

# District 5610//Gearing Up

## DISTRICT LEADERSHIP // CONTACT INFO //

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FEBRUARY, 2014 // Volume 13, Issue 7



## DG Nancy's Message

Hello Rotarians,

February brings to mind Valentine's Day and thoughts of love...love for Rotary, right? Well, maybe "love" isn't quite the term you might use, but I certainly hope that you think of Rotary as something that you want to share with others!

Worldwide, the membership of Rotary is fairly stable, but in the United States, the membership has been gradually falling and the same is true for District 5610. Because of that trend, we need to definitely start "spreading the love" about Rotary.

One of the first things we can do that is absolutely painless is to wear our Rotary pins. If you aren't wearing it, why not? In my club, if you don't wear your pin to a meeting, you get fined. We really need to be wearing our pins every day. Wearing your pin is a sign of pride in our organization, but it can also be a way to get others to ask about Rotary when they see your pin. Roger and I have had a number of opportunities to tell others about Rotary when they've asked about our pins or the logo on our Rotary clothing.

Another way we can spread the word about Rotary is to simply ask others to visit a meeting. Of course, you'll want to explain a little bit about Rotary as well. Do you have your "one minute elevator speech" ready? When someone asks you, "What is Rotary?" what do you say? If you haven't thought about it, here are a few suggestions from a Rotary International publication, called "What is Rotary?", to help you answer that question.

1. Rotary is a global network of community volunteers. Rotary members are business, professional, and community leaders who provide humanitarian service, encourage high ethical standards, and help build goodwill and peace in the world. Over 32,000 Rotary clubs in more than 200 countries and geographical areas initiate service projects to address today's challenges, including illiteracy, disease, hunger, poverty, lack of clean water, and environmental concerns.
2. Rotary, the world's first service club, was formed in Chicago, on 23 February 1905 by Paul P. Harris. More than a century later, Rotary remains dedicated to improving communities, relations between peoples, and world peace and understanding. Rotary's principal motto is Service Above Self.
3. In 1985, Rotary launched PolioPlus, an ambitious program to immunize the world's children against polio. As a result of Rotary's partnership efforts with the World Health Organization, U.S. Centers for Disease Control and Prevention, and UNICEF, polio cases have dropped by 99 percent since 1988 and the world stands on the threshold of eradicating the disease. Rotary members have given more than US\$650 million and countless hands-on volunteer hours to this critical effort.
4. Rotary clubs participate in a broad range of humanitarian, intercultural, and educational activities designed to improve the human condition. Rotary's humanitarian grants support club projects that provide health care and medical supplies, clean water, food, job training, youth development, and education to millions of people in need, particularly in the developing world. Rotary volunteers travel to parts of the

# D5610 District & Clubs Info Links

world where their technical expertise and knowledge are most needed to alleviate hardship and solve problems.

5. Belonging to a Rotary club gives men and women an enjoyable and organized way to make a contribution to their community. Rotary members meet weekly to plan club, community, and international service activities. By using their skills and expertise globally, members also enhance their professional network, career development, and cross-cultural understanding. Rotary clubs are nonreligious, nonpolitical, and open to every race, culture, and creed. Members represent a cross-section of local business, professional, and community leaders.

Don't be selfish! Tell others about Rotary and invite them to join the greatest organization in the world.

Yours in Rotary, — Nancy Moose, DG

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### **Current Rotaract and Interact Clubs**

SDSM&T Rotaract, Rapid City-Rushmore club

SDSU Rotaract, Brookings club

#### **Interact Clubs:**

Roosevelt high school, Sioux Falls, SD

New Technology high school, Sioux Falls, SD

Canton high school, Canton, SD

Denison high school, Denison, IA

Wolsey high school, Wolsey, SD

2D chance alternative high school, Mitchell, SD

St. Thomas More high school, Rapid City, SD

### **District Calendar, Newsletter and Website needs your stories and events!**

Please send your club events/notices to Linda Peterson, for listing on the newsletter and website event listing!

Also, Assistant Governors and District Committee chairs may write their reports and send in for timely inclusion in the newsletter. —Linda Peterson, Newsletter Editor [linda4rotary@me.com](mailto:linda4rotary@me.com)

## **ROTARY LEADERSHIP TRAINING (RLI) IN YOUR CLUB / AREA NOW!**

*See page 5!*

### **G'day Mates!**

**Make plans now to attend  
the International Conference,  
June 1-4, 2014 in Sydney!**

**Registration and information  
on the RI website.**



This space is for Rotary Clubs to celebrate important events with the District-wide Rotary membership. For happenings, announcements and sharing, go to the District Facebook page.

If you "like" and "friend" the District 5610

Group, you will get lots of fast-happening news, and post your own events and photos.

<https://www.facebook.com/RotaryDistrict5610>

Join the social networks of Rotary, both global and local on our District page.



[www.rotary5610.org](http://www.rotary5610.org)  
[www.rotary.org](http://www.rotary.org)

# D5610 District & Clubs Calendar // Deadlines // To Do

KEY: blue = RI and Zone red = District black = Club

## July: RI year begins

RI president takes office

District Governor takes office, begins club visits

Club Presidents take office

Semi-annual report & Dues payable to Club, District, RI

## August: Membership and Extension

District CAP & DDF grants awarded

## September: New Generations

Zone training & assembly, Denver, Sept. 9-14, 2014,

San Antonio, TX, Sept. 15-20, 2015

District Conference, Sioux Falls, Sept. 24-26, 2015

## October: Vocational Service

District Conference, Rapid City, Oct. 2-4, 2014

discussion of Club projects and grants,

recognition of Club honors and citations, celebrations

## November: Rotary Foundation

IRS 990 filing due for Clubs and District

District Foundation Workshop & Dinner, Nov. 1, 2014

Mitchell Highland Center

Delete/Add members on club membership with RI for accurate dues

## December: Family time

Send your Every Rotarian Every Year contribution to The Rotary Foundation for donation credit.

