

# Rotary



**ROTARY  
SERVING  
HUMANITY**

## DISTRICT 5610 // GEARING UP

AUGUST, 2016  
Volume 16, Issue 2

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### Would You Believe?

...a brief monthly message from DG Ed Jacobson

*Looking for a few more Rotarians to wear this chevron! ➔*



Leaders of the best Rotary clubs attend the District Conference. Your club will improve if your members attend the District Conference. There are reasons!

**Reason #1** — You will **meet Rotary leaders** who make a difference where they live.

**Reason #2** — You will **learn things** which will make you a more effective Rotarian.

**Reason #3** — You will return home more **“fired up”** about Rotary opportunities.

Your ability to do more and better work through Rotary will grow as you learn more about Rotary. Your club and your community will benefit, too. **See you in Pierre!**

### District Leadership Conference Calls 2016-17 Schedule

The following schedule has been setup. The agenda will be conducted by DG Ed Jacobson.

DG Chain - 6 times a year, AGs - 4 times a year, Committee Chairs - 4 times a year

**Conference Call process: 1) Call 605-475-6333 2) Access code 3481716#**

**District Governor, DGE, DGN, PDGs - Leadership Tele-Conferences**

2nd Tuesdays: July 12, Sept 13, Nov 9, Jan 10, Mar 14, May 9, 8:30 pm CDT/7:30 pm. MT

**Assistant Governors - Leadership Tele-Conferences**

3rd Tuesdays: July 19, Oct 18, Jan 17, Apr 18, 8:30 pm CDT/7:30 pm MT

**District Committee Chairs - Leadership Tele-Conferences**

3rd Tuesdays: July 19, Oct 18, Jan 17, Apr 18, 9:30 pm CDT/8:30 pm MT

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**CALENDAR MOVED TO DISTRICT WEBSITE.** In order to reduce the size of the monthly news, several pages have been placed in Download section for reference. Future news stories will only be posted once, and all newsletters are available in Download section for easy access.

**District Newsletter and Website needs your stories and events!**

Please send your club events/notices to Linda Peterson, for publishing in the newsletter and website! Assistant Governors and District Committee chairs may write their reports and send in for timely inclusion in the newsletter. Deadline for copy is the third Friday of every month. The monthly newsletter publishes at the end of each month.—Linda Peterson, Newsletter Editor // [linda4rotary@me.com](mailto:linda4rotary@me.com)

## ALL BOARD MEMBERS TO BE POSTED ONLINE NOW!

All board members should be elected by the end of December, for the next term beginning July 1. All officers for 2016-17 should be posted on BOTH the District website and the RI website for your club, by your club leadership. Rotary and District leaders must have your club officers emails online to be able to send information. In addition, update your personal profile with a photo, phone and email, to facilitate communications. And then check that all club members have emails, and new members are added to your roster on RI website. Finally, use the Clubrunner "synchronize and compare" function at the District or Club website to match the databases.

## NOTICE FROM RI TO CLUB AND DISTRICT OFFICERS

Rotary is introducing several updates to the Club & District Administration pages that will make your administrative tasks easier:

**Quick links:** You'll be able to designate favorite links from the Club & District Administration section and access them from your My Rotary dashboard.

**Terms of access:** Incoming club and district officers will have access to club and district information by 1 June.

Most outgoing club and district officers will retain access to the information for 12 months.

**Overall redesign:** Related activities will be grouped together on Club & District Administration pages.

Ever since **Rotary Club Central** was launched in 2012-13, we have been collecting feedback and making improvements.

Here are two important improvements, related to goals, for 2016-17:

- The membership goal will no longer be based on retention of new and existing members. Instead, it will represent the number of members in a club at the end of the Rotary year.
- The Annual Fund goal will no longer be divided into levels of giving. Instead, it will be a single goal for total Annual Fund contributions made by the club and its members.

These changes will be reflected in Rotary Club Central starting 16 November. Sign in to [My Rotary](#) to review them. And if you have questions, please contact your [Club and District Support team](#). If you have questions, contact [rotarysupportcenter@rotary.org](mailto:rotarysupportcenter@rotary.org).

