can we reach this goal? Yes we can, if everyone steps up and gives!

Giving has also been generous to **Polio Plus**. To date, clubs have given a total of \$32,262.52 for polio eradication. Almost half of this amount, however, came from a fantastic gift of \$15,000 from the **Frankenmuth** Club in honor of its 75th Anniversary.

Fifteen clubs have not yet given anything to Polio Plus this Rotary year. It is not too late for clubs to have fundraisers. Do you have a "Your Change Can Change a Life" can for collections at each club meeting? Are you planning a Pizza for Polio event this winter? Will you conduct a Purple Pinkie project at a school or community event?

Most of all, if your club is sitting on accumulated contributions, send in the money! There is no rule against sending in contributions several times a year!! This applies both to Polio Plus and Annual Fund gifts.

Thanks for all the generous contributions you have already made. Our Foundation continues to be one of the best in the country, and we need your help to continue to Do Good In the World.

Rotary Leadership Institute

Mark your calendar and plan now to attend Session 1, 2, or 3 of the Rotary Leadership Institute.

The fee for breakfast, lunch, and training materials is \$75. Scheduled dates are listed below.

February 28	Shipshewana, Indiana
May 30	Owosso, Michigan
July 25	Ann Arbor, Michigan
August 8	Jackson, Michigan
August 29	Cadillac, Michigan
October 17	Chatham, Ontario

Registration and details can be found on www.rligreatlakes.org

Around the District

The **Alma/St. Louis Rotary Club** raised \$534.92 through a Purple Pinkie Project partnership with the Alma Public Schools for Polio Plus. Coordinated by Rotarian Sonia Lark, Alma Public School Superintendent, this second year of the project continued to not only educate people about Rotary and Polio, but also raise money to eradicate the disease world-wide.

(Pictured are Rotarians Sonia Lark and John Pavlik at Don M. Pavlik Middle School in Alma).

The Club also raised \$331 through the Pizza for Polio project with local pizzerias.



Andrew Kornecky was recently inducted as a new Rotarian to the **Alma/St. Louis Rotary Club**. Andrew, previously a Bay City Rotarian, is pictured with Alma/St. Louis Club President Harmony Nowlin.



The inaugural Ugly Christmas Sweater Auction raised \$489 for Polio Plus! (Pictured 8 Ugly Christmas Sweaters!)

Total goal for the Alma/St. Louis Rotary Club for Polio this year is \$1,600, however the Club has raised in total \$1,735.66 through these projects and other individual donations.



Shiawassee County United Way CEO
Retta Parsons with President George Polen

The **Durand Rotary Club** continues its backpack program. This is their fourth year for grades K-7.

Almost 100 applications are turned in weekly, and 54% of kids qualify for free or reduced lunches. The cost is approximately \$2.50-\$2.75 per bag, per weekend.

Kevin Collison, member of the **Ithaca Rotary Club**, has been named the new President/CEO of Commercial National Financial Corporation (CNFC) and Commercial Bank. He will also join the CNFC and Commercial Bank Board of Directors. The appointments were effective January 1, 2015.

Since January 6th was the 12th day of Christmas, the **Mt. Pleasant Rotary Club** shared their own version of the 12 days of Christmas at their meeting last month:

On the twelfth day of Christmas, my true friend shared with me,

Twelve student scholars

Eleven speakers speaking

Ten givers giving

Nine Paul Harris Fellows

Eight auction items

Seven foreign students

Six dinner tickets

Five brags and fines

Four Way Test

Three New Committees

Two sign-up sheets

And, I'm so glad I joined the Rotary!



Photo by Matt Hufnagel

The **Owosso Rotary Club** extended a big thanks to Heidi O'Dea for coordinating the annual Owosso Rotary auction and to all members who donated and bid. The auction raised \$623.

The highlight was Heidi's winning bid for a Wonder Woman Fathead pictured at left.

Congratulations to Douglas Jacobson, a member of the [Gladwin Rotary Club](#), who was reappointed to the Mid-Michigan Community College Board of Trustees in December. He will serve another six year term. He has served on the Board since 1996 and will continue as the Board Chair. He is an attorney in Gladwin. Doug graduated from Michigan State and Central Michigan, then got his Juris Doctorate from Harvard in 1977. He worked at Gladwin Community Schools as a teacher and coach from 1969 to 1974.

Best wishes and good luck to [Midland Rotary Club](#) President Scott Walker who accepted the position of CEO of Greater Lafayette Commerce in Lafayette, Indiana. He began his new position on January 5.

Moving up from President-Elect to President is Kevin Kendrick. His email address is kevin.kendrick@dowcorning.com

A recent speaker at the [Northern Bay & Arenac Rotary Club](#) was local historian Eric Jylha who discussed local Native American history. Eric said his interest in the subject began when as a young person in the late 1960's he worked with a team of archeologists from MSU on the excavation of the Fletcher Site along the Saginaw River in Bay City. The site is one of the most important archeological sites in Michigan. Many significant artifacts were discovered during the dig, some of which were repatriated [given back to the tribe]. Nearly 100 graves were on the site.