## January: Rotary Awareness

RI International Assembly, San Diego, 1/12-18/2014, 1/18-24/2015, 1/17-23/2016, 1/15-17/2017

Dues payable to Club, District, RI

RLI training

Club officers elected, list on RI member access

## February: World Understanding, RI anniversary 2/23

RLI training

## March: Literacy

RI grants deadlines

District committee reports due for District Assembly, Budget draft ready

RLI training

## April: Rotary Magazine

District Presidents-Elect Training, District Training & Assembly, April 10-12, 2014, Mitchell

Agenda: training for all club officers, District AGs, committee chairs, transfer of duties and information to DG-Elect and committee chairs

graduation ceremonies for RLI participants

District committee chairs plan of projects due,

AGs reports due, all expense receipts due

Club Presidential Citation applications due to RI

## May:

District-wide Rotary Serves! Week

Club project/grant reports due to TRF, District

Delete/Add members on club membership with RI for accurate dues

## June: Rotary Fellowship

RI International Conference: 6/1-4/2014 Sydney, Australia;

6/5-8/2015 Sao Paulo, Brazil; 5/29-6/1/2016 Seoul, Korea;

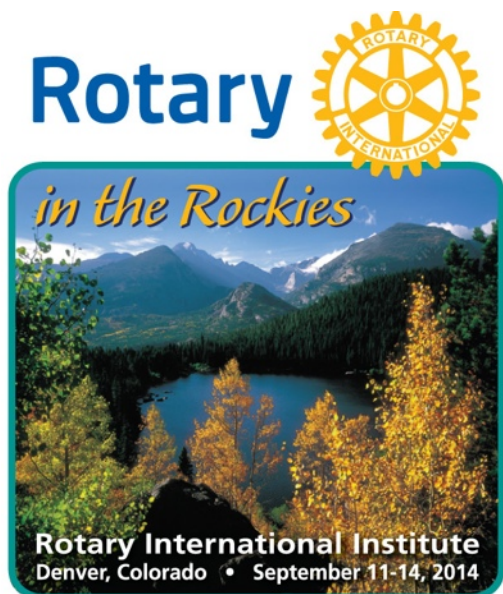
6/10-14/2017 Atlanta, Georgia

CAP grant, district grant applications/reports due

and TRF global grant applications/reports due

Club MOUs due for next year

Clubs' Strategic Plan due on Club Central





# D5610 // PETS 2014 // District Conference 2014

**Presidents-Elect Training  
+ Club Leadership Training  
+ Assistant Governors Training  
+ Foundation & Grants Training  
= All at PETS!**

***April 10-11-12, 2014 at Highland Event Center, Mitchell, SD***

All incoming Club Presidents, Secretary-Treasurers, Foundation and Grants chairs will also have training. All District committee chairs, and Assistant Governors will be attending for updates on training, District planning, and the District Assembly. Agenda coming soon! However, YOU MUST be listed on the District website as next year's officers or members of Rotary to have email notices!

Registration opens soon on District website. Book your hotel room(s) now for Thursday and Friday nights, at Hampton Inn Mitchell, 1920 Highland Way, Mitchell, SD 57301, Ph: 605-995-1575. Room rate is \$79/night.

*\*Rotary International stresses that the current President of any club whose President Elect is unable to attend the Seminar will continue in that position.*

## Planning begins for District Conference

This is what Rotary International does better than any other Service Club! So let's talk about it, how do we do it in our District 5610, listen to what other clubs have done, and be prepared to present what you do in your club! Learn from current experts in their fields on how to promote your projects, get better funding, and listen to Rotary International speakers on current topics.

The conference will be hosted at the Rushmore Plaza Holiday Inn, downtown Rapid City. Walk across Memorial Park on the Promenade and view Legacy Commons gardens. Visit Main Street Square, and browse the many shops in downtown Rapid City. Come early, stay an extra day or so!

Clubs will be encouraged to present their club projects in a 20-slide timed slideshow. Friday night dinner will feature awards and presentations, followed by Gordy Pratt, the Fabulous One Guy! Saturday will end with spectacular events - stay tuned!

## District 5610 Conference/2014

Host Rotary Club of Rapid City, in coordination with Black Hills Clubs:  
Rapid City-Rushmore, Rapid City Evening, Custer,  
Hot Springs, and Spearfish-Northern Hills  
with **Linda Peterson, DG 2014-15**  
invite you to attend the

## District 5610 Conference/2014

**October 2-4, 2014**

Hosted at the beautiful  
**Rushmore Plaza Holiday Inn, downtown Rapid City**



This is what Rotary International does better than any other Service Club! So let's talk about it, how do we do it in our District 5610, listen to what other clubs have done, and be prepared to present what you do in your club! Learn from current experts in their fields on how to promote your projects, get better funding, and listen to Rotary International speakers on current topics.

Take a weekend to enjoy the hospitality of Rapid City, stroll downtown on the Legacy Promenade, tour the Presidents statues, shop, dine, relax at Main Street Square, enjoy the Bierbörse on Saturday evening, and experience the fascinating downtown scene!