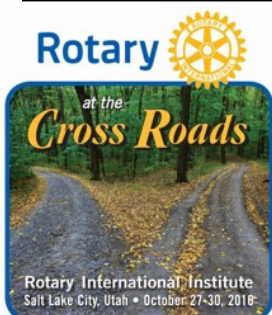
## YOUR KEY CONTACT - CLUB AND DISTRICT SUPPORT (CDS)

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

**JAMES R. DAMATO, JR.** | Supervisor [james.damato@rotary.org](mailto:james.damato@rotary.org) P: 847.866.3405 F: 847.556.2197

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ONE ROTARY CENTER 1560 SHERMAN AVENUE EVANSTON, ILLINOIS 60201-3698 USA • [WWW.ROTARY.ORG](http://WWW.ROTARY.ORG) RLI After-Hours Rotary



## Zone Institute in Salt Lake City ~ October 27-30, 2016

### Rotary at the Cross Roads, Zones 21b & 27

Register now at <http://rizones21-27.org/zone-institute-2016/>

## Rotary International Conference in Atlanta, GA ~ June 10-14, 2017

Register now at [www.riconvention.org](http://www.riconvention.org)





## D5610 // Zone 27 Institute

### Greg Podd over the years!

Listening to Greg Podd, Zone 27 & 21b RI Director and Past Vice President, for the last five years has been a significant leadership experience in my life. Starting with District Leadership Institute in Denver, 2013 when I was District Governor Nominee, he has emphasized leadership in various and succinct ways. Following are some quotes I have gleaned (some edited) that I wish to share with you:

**On Change:** We change more quickly than we think.

How will you have improved the world around you in the next ten years? Change itself is not feared, but only the loss of something familiar.

Much of change is good. Change our culture to be proud to show up, be involved in events. Say: **Yes** that is good, **and** would you run with it?

**To be a leader:** Leaders need to educate the club members on new Rotary knowledge. Make a significant difference in someone's life. You need to see around corners to shape the future, not just react to it. Be courageous to dare to be different. Abandon practices that are poor. Be crazy enough to change the world. Think of ways to do things differently that makes an improvement. Leaders lead the conversation. Talk about what is going right.

**On Training:** Take ownership in Rotary, care enough to do great things. Hang out with diversified relationships, have thinking partners. Don't let the training go to waste. Keep moving up. Extend the service over three to five to ten years. We must rethink Rotary. Be evolutionary and revolutionary.

**Meaning + Significance + Purpose = Your Rotary Life.** Significance comes from serving.

**On Ending Polio:** Greg predicts that Rotary will not have a single corporate project after polio, but rather direct efforts into the Six Areas of Focus. Rotary will deepen partnerships with other foundations, utilize more smaller organizations that support our projects, and connect with governments.

**Zone Vision 2020:** examining what will Rotary look like in 5 years. Establish 5 year goals. Develop a written plan, read them, do them. Download strategic game plan from RI. (**It's on the District website!**)

**Membership + Foundation + Public Image = trilogy continuum** ties all of Rotary's efforts together. Plan for consistency and continuity in district and club leadership.

I believe Greg has capitalized on the main points of leadership. If you want to hear him, join with me and many other leaders and emerging leaders at Salt Lake City for Zone Institute October 27-30, 2016!

—Linda Peterson, PDG 2014-15, Assistant to Regional Public Image Chair-Zone 27

### Who could/should attend Zone Institute?

**ALL** Rotarians can come! Invite Rotaractors, there will be an event track specifically for them. Interested Rotarians willing to serve beyond their club **could** sign up for Emerging District Leader track. Club and District committee chairs **should** sign up for their tracks. There's budgeted funds at the District for financial assistance. Registration averages \$375 depending on what options you choose.

Consider these value statements: personal growth, be more relevant to your club, replace aging leaders, gain a deeper knowledge of Rotary.





## D5610 News // News & Events

### District Conference Scheduled August 26-27



### My Rotary Journey

Celebrate "My Rotary Journey" when the members of Rotary District 5610 meet for the district conference in Pierre/Fort Pierre on August 26 & 27, 2016. Share your story and hear the stories of other Rotarians while meeting old and new friends. Pre-conference activities begin on August 25 when District leaders meet to conduct business. The conference opening ceremonies will take place at 1:00 p.m. on August 26 in the Ramkota River Center in Pierre. The conference proper concludes with a celebration banquet in the evening of August 27 at the Ramkota, followed by post-conference activities on Sunday, August 28. Activities are planned for spouses and families as well as for Rotarians – bring the whole gang and enjoy a fun-filled weekend.