Eric said the Hollywood image of the Indian is very misleading. Their history extends back 30,000 years from the time people first crossed from Siberia to enter Alaska and then the rest of the North American continent. At its peak, Native Americans numbered 75 million, with 2,000 different cultures and languages.

About 3,000 Indians lived along the Saginaw River in Bay City at the time of European settlement. It is interesting that native peoples carry the name "Indian" because Columbus, when he reached the New World, thought he had landed in India, not realizing there was a whole new continent between Europe and Asia.

In North America, there were ten distinct populations of native peoples. The Great Lakes region was composed mainly of Algonquin people, like the Ojibway [Chippewa], Ottawa [Odawa] and Pottawattami. Together, they were known as the "The People of the Three Fires." They had a highly developed culture and spoken language, but no written language. In the early 1800's, several treaties were enacted in which native peoples ceded lands to the U.S. Government, often for very little compensation.

The Treaty of Saginaw in 1819 was one of the most significant, negotiated by Lewis Cass, Michigan's Territorial Governor. In it, all of the land north of Kalamazoo was given up by the Indians, although small parcels in Isabella and Arenac counties were set aside for them. The last payment made to the Indians for their land by the government occurred in 1865, at the end of the Civil War.

The American poet, Longfellow, heard a presentation on Indian life in the Great Lakes region in Boston, in 1830, and later went on to incorporate many of the local legends into his famous work, *"The Song of Hiawatha."* Eric said that the people who lived near Bay City were known as the Sauks [in Ojibway, "sauk" means, "the mouth of the river."] These people were very unpopular with other natives, who joined forces to drive them out of the region. Their descendants can be found today on the Sauk and Fox reservations of the southern Great Plains.

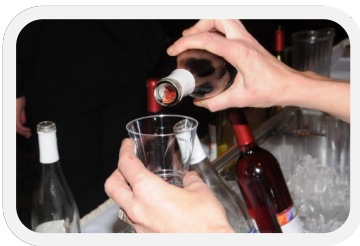


Frankenmuth Morning Rotary Club's Winter Wine Affair

The **Morning Rotary Club of Frankenmuth** cordially extends an invitation to all to join us on Thursday, February 19th from 5:30 – 8:00 PM at Zehnders of Frankenmuth for our annual Winter Wine Affair. Enjoy an evening of fine wine sampling, great hors d'oeuvres, a live auction, raffle drawings, and mingling among friends. Other drink options will be available too!

Tickets will be \$30.00 which includes admission to the event, five wine samples, a ticket for the raffle, and some very nice hors d'oeuvres. Tickets can be purchased in advance by contacting Karen Zehnder at 989-652-9909 or at Amazing Engraving located at 300 West Genesee Street in Frankenmuth. Tickets will also be available at the door. Proceeds from the event will be used to support our local community and school projects along with our International Water Project in the Dominican Republic.

Come join us for an evening of fun and great wine!



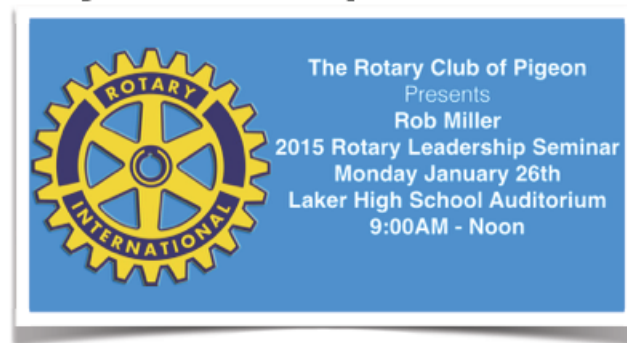
Does your club have an upcoming event you'd like to publicize?

Send announcements, brags, invitations, etc. to the District Dispatch Editor for inclusion in the next edition!

"When we tell others about Rotary and let them know how membership can enrich their lives, we share a gift that was given to us when we were invited to join our clubs."

RI President Gary C.K. Huang

Rotary Leadership Seminar 2015



"Culture in your classroom, business, sports team and/or family is vital. Chip Kelly, NFL coach, is quoted as saying, "Culture beats scheme everyday". Building culture takes trust. This workshop will look at both the traits of low and high trust teams as well as the 3 key elements it takes as a leader to establish trust within our environment."

Rob Miller

We are excited to bring Rob Miller back to his home community! Rob is a Laker graduate. He speaks to a wide variety of audiences across the country, focusing on:

- Coaching for excellence and significance.
- Providing blueprints for team leaders.
- Developing confident, tough minded, fearless competitors.
- Creating character based team cultures.

Save the Date - January 26

Tickets are \$35 each.

Ask about group discounts.

For tickets call (989)453-3334, or email kcarriy@fbinsmi.com

Congratulations to the following clubs celebrating an anniversary this month

Bay City - 100 years - Chartered January 1, 1915

Shepherd - 75 years - Chartered January 11, 1940

Frankenmuth Morning - 8 years - Chartered January 5, 2007



The District 6310 Newsletter is published monthly. Articles originate from various Rotary International publications as well as from events and activities within the District. Thank you to all contributors.

We encourage the submission of articles. Please provide information and pictures for a future District Dispatch to:

Connie M. Deford, Administrative Assistant

connie.district6310@gmail.com