Contact Linda Peterson, DG2014-15  
[Linda4Rotary@me.com](mailto:Linda4Rotary@me.com)  
H 605-341-5006 C 605-390-0800

Conference and hotel reservations open July, 2014.  
Stay tuned for details!  
[www.Rotary5610.org](http://www.Rotary5610.org)  
[www.mainstreetsquare.com](http://www.mainstreetsquare.com)  
[www.visitrapidcity.com](http://www.visitrapidcity.com)  
[www.rushmoreplaza.com](http://www.rushmoreplaza.com)  
505 N 5th St Rapid City, SD 57701 (605) 348-4000



# D5610 News // International Assembly // AGs Report

## DGE Linda Peterson Reports on 2014 International Assembly

We are the BEST class in Rotary! RI PE Gary Huang wants us all to Light Up Rotary! You can see my enthusiasm is very high since attending the International Assembly in San Diego for a week. The theme launched for the coming Rotary year 2014-15 is bright and easy to implement. One member can do, a small club can do it, a large club can do it, District leadership can do it: Light up Rotary!



We District Governor-elects are well-trained and well-connected to take the Districts and clubs in Rotary from all over the world to the next level in service. Each and every Rotarian has a place and a part to increase our impact on the improvement of humanity, either at home or in every part of the world, through Rotary. The tools provided through the grants program, the Rotary website, and connections with other Rotarians are better and easier than ever before. Rotary International and

The Rotary Foundation are perfectly positioned to move into the future with even greater impact than ever before.

Throughout the next five months I will be rolling out the training program for incoming Club presidents, secretaries and treasurers, and Foundation chairs, for the coming Rotary year. I will expect your feedback on various segments of Rotary planning.

Thanks for what you do each day to improve your community and the world through Rotary International. Let continue to support Nancy Moose and the rest of the district leadership to Engage Rotary, Change Lives!



## AG Quarterly Reports on Clubs' Status

### AG Steve Harrington, Area 9 & 10

I am on my third visit cycle to Rotary clubs in Area 9 & 10. Messages on this visit include club, raffle prizes, Rotary awareness month, the Polio Plus campaign, PETs in April, and the upcoming Foundation campaign through the sale of raffle tickets.

Would like to report a very positive visit to **Rotary Club of Cherokee:**

**Membership:** The club has 41 members. They have seen an increase of 4 members over the past couple months, a big accomplishment for any club. Their membership chair has been very active, and other members have helped in recruiting.

**Polio Plus:** The Cherokee club has made a recent donation of \$1,500 to Polio Plus. An outstanding contribution for the club.

**Paul Harris Award:** I presented a Paul Harris certificate to Craig Weise, club president. Craig recently joined the ranks of Paul Harris fellows by his \$1,000 donation. A great example of leadership on his part. (see the attached picture of the Paul Harris award ceremony with president Craig and myself)

**PETS:** I met with club president-elect Joan Ballantyne. We spoke about the upcoming PETS on this April 10-12.

In summary, I told the Cherokee club they can be proud of the accomplishments so far this year in developing their club, and the positive attitude the club has towards Rotary.

(continued on next three pages)



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# D5610 News // AGs Reports

## Mike & Georgia O'Connor, Area 1

**Custer Rotary:** Custer's Football Books were a big success—they earned \$6000 for their efforts. Custer Rotary sent \$250 to the Ranchers Relief Fund. They have purchased youth dictionaries from Houghton Mifflin Publishing to give to every third grader in Custer and in Hermosa. They will be presenting the books to Custer students and to Hermosa students. They are grateful to Marshall Rotary for both the idea and the detailed directions, which made the process run very smoothly. In January they will be packing and distributing backpacks for Custer elementary school students through the "Feeding SD" program. They are already starting to plan for their "Wine Tasting," which will be held March 7. Custer's secretary was one of the first in district to use Club Runner.

**Rapid City Evening Rotary:** Lindsay Curington is temporarily being replaced by Claudia Laws, President Elect and Alicia Sutliff-Benusis, immediate Past President. Members will be building a float for the "Parade of Lights" with the other Rapid City Rotary clubs and the School of Mines Rotaract. In December the club is having a game night. Everyone is to bring a guest. In addition to the games they will have a dessert auction. They hope to make a little money and attract some new members. On December 16 they will wrap gifts that they have purchased for the BH Children's Home Society children. In February members sponsor a Basketball camp for children at the home. In the next week members will help other Rotary Clubs and citizen volunteers to put up Christmas lights at Storybook Island. On December 22 members will greet, operate the concession stand, run the train, and sell entrance tickets at the Storybook Island Christmas lighting.

**Rapid City Rushmore Rotary:** Members have authorized \$500 to the Ranchers Relief Fund—a fund to assist ranchers who lost cattle in October blizzard. They have also authorized a "Disaster Relief Canada" box for \$750 to be sent to the Philippines. Rushmore Rotary invited all other Rapid City Rotarians and Rotaract to join them in building a Rotary float for the "Parade of Lights" in Rapid City. Every club is excited about the prospect of some unique PR. A new Interact Club is up and running at St. Thomas More High School. It has 26 members and is sponsored by Rushmore Rotary. Other Rushmore Rotary members are working on a satellite club that is largely Native Americans. They feel that they are close to operating with only the assistance of our club. Plans are underway for the BH Children's Home Gala at Mount Rushmore on March 15. Plans for the "Tikes and Bikes" Poker Run are also underway. This event will benefit CASA (Court Appointed Special Advocates).