The chronology of activities will include:

- A welcome by South Dakota Governor Dennis Daugaard, and by Mayors Gloria Hanson-Schreiner of Fort Pierre and Laurie Gill of Pierre.
- An up-date on happenings at Rotary International by the President's representative Diane Kessel Knight.
- Current information regarding initiatives of our district.
- Information on human trafficking and what we as Rotarians can do to quell it.
- Ideas for Global Rotary projects based right here in our District.
- Participate in community projects at the South Dakota Discovery Center, a Feeding South Dakota food distribution center, or the Casey Tibbs Rodeo Center.
- Complete one-half of the Rotary Leadership Institute requirements by registering for and participating in one of the two courses offered during the conference.
- Raise funds for Rotary Youth Leadership Activities by participating in an auction and other games.
- Meet the visiting friendship exchange group from Australia.
- Meet this year's group of inbound foreign exchange students.
- Share information about your club's project by setting up a display in one of the many booths provided by Pierre/Fort Pierre Rotary.
- Enjoy an evening of socializing, eating, and entertainment on the west bank of the Missouri River in Drifters, our newest dining establishment.
- Enjoy the Celebration Banquet on Saturday evening, complete with entertainment, while your children are enjoying a pizza-party.

Family activities include a GFP led archery, casting, and fishing event, and spending time with the foreign exchange students, as well as outdoor games and exploring hands-on science activities at the Discovery Center. Other tours may be arranged for adults. Participate in a 5k fun run on Saturday morning.

Enjoy a post-conference buffet breakfast Sunday morning in the historic Silver Spur at the mouth of the Bad River, and take a pontoon boat ride to the Oahe Dam and return, play nine holes of golf at Hillsview Golf Course, shoot Sporting Clays, or go cycling on LaFrambois Island.

Renew your enthusiasm and commitment to Rotary. **Register NOW at the District website by clicking on the blue event on the right, titled "District Conference - Register HERE!"**



## D5610 News // Atlanta Convention 2017

### Let's Ride the Bus to Atlanta!

"We are making plans to charter a bus to take 36 or more Rotarians from District 5610 to the Rotary International Convention in Atlanta next June," announced District Governor Ed Jacobson. "At this point we have an itinerary, but not all of the hotel and restaurant arrangements are complete, so we can't yet announce the cost of the trip."

Rotarians who sign up for the ride can plan to be picked up as the bus moves east along the I-90 freeway and then south down I-29. Rotarians west of Pierre will need to be in Pierre for an early departure June 8. "We think we can find Rotary homes to host West River Rotarians in Pierre the night of June 7," Jacobson said.

Jacobson said the itinerary will look something like this:

**June 8** – Leave Pierre at 7:00 a.m., travel to St. Joseph, MO

**June 9** – Travel to Paducah, KY

**June 10** – Arrive in Atlanta, GA

**June 10-14** – Rotary International Convention, Atlanta

**June 15** – Travel to Nashville, TN

**June 16** – Travel to St. Louis, MO

**June 17** – Travel to Omaha, NE

**June 18** – Home (ETA Pierre, 4:30 p.m.)

Anne Gormley, Rotary member from Pierre and a veteran planner of bus excursions, is planning the bus trip with assistance from a travel agent in Brookings. Months of work have already been invested and each day will feature special attraction stops along the way.

"It will be sort of a 'Get in the bus, Gus, and leave the driving to us!' experience," Jacobson said. "You will see and experience some major landmarks along the way."

"We expect to have the entire package together by the time of the District Conference in Pierre August 27-27," Jacobson said. "We are looking at a once-in-a-lifetime Rotary travel experience to a convention poised to celebrate the 100<sup>th</sup> Anniversary of The Rotary Foundation."



**Rotary International Conference  
in Atlanta, GA ~ June 10-14, 2017**  
*Register now at* [www.riconvention.org](http://www.riconvention.org)





## D5610 News // Club News // District News

This space is for Rotary Clubs to celebrate important events with the District-wide Rotary membership. Please submit stories and photos by the third week of every month. 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. [www.facebook.com/groups/district5610/](http://www.facebook.com/groups/district5610/)

### Blood Drive in Sibley

Sibley Rotary sponsored a Blood drive with the Osceola Community Hospital in Sibley in honor of member Marion Roetzel's husband. Her husband Jerry receives blood every 2 weeks as part of his treatments. Sibley Rotary held a Blood drive and we had 87 units given on July. 20 That is a total of 257 people that will be helped with this blood.