**Rapid City Rotary:** In response to Mobridge Rotary's challenge, members raised over \$1,000 to go to the Ranchers Relief Fund. In October this busy club put on a "Mystery Dinner Theater" to raise money for literacy. Funds of \$4600 raised will be given to Literacy Projects locally and globally including Rapid City Readiatrics, the School of St. Jude in Tanzania, and 4-Way Test Essay Contest for GEARUP SD honor students. All Rapid City Rotary Clubs now participate in the Christmas Lights at Storybook Island. This yearly event raises approximately \$75,000 a year, originated with Rapid City Rotary, and earns money to keep Storybook Island free to all children in the summertime.

**Hot Springs Rotary:** The Hot Springs Rotary food cart has been busy this fall. The club donated \$250 to the "Ranchers Relief Fund." Plans are now complete for a restroom and shelter that they are building at the end of the Freedom Trail in Hot Springs. Club members will be helping with the "Return on the Bison" celebration this fall. The club is working to raise money to keep "The Plunge" up and running now that it is owned by the city. We should all applaud them for helping with this valued project. Hot Springs club member Ina Winter did a polio trip to Africa this fall. She will also be attending the Zone Training in Austin, Texas in December. This is very exciting as it is giving the members of this club a new broader view of the International organization.

**Spearfish Northern Hills Rotary:** Northern Hills Rotary has adopted several of the international students at Black Hills State University. In September they sponsored the International Food Festival and on December 13



# D5610 News // AGs Reports

they will give a Christmas Party for all the international students. This growing club has five new members and has only lost two. Their president, Jane Klug, is determined to get two more new members so that they will meet her goal of +5 by the end of this Rotary year. They are in a competition with the Lions club and the Kiwanis club to earn the most money ringing bells for the Salvation Army during the Christmas Season. They have set up and rented their booths three times this fall, which has earned \$6000 for "Kids Against Hunger." Club members joined with members of the Lions and Kiwanis to help clean up the city after the devastating October 4 snowstorm that downed hundreds of trees and stranded some people without electricity for nearly a week.

## AG Larry Lyngstad, Area 2

The Mobridge club, following the October blizzard in western South Dakota pledged \$500 dollars to the Rancher Relief Fund and challenged other clubs in the district to match their gift. Unless someone has made a direct pledge that we're not aware of, that challenge raised \$4,900 dollars for the fund. This amount far surpasses any amounts raised in the district in response to recent disasters including the floods of 2011 and Hurricane Sandy. In addition, the Mobridge club has raised funds for several community projects. They are currently engaged in a membership drive and to date have 15 individuals who have indicated an intent to join their club. Upon completion of the drive, I will conduct an orientation program and all members, old and new, will be invited to attend. I have challenged their club to make an investment in their future by recruiting and paying the registration of three members to attend the RLI training. Their club president continues to encourage them to live by the four-way test and they recite it at the end of every meeting.

The Gettysburg club appears to struggle somewhat with internal philosophical issues. I will attend their meeting on Thursday, my third visit this year, to promote RLI training and the district PETS conference. I always enjoy the fellowship at their meetings, which are lively and light-hearted. They have indicated a commitment to participate in the district four-way test essay contest and I hope this will generate additional interest in other district projects.

The Pierre/Ft. Pierre club recently participated in a fund-raising project for the Capital Area Boys and Girls Club by promoting and selling tickets for a Holiday Jam with the Hegg brothers Christmas Concert. The project was judged to be a success by the Boys and Girls club. The club continues to assess interest in a rural electrification project with participation of other district clubs, and at some future date plans to submit a global grant.

## AG Waneen Polly, Area 3

By unanimous vote of club members at the November 21 Watertown Rotary Club meeting, the Club is donating \$2000 or the equivalent of two ShelterBoxes for relief in the Philippines. The ShelterBox contains a tent for a temporary home for the extended family. The Box also includes specific supplies families need to cook, sleep, stay healthy for the location of the disaster. In the case of the Philippines, ShelterBox was already on the ground and was able to discern what was and is really needed.

## AG Jerry Garry, Area 4

Huron continues to be challenged to build their membership. Marilyn Hanson has made it a priority to have each member bring one guest as a potential member. They completed their Football Raffle fundraising event and were able to support a number of students with \$500 scholarships plus support the Huron Concert Association with a \$1000 gift. The Interact Club in Wolsey needs further support. Marilyn is in contact with the Interact Club at Second Chance High School in Mitchell to help her with ideas to assist the Wolsey club.

Madison had a busy Holiday Season and President Troy Keyes says the club was active with Meals on Wheels for the month of December delivering 10 to 12 meals per day. They also offered support to the Food Pantry. They are progressing with the implementation of Club Runner.

# D5610 News // AGs Reports

The Mitchell Club completed a successful Football Raffle project, also. The proceeds support their annual Scholarship Banquet where they award \$400 scholarships to the top 15% of the graduating seniors (approx 30 students). The club offered bell ringing support each evening for 4 hours to the Salvation Army from Nov 18 through Dec 23. The Second Chance High School Interact Club has provided volunteer service to multiple projects in Mitchell and continues to build membership. Currently around 50 students. Dakota Wesleyan has a Rotaract Club up and running and the Mitchell Rotary has a person assigned to meet with them.

Mitchell is subscribing to Club Runner and will begin implementation as soon as possible.

I have discussed RLI with each of the Presidents and they have the schedule.

## AG Ted Rowe, Area 5

Visited all the clubs in December promoting RLI. So far we have two facilitators from Area 5 and at least one facilitator from area 3 plus one fairly sure participant from area 5 - not sure about area 3.

Working with the two Marshall clubs on the Essay contest for 4-way test. Minneota is also working on the Essay contest - they had participated last year and one of their entrants took a District 5610 award.

Marshall Noon club made a significant monetary contribution to United Way and Marshall Sunrise made a significant contribution to the Marshall YMCA. Canby had a fundraiser for humane society as part of their Christmas program. I noted that clubs in the area have not recorded incoming officers on the RI website so am trying to encourage keeping that up to date.

## AG Becca Carlson, Area 6

I have visited with the Wagner and Winner clubs since we last met. I emphasized RLI and gave them information. My meeting at Gregory was cancelled due to weather. I will be back there in a couple of weeks. I've sent all my presidents information on RLI and told them to continue to bring it up at their meetings. So far I have no "takers." I'm not sure why - perhaps driving distance, giving up weekends, lack of personal incentive?? I'll be glad to hear from the rest of you how you were successful.

## AG Dave Lorenz, Area 7

I visited the Centerville club on December 12. Eight Rotarians were present, busy stocking the shelves of the local food pantry. The food pantry is fairly new in Centerville and the Centerville Rotary played a major role in the creation of it.

Two clubs (Vermillion and Tyndall) gave generous contributions to the Rancher Relief Fund.

The Vermillion club successfully completed their first football raffle this fall. Tyndall, Scotland, Yankton and Centerville already had implemented this in the past.

I am working with Chuck Lubbers on an agenda for RLI in Sioux City. We are concerned with the lack of commitment to attend but will continue to work with club presidents.

All club presidents and area colleges and universities should have received information on the District 5610 Global Grant Scholarship.

## AG Chuck Hiatt 8

Plans are underway for RLI on Jan 17, 18 and Feb 22. I made "save the date" visits to various clubs and have asked the Presidents to promote it. I have also made numerous e-mail and phone contacts inviting participants. I also asked each attendee from last year to find two or three members from their club to attend this year. So far I have six attendees scheduled and five facilitators spread over the 3 sessions.



# D5610 RLI News // Membership

## ROTARY LEADERSHIP TRAINING (RLI) IN YOUR CLUB/AREA!

*Review the dates and locations around the district listed below.*

*Tell your club president you want to attend! If you missed a session or two last year, sign up again, to get your graduation certification!*

**Sioux Falls:** Part I: Friday, January 17, 4-9:30 PM, Part II: Saturday, January 18, 7:45 AM-4:30 PM  
Part III: Saturday, February 22, 7:45 AM-4:30 PM. Location: Good Samaritan Society, 4800 West 57th.

**Watertown:** Part I: Saturday, January 18, Part II: Saturday, February 22, Part III: Saturday, March 29. All sessions run 9 AM-4 PM. Location: Police Station meeting room.

**Spearfish/Rapid City:** Part I: Saturday, January 18, Part II: Saturday, February 15,  
Part III: Saturday, March 15. All sessions run 9 AM-3 PM. Location: Sturgis Community Center.

**Custer/Hot Springs:** Part I: Saturday, February 1, Part II: Saturday, March 1,  
Part III: Saturday, March 29. All sessions run 9 AM-3 PM. Location: Crazy Horse Memorial.

**Sioux City:** Part I: Friday, January 17, begins 3 PM. Part II: Saturday, January 18, begins 8:30 AM.  
Part III: Saturday, February 22, begins 8:30 AM. Location: Western Iowa Tech Community College.

**Pierre:** Part I: Saturday, January 25, Part II: Saturday, February 8, Part III: Saturday, March 8.  
Session times are 9 AM - 4 PM. Location: First Congregational UCC, 123 North Highland Av.

**Session materials are the same as last year. Access the [rmrli.org](http://rmrli.org) website for files. Please track your attendance for certification. Updated registration form, facilitator evaluation sheets and binder cover sheet are available on the District website.**

## Club Membership becoming critical

How is the membership in your club? Are you growing? If yes, congratulations. Good job. If not, why is your club not growing? Do you do interesting things? Do you have interesting programs? Do you participate in interesting projects? Are you receptive to new members? Do you give new members a reason to stay? Have you invited anyone to join your club?

If you remember, the goal of our District Governor was to have every Rotarian bring in a new member this year. Have you brought in at least one new member? If not, please consider inviting a friend, colleague, business contact, or maybe a member of some other organization you belong to, or a neighbor to consider joining your Rotary Club. Club membership is declining in our District and all of North America.

Remember, more hands make work easier. We all need to be concerned about the world and all who live in it - not just our own neighborhood.

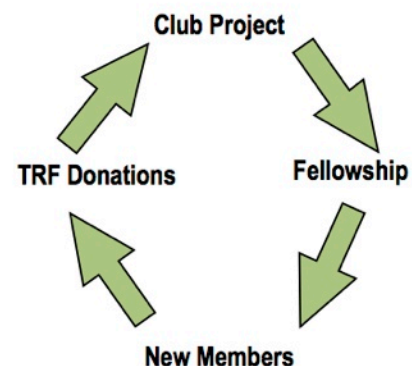
Please do what you can to help grow Rotary. If you need any help or ideas, please let me know. I'm always willing to help grow your club.

—Vivian Adams, District Membership Chair

### The Membership Cycle

**Starting a club project involves members, which creates fellowship. Members are enthusiastic and invite prospects.**

**All members recognize the TRF needs donations to add funds to the grants projects, continuing the cycle.**



# D5610 News // Committees

## District 4 Way Test Essay Contest - **DEADLINE MARCH 15!**

It's time to start thinking about the Rotary District 5610 4 Way Test Essay Contest. This is a wonderful way to spread knowledge about Rotary and what we stand for and to provide a challenge for the 6th graders in your community.

You invite 6th graders in your community to write a 200 to 500 word essay on what our 4 Way Test can mean in their lives. You will be amazed and impressed at their interpretations of our test.