### Rapid City Rushmore Busy in July

The members of Rushmore Rotary worked hard all July. The District Governor visited on the 19th. The Children's Home Society Golf Tourney was hosted on July 26. And the Tikes & Bikes Poker Run for Mommy's Closet wrapped up the month on July 31. Whew!



### Rotary Plates

Rotary District 5610 Treasurer Steve Sikorski is handling Rotary's **organizational license plates** for the state of South Dakota. The Rotary wheel to be placed on the license plate is similar to the one in the picture, but the background is transparent and will not hide elements of the plate.

Residents must first order the organization license plate at the Department of Motor Vehicles, then they are free to place their chosen (state approved) organizational decal on the plate. The Rotary decals cost \$25. Order from Steve Sikorski, Rotary 5610 District Treasurer, 5121 S Barrington Drive, Sioux Falls, SD 57108.



### DG welcomed in the Black Hills

Linda and Norm Peterson, Rapid City Rushmore club, hosted a **DG Deck Party** to honor DG Ed and Sandy's visit to Black Hills clubs during the middle of July. In attendance were 4 PDGs: George Twitero (RC Rushmore), Nancy Moose (Madison), Ed( Pierre-Ft Pierre), Dick Nolte (Custer), and Linda. It was the coolest spot in the state that day!



### Visionaria Peru featured in August Rotarian magazine

Don't miss the six-page story featuring the **Global Grant project** our District helped to fund last year. See pages 46-51!



### Rotary District 5610 4-Way Test Essay Contest Winners

This year 22 clubs in our district participated in the Four-Way Test Essay Contest for 6th graders and many great essays were sent in. The winners for the district this year are:

First place - Lily Geffre submitted by Sioux Falls West

Second place - Johanna Hansen submitted by Canby

Third place - Bella Maxwell submitted by Madison

It's time to start planning for your club's contest. The forms are available online at the District website. Contact Pat Sutliff for details or more information.

—Pat Sutliff, [pmsutliff@gmail.com](mailto:pmsutliff@gmail.com)

### *Here is the Third place essay by Bella:*

It is surprisingly easy to apply the Four-Way Test to your life. To succeed at the first part of the Four-Way Test, all you have to do is try. By putting in the extra effort of trying, you are making your life better. Trust me, you will start to see a positive change by consulting these four questions before making any decisions. I'm sure, by now, you are wondering what these four questions are. Well keep reading, because here they are.

The first question you should ask yourself is, is this the truth? That rule means you should not be telling lies, stretches of the truth, a fabrication, or whatever else it is that you think is okay to lie about. Let me tell you it is NEVER okay to lie. What I have found out is that the more lies you tell the worse the consequence will be when people find out the truth. One last thing, if the truth you want to say is hurtful, don't say it at all, because you need to be honest, not mean.

The next question is, is it fair? I know a lot about fairness, because I'm a middle child, with two younger sisters and an older sister. As a middle child I accepted the challenge of keeping the peace between all my sisters, and since then I have had to deal with every problem. But that doesn't just mean you have to keep fairness only in the family, you can keep it at school, and even at a friends house. Always be fair, is my life motto.

Now that brings us to asking the question, is it promoting goodwill and friendship? Because this is a hard question, let's break it down. Goodwill means to be friendly and helpful to all people even the ones you don't like. Friendship means to be kind to your friends and respectful of them. The question really is just saying always be nice and respectful to all the people you meet, because you never know who's help you might need one day.

Lastly, that bring us to the question, is it beneficial? Never do anything without first asking yourself, if it is constructive to you or others. For example, if one of your friends tell you they don't like your other friend, is it beneficial or constructive to tell that friend? It is not beneficial, it is not necessary, and it is not helping anyone. So don't do it.

In conclusion, applying the Four-Way Test to your life will make a positive change. Even if you only apply it to one decision a day, I guarantee it will improve that one decision and maybe improve you day a little. Decision after decision, you will start to see a positive change.