Each club can submit their winner to the district by March 15, 2014 and the district will choose a 1st place, 2nd place and 3rd place winner for District 5610. The 1st place prize is \$200 and a chance to read their essay at our district conference, 2nd place prize is \$150 and 3rd place prize is \$75. All three winning essays will be printed in our District newsletter. For more information and application forms download from District website or please contact Pat Sutliff at [pmsutliff@gmail.com](mailto:pmsutliff@gmail.com)

—Pat Sutliff, Committee Chair

## District Raffle Rules Revised, Re-launches

We will once again be holding a Rotary Raffle at the 2014 P.E.T.S Conference. Deadline for clubs to let Joe Mauss know what prize they have decided on is January 15. That will allow us to include a list of the larger prizes on the raffle tickets. We are hoping that *every* club in the District will donate a prize for this great cause. All proceeds go to the Rotary Foundation. Raffle Tickets will be sent to all clubs at the end of January.

The two major changes to this year's raffle are 1) we are asking clubs to send the money directly to the Rotary Foundation rather than turning it in at PETS and, 2) we are emphasizing that raffle ticket purchases are not tax deductible, since there is a chance of winning a prize. Here is a rough timeline for this year's raffle:

January 15: Clubs submit prize commitments to Joe Mauss, District Raffle Chair.

February 1: Tickets sent to club Presidents and Secretaries for sale to club members.

February 1 to April 9: Remind to clubs to sell tickets prior to PETS.

April 10-12, PETS Conference: Drawing for prizes.

May 1: Publish a list of prize winners in the District Newsletter.

If you have any questions about the raffle or if you have decided on the prize your club will be donating, please contact **Joe Mauss** at (605)610-5035 or [joe\\_mauss@mmi.net](mailto:joe_mauss@mmi.net).

## District Administrator is enthusiastic!

**Ella Shafer**, grew up on a farm in north Georgia. She moved to South Dakota twelve years ago when she married her husband Vern. Ella loves the Black Hills of South Dakota and enjoys her life with her family on a small horse ranch south of Rapid City. Ella has a strong background in sales, marketing and management. She previously worked with a nation-wide medical equipment corporation as a leading development/marketing manager traveling and covering a territory of 15 states region prior to joining Black Hills Children's Home as Development Officer in 2011.

Ella says about her work life: *"Working with the kids at Children's Home is a blessing and gives me the opportunity every day to witness first-hand the power in creating relationships and how unconditional care can make a difference in the life of a child. **HOPE** is what helps kids survive some of the darkest moments. **Unity** reminds us that we as Rotarians are all in this together and together we can make a difference."*

Ella says about her new District position: *"I am extremely excited about my position as Executive Director with Rotary 5610 and the opportunity I will have to work with such an amazing people."*

# D5610 Club News // Rotaract News // Interact News

## Sign up for Clubrunner Soon!

Between now and February 28, 2014, for every new club that signs up, Clubrunner will charge them the full setup fee of \$199. Upon renewal of their subscription, they will give a credit to each of these new clubs based on how many new clubs have signed on, as follows: At least 8 clubs: 50% off setup fee, 9 - 14: 75% off, 15 or more: 100% off. Plus, as a promotion, each new club will receive 2 months free service that is added to their first year's subscription.

Clubs who are concerned about the costs can also look into the Sponsor Ads feature of ClubRunner which they can use to solicit for local advertising and use the revenue to pay for their subscription.

PLEASE TAKE A SERIOUS LOOK AT THIS ONE-TIME OFFER.

## Sioux Falls Downtown Rotary sets a Paul Harris goal

Sioux Falls Downtown Rotary began its campaign to have 100 percent participation by its 300 plus members as Paul Harris Fellows. The campaign is being led by Dr. Michael Pekas who said the idea is to have accomplished this total participation goal by the time the Sioux Falls Rotary Club celebrates its 100th anniversary in 2015.

Pictured (standing) are the latest Paul Harris recipients (l to r) Jane Gullickson, Tom Hoy, John Kittelson (PHF+1), Joe Mauss, Joan Reddy (PHF+1), Milt Mutch (PHF+1) and Steve Sikorski (PHF+1). Looking on admiringly, is Downtown Rotary President, Sandra Christenson.



## Custer Packs Back Packs

The Custer Rotary Club prepares about 90 packages of meals for the Custer Elementary School's Back Pack Program. The meals will be distributed at the school based on need. For the month of January, all of the weekly programs of the Custer Rotary Club are devoted to preparing the meals for the Back Pack Program. AGs Mike and Georgia O'Connor also assisted in packing meals.

## Vermillion Rotary Club Welcomes Seven New Members

On Tuesday, January 21, seven new members were initiated into the Vermillion Rotary club. The inductees (seated, L-R) included: Michelle Maloney, Sam Heikes, Talitha Johnson, Scott Schultz, Thad Vavrek, Amanda Whittecar, and Rich Holland. Congratulations and welcome!





# D5610 Club News // Rotaract News // Interact News

## Newest District Interact!

The St. Thomas More Interact in Rapid City is starting with 25 enthusiastic students. They have two projects that they are working on. They will be going to Jamaica this spring and helping out at an orphanage there. Now they are busy raising funds to buy much needed things for the orphanage. The group plans to work with Habitat for Humanity in our community helping to build a house for a needy family. On Wednesday, January 29th the Rapid City Rushmore Club will be hosting a breakfast for the club to present their charter from RI and to present each student with an Interact pin.