## D5610 News // RLI // Membership



### Rotary Leadership Institute added to District Conference

Rotary Leadership Institute courses I & II will be offered for the first time in conjunction with the District 5610 Conference this year. Rotarians may complete one of the two courses of the program by attending the Friday morning session and working luncheon, and attending the remaining RLI sessions which will be offered during the District Conference break-out sessions on Friday afternoon and Saturday.

Rotarians may register for course I, which will begin at 11:00 a.m. on Friday, August 26 at the Ramkota Hotel and Conference Center in Pierre. Registration is limited to ten participants. Rotarians who have previously completed course I may fulfill the requirements of the program by completing course II, which will also begin at 11:00 a.m. on Friday, August 26. Registration is limited to ten participants.

A one-time reduced course fee of \$20 will be charged for those attending an RLI course during the conference. Clubs will be billed for the course fee of registrants from respective clubs, which must be paid prior to the beginning of the course. Registrations will be accepted on a first-come basis, however, additional registrations beyond the ten maximum for each course will be placed in a back-up position in the event of a cancellation.

Registrations may be made on the District website by clicking on the event title on the right side, and must be made prior to August 15. Rotarians attending the conference who live a significant distance from where courses are generally offered are encouraged to take advantage of this opportunity. Please contact me with any questions.

—Larry Lyngstad, RLI District Coordinator

## ROTARY CLUB CENTRAL IS YOUR ONLINE PLANNING RESOURCE

Easy-to-access membership and Foundation reports provide the information your club needs to achieve your goals.

### Share with club leaders

As a club strategic planning resource, Rotary Club Central captures:

- Membership reports and trends
- Foundation giving goals and achievements • Past and future service projects

### Share with club members

Encourage all of your club members to learn about club goals.

### Share with future leaders

Provide consistency through officer transitions by sharing your club's goal-setting and achievement history with incoming leaders.

Use Rotary Club Central's rich information to help you do even more good together.

### District Membership Counter:

July 2015	1962
August 2016	1932



**GET STARTED AT [WWW.ROTARY.ORG/MYROTARY](http://WWW.ROTARY.ORG/MYROTARY)**

**ACCESS AND DOWNLOAD THE CLUB STRATEGIC PLANNING GUIDE AT THE DISTRICT WEBSITE!**



## D5610 News // Public Image

Join the social networks of Rotary—global and local!

[www.rotary5610.org](http://www.rotary5610.org) [www.rotary.org](http://www.rotary.org) [www.facebook.com/groups/district5610/](https://www.facebook.com/groups/district5610/)

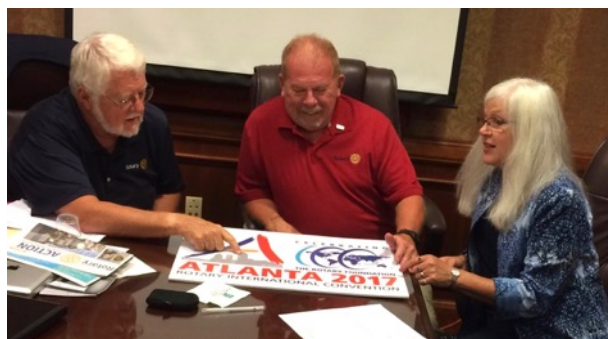
### Working with the media to promote your club

Create opportunities and relationships for connecting with the news media by following these helpful questions: What makes a good news story? What is the best way to present information on a possible story to a reporter and/or editor? What appetite does a small market newspaper have for news from a service organization? A major market publication? What are the key elements in photographs or other artwork? How essential are photos in capturing good coverage? Why are the great stories published about the activities of a service organization interesting? What Rotary club speakers or programs would be of interest to the media? When should a reporter be invited and what do they need to know beforehand? Do all newspapers and TV stations have reporters assigned to a “beat”? If so, what reporters would best cover news from service organizations?

I have a great powerpoint on “Publicizing an Event” that I would be happy to present to your club or event committee. Please contact me to schedule!

—Linda Peterson at 605-341-5006 or email

[Linda4Rotary@me.com](mailto:Linda4Rotary@me.com)



Linda discusses the Atlanta RI Convention with RPIC Mike Forney, and fellow Assistant RPIC John Biggs, at the Denver District Leadership Institute in July.

### THE BRAND CENTER HELPS US ALL SPEAK WITH THE SAME POWERFUL VOICE

Promotional materials to help tell your club's story.