## Salvation Army donation from Watertown

Rotarian Salvation Army Lt. Kenyon Sivels and his wife Lt Melissa Sivels accept a donation from the members of the Rotary Club of Watertown for \$9584. Each holiday season Watertown Rotarians personally donate to support the work of the Salvation Army through the club.

### *PACH - Food insecurity is a SD problem.*

Watertown Rotary members and friends provided the labor for the PACH (Parents Against Child Hunger) on January 15, 2014. 448 backpack bags of food were assembled. The next morning, the food was placed in student's lockers or backpacks so they each have food for the weekend. This project addresses the issue of food insecurity in our community.



## YMCA benefits from Marshall Sunrise



Rotary Club of Marshall Sunrise President Gerry Toland presented a check for \$1500 to enhance the audio/visual capabilities of the Public Meeting Room of the Marshall Area YMCA. Receiving the check is YMCA Executive Officer Tom Bolin.

On February 14, the Marshall Sunrise Club will work in conjunction with Marshall Area public and private Middle School Students to package approximately 90,000 meals as part of Food for Kidz to be distributed both locally and internationally. The Club will contribute about \$4000 to that effort with the rest of the financing provided by some local businesses as well as about \$6000 earned and donated by the Middle School Students.



## Make Your Money Work 3 Times As Hard

Rotary and the Bill & Melinda Gates Foundation are extending their partnership during the critical endgame phase of the Global Polio Eradication Initiative. The result is that for each dollar you contribute the Bill & Melinda Gates Foundation will match 2 for 1, tripling the total for polio eradication. Just go to [rotary.org/contribute](http://rotary.org/contribute). The Bill & Melinda Gates Foundation has stated "Rotary Continues to be the Heart and Soul of Polio Eradication."



The Global Polio Eradication Initiative has developed the 2013-2018 Polio Eradication and Endgame Strategic Plan. The estimated cost is US \$5.5 billion. So far there are commitments of \$4 billion, leaving a funding gap of \$1.5 billion. So our gifts are vitally important. As Margaret Chan, Director-General of the World Health Organization "Failure to Eradicate Polio is Unforgivable, Forever."

Our District is giving our support to the Global Eradication Initiative by giving 20% of our District Designated Funds for polio eradication every year because we know as Thomas Frieden, Director, Centers for Disease Control and Prevention says, "Polio Anywhere in the World is a Risk Everywhere in the World."

In closing we need every Rotarian's participation in this final thrust because as Anthony Lake, the Executive Director of UNICEF says "We have the Ability to Protect Every Last Person, Especially Children, from this Entirely Preventable Disease."

— Willis Sutliff MD, Polio Plus Chair

**Make Your Polio Plus Donations NOW! Go to Rotary.org website, sign in at My Rotary, go to The Rotary Foundation, choose "Give", pick the appropriate plan, do it in 5 easy steps.**

## Donations = Projects

Where did January go?! Just like our lives. I'll do that tomorrow and tomorrow is gone in a flash. We all have good intentions but intentions aren't worth a plug nickel (for you old timers :!)). When you make your annual donation to The Rotary Foundation you put your good intentions into action and help to save the world.

There has been a lot of interest in putting other good intentions into actions and having the District help by applying for grants to leverage the money your clubs raise. If you have questions on how that might work for your club please give me a call. My number is 605.484.8916 or email me at [brucenearhood5610@gmail.com](mailto:brucenearhood5610@gmail.com). The money that the District is using to help fund your grants is money that has been returned to us from the money that was given to The Rotary Foundation three years ago. It's your money so use it to do good work in the world!!!

Hopefully, you have heard about the hard work that Kim Erickson has been putting into the Vocational Training Teams going to Guatemala. There are many opportunities for your skills to be put to work. Get in touch with her if you have an interest in going there. It will be a life changing experience. I guarantee it!! Again, the money used to fund these projects are from the money returned to us from The Rotary Foundation.

Someone was asked if all the money they had used to go to Rotary projects in Africa was worth it. He answered, "I would have more money but I wouldn't be as happy!"

*"Be the change you want to see in the world!" — Mahatma Ghandi — Bruce Nearhood, District Foundation Chair*

**Make Your Rotary Foundation Donations NOW! Go to Rotary.org website, sign in at My Rotary, go to The Rotary Foundation, choose "Give Now", pick your appropriate plan, do it in 5 easy steps.**



## Update on Global Grants and VTT opportunities

Wonderful things are happening in the VTT area. Jorge Coromac was here and visited with multiple groups in December and we are looking at multiple partnership opportunities with the groups of our district.

We met with Sharing the Dream Guatemala in Vermillion (and attended the awesome Vermillion Rotary Club) and discussed the possibility of doing an Artisan Development Program in Guatemala. The women of Patanatic were able to meet with Diana and hear about the opportunity when Sharing the Dream visited in January. The women will now meet with the leaders to see if this is something they would like to move forward with.

Jorge and I also met with USD medical students who have made the trip to this area of Guatemala once and are now looking to partner by having 3<sup>rd</sup> and 4<sup>th</sup> year medical students spend a month long internship at the Patanatic clinic as part of their curriculum.



We also met with Dakota Alliance Soccer Club, our own District Governor Nancy Moose, Sierra Erickson from Augustana, Chris Maxwell with Peppermint Energy, Shelli Masek with Hope Haven and Linda Eidem and her team with Achieve. We had great conversations and are working on many exciting partnerships to bring a Rural Electric Initiative to the area, a study of native medicine with Augustana, Wheelchairs with Hope Haven, and Training for the Nurses who work with children with disabilities and their families. There are great opportunities on the horizon for all Rotarians to be a part of.