#### Easy to access

The Brand Center is where you'll find:

- Logos for Rotary, The Rotary Foundation, Rotaract, and Interact
- Newsletter, press release, and presentation templates
- Template to create your own club logo

#### Easy to customize

There's never a need to start from scratch. You'll find easy-to-use pre-produced materials to help you create custom communication pieces for your club.

#### Easy to standardize

When Rotarians speak with one voice, we speak more powerfully. Brand Center's resources help your club — and all Rotarians — communicate consistently and effectively.

**GET STARTED AT [WWW.ROTARY.ORG/MYROTARY](http://WWW.ROTARY.ORG/MYROTARY)**

## Rotaract

Rotary Club Partner



## Interact

Rotary Sponsored Club



### Current Rotaract and Interact Clubs

#### Rotaract Clubs & sponsoring club:

SDSM&T Rotaract, Rapid City-Rushmore & Rapid City clubs,  
Darrell Sawyer, Advisor  
SDSU Rotaract, Brookings club, Brad Blaha, Advisor

#### Interact Clubs & sponsoring club:

Roosevelt high school, Sioux Falls, SD  
New Technology high school, Sioux Falls, SD  
Canton high school, Canton, SD  
Denison high school, Denison, IA Brad Bonner, Advisor  
Wolsey high school, Huron RC, SD

## Let's get ready to celebrate!

In 2016-17, our Rotary Foundation turns 100. That's a century of Rotary members changing lives and improving communities all over the world. And that's definitely something worth celebrating. Through our Foundation, Rotary members have supported thousands of projects to provide clean water, fight disease, promote peace, provide basic education, and grow local economies. We've also been a leader in the fight to eradicate polio worldwide.

The centennial is the perfect time to share this impressive record with the world. Join us in making sure that every Rotary member and people in every community know about the vital work of Rotary and its Foundation.

### At the Atlanta convention:

- Register for the Atlanta convention, 10-14 June 2017, so you can take part in the Foundation's 100th birthday party
- Join past and current Rotary leaders and author David Forward for a book signing
- Visit The Rotary Foundation centennial exhibit in the House of Friendship

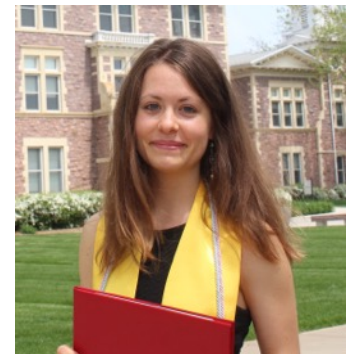
### Ways to celebrate

Here are just a few ways you can join in and commemorate this historic milestone:

- Plan a special Rotary Day and invite everyone in your community to participate. It can be anything from a concert to a race to a birthday party with a giant cake in the shape of the Rotary wheel.
- Hold a fundraiser in your community to support a Foundation grant project, the Rotary Peace Centers, or PolioPlus.
- Organize or participate in a global grant or district grant project.
- Promote your club or district projects that are funded by the Foundation.
- Dedicate some club meetings to Rotary Foundation topics.
- Challenge members to increase your club's contributions to the Foundation.

## Another Great Global Scholar!

Katia Duszenko has been awarded a Rotary Global Grant Scholarship to study at the University of Leiden in the Netherlands for the upcoming 2016/2017 academic year. Ms. Duszenko is a 2015 graduate of the University of South Dakota, where she received a Bachelor of Arts degree in International Studies, Media & Journalism, and French Studies. She was also a member of the University Honors Program and wrote for the campus newspaper, The Volante.



She will be pursuing a Master of Arts in International Relations at the University of Leiden. The University was founded in 1575 and is one of the leading universities in Europe.

The Rotary Global Grant provides a \$30,000 stipend to assist Ms. Duszenko's studies in the area of Basic Education and Literacy, one of Rotary International's areas of focus. She will focus on the area of human rights and education as it applies to young women. Katia was nominated by the Rotary club of Vermillion and will be hosted by Leiden Oost in the Netherlands.

The Global Grant Scholarship committee was blessed with a record number of fine applicants this year, but Katia distinguished herself as the clear choice of the committee. We were impressed with Katia's academic achievements, her demonstrated commitment to service, her knowledge of Rotary and Rotary's goals and her genuine desire to improve the education and literacy of those less fortunate. Katia will be a terrific representative of Rotary District 5610.