As far as a trip to the area, I am currently in need of an Optometrist as 169 children have been identified as having some sort of issue with vision. If you know of an optometrist who would be willing to consider this please have them contact me at [Kimberly@keystaffing.com](mailto:Kimberly@keystaffing.com) As always there is a need for anyone with a heart to train others in their chosen vocation, be it agriculture, medicine, education, sewing etc. If you are ready to take your Rotary Service to the next level please don't hesitate to contact me.

—Kim Erickson, VTT Chair



# D5610 District Public Image Ideas

## RI launches new graphics

Check out the new Rotary logo graphics on the RI website! There is a usage and visual guide for instructions on how to update your club's graphics. Of course, all your previous pins, banners and signage can still be used, just use the new graphics on reorders or replacement or new items.

## District looking for business sponsors on new website

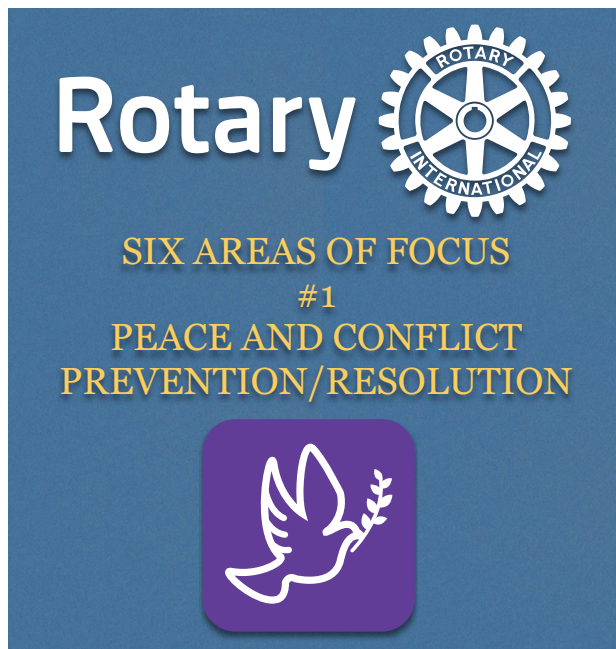
Check out the website at [www.District5610.org](http://www.District5610.org)! Download newsletter, graphics, grant forms and more! Clubs may create a login, and access club information, update leadership, input attendance, and more!

Businesses and organizations may sponsor advertising spots on the District home page. View the sponsorship brochure online, and call Linda or Nancy for details.

## District Creates Banners to promote Rotary's Six Areas of Focus

Banners are available for use around the District and to clubs that are having a Foundation event, Grant project launch, or any other public image use. Call or email Linda Peterson for more information. Boxed and ready to ship!

Also available are high resolution PDF files for posters which can be found on the new District website for download and printing. The files could be resized as you need.



**Projects supported by  
Rotary District 5610  
40+ clubs in all of South Dakota, portions  
of Iowa, Minnesota and Nebraska  
and grants from  
The Rotary Foundation  
[www.rotary5610.org](http://www.rotary5610.org)**



# RI News // Links to RI website

## Message from RI President Burton

We are embarking on an exciting journey with the rollout of our new visual identity as seen with the launch of the new look on [www.rotary.org](http://www.rotary.org). We are relying on everyone's support to ensure our ultimate success with the Strengthening Rotary initiative. We especially need our district governors to be champions and promote the importance of our new look and feel. I am asking for your help with this important initiative specifically by providing inspiring and informative messaging to your Rotary clubs.

Below is a list of resources that support the new visual identity. The toolkit includes resources that you and your clubs can begin using right away. This toolkit will be available on your District Governor Exchange which you can find in Rotary Workgroups in My Profile:

- A link to the guide outlining the purpose and detailed steps with how to use the visual assets, including colors, photos, logos, etc.
- A digital version of the new Rotary letterhead
- A customizable PowerPoint template
- A PowerPoint slide deck you can use to promote the new visual identity

We encourage you to begin using the above tools as soon as possible to help reinforce the new visual identity and to help provide consistency across the Rotary world. We are counting on you to both educate and build enthusiasm among Rotarians for the Strengthening Rotary initiative. We will share more resources and tools in the coming weeks and will keep you updated at every step along the way.

Please contact your Club and District Support Representatives with any questions or concerns. Jetta and I look forward to seeing you in our upcoming travels.

Sincerely, *Ron D. Burton*

## Conduct Rotary business with Member Access on the new RI website!

[Get started](#) in Member Access today. Set and track your club's goals with [Rotary Club Central](#).

Visit [Rotary Showcase](#) to share and publicize your projects or browse projects by location or category.

New [contribution and recognition reports](#) simplify the reporting process.

Update your contact information and password in the improved [My Account](#) section.

## Make sure your global grant project fits an area of focus

Both packaged grants and global grants support large international activities with sustainable, high-impact outcomes in Rotary's six areas of focus. If you decide to work with one of Rotary's strategic partners on a packaged grant, the area of focus is predetermined. But if your club is interested in pursuing a global grant, you'll need to ensure that your project addresses at least one of the following:

- Peace and conflict prevention/resolution
- Disease prevention and treatment
- Water and sanitation
- Maternal and child health
- Basic education and literacy
- Economic and community development

Before your club or district applies for a global grant, it's essential to identify which area(s) of focus the project is designed to address. Conduct a community needs assessment to determine how your project can benefit the community. Use the results to establish the project's area of focus. Global grant projects must meet certain requirements within the areas of focus to be eligible for funding. To learn more, see the [Areas of Focus Statements of Purpose and Goals](#).

[Download](#) or [order](#) Rotary's Areas of Focus Guide for an introduction to Rotary's six areas of focus.