

# Rotary



**ROTARY  
SERVING  
HUMANITY**

## DISTRICT 5610 // GEARING UP

JULY, 2016  
Volume 16, Issue 1

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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! ➔



The only criteria for serving as District Governor is simple: *You must be a past president of a Rotary club and you must attend Rotary International training before you can serve as Governor.*

Personally, I think there might be another requirement if you are going to do a good job – you must be able to explain Rotary in a few words. What do you say when someone asks you, “What is Rotary?”

Here is my suggestion, using only short words: **“Rotary is a club set up to help you do good in your world.”**

### 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

### In this issue...

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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).

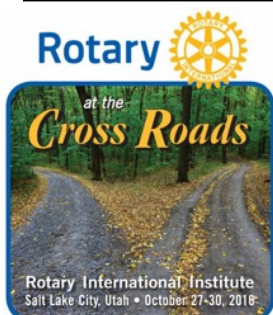
## YOUR KEY CONTACT - CLUB AND DISTRICT SUPPORT (CDS)

[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

**JULIE AUBRY** | Coordinator [julie.aubry@rotary.org](mailto:julie.aubry@rotary.org) P: 847.866.3429 F: 847.556.2197

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 // Club Central

### 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.

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

#### DOWNLOADS:

**245EN-A\_be\_vibrant\_club\_north\_america.pdf**

Be a Vibrant Club guide includes:  
A club success story from your region  
Ideas for your club to try  
Resources for your club on My Rotary

### THE LEARNING CENTER TAKES YOUR CLUB TO THE NEXT LEVEL

Acquire new skills to increase the effectiveness and influence of your club.

#### Learn to be more effective

The Learning Center at My Rotary has all the resources Rotarians need to be successful members — and leaders — of their clubs. Courses cover a broad range of topics, including:

- Building global grants • Creating a strategic plan • Running webinars • Using social media

#### Learn to be a leader

Find comprehensive online training materials for specific Rotary roles. Assistant governors, governors-nominee, and trainers can receive in-depth instruction about their leadership positions.

Acquire new skills to increase the effectiveness and influence of your club.

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







### District Conference Scheduled August 26-27

#### Multiple activities and events planned for District Conference

"Come to the District Conference in Pierre for fun and fellowship," says Co-Chair Larry Lyngstad. "Rotarians will exchange ideas, interact with each other, celebrate progress, and look at lots of opportunities to participate in humanitarian service," he said. The Conference will be held at the Ramkota River Centre in Pierre, August 26-27, 2016.

"With our theme, *My Rotary Journey*, Rotarians should prepare to be entertained and informed about Rotary in our District and around the world," adds Co-Chair Kristie Maher. "We've been working for over a year to create a District Conference that will appeal to each and every member of Rotary in District 5610."

On Thursday, August 25, a Rotary leadership meeting will be held. All past District Governors, committee heads and officers are invited to participate. Meetings will begin at 1:00 p.m. Thursday. On Sunday, August 28, a morning of optional recreational activities is planned. "Bring your entire family," Maher says, "we have activities planned for all ages."

Rotarians should register for the event on the District website: <http://rotary5610.org>. Rooms at the Ramkota need to be booked by July 25 to obtain the group rate, call (605) 224-6877.

The conference will offer a special session on human trafficking – what it is and what is being done to deal with it. Plans also include a Rotary Leadership Institute option and presentations to spotlight several humanitarian activities supported by Rotary clubs in our District. To participate in the RLI class, Rotarians must register both for the conference and for the RLI option.

Optional recreational activities will include a 5k fun run/walk Saturday morning and multiple optional activities Sunday morning: continental breakfast, 9-hole golf social, bike ride, skeet/sporting clays, and a free pontoon river cruise. Last activity will be a buffet lunch at the Hillview Golf Course.

Of the bike ride, organizer John Simpson says, "If you're a cyclist and really want to ride, you could bring either your mountain or road bike and we'll have a local Rotarian cyclist guide for a Sunday morning ride."

#### Jacobson inducted as new DG

District Governor Steve Sikorski traveled to Pierre June 27 to induct incoming District Governor Ed Jacobson of the Pierre/Fort Pierre Rotary Club. Sikorski then entrusted Jacobson with the Black Hills gold DG pin worn "by the last 15 or 16 Governors."



Jacobson outlined his goals for the 2016-17 Rotary year as follows:

- **Greater Involvement** – leading to a point in time when club members will want to run for club president so they will be eligible to attend PETS – and to a time when every club is represented at the District Conference every year.
- **Growth** – add new clubs – Rotary, Interact, Rotaract. Invest in RYLA. Membership growth – help clubs add and retain members – and reach a total of more than 3,000 members in District 5610.
- **Pride** – use all of our many assets to build pride for Rotary among all the members of District 5610. Promote and honor all club and individual efforts promoting The Rotary Foundation and its projects.

At the induction ceremony, Jacobson also revealed his reason for wearing a bow tie during his term as District Governor. "I wear it as a salute to John Dellenback, as a reminder of his honesty and character, and as a sign of my full acceptance of Rotary's Four-Way-Test as an approach to decision-making," Jacobson said.

Turns out Dellenback, an Oregon Congressman who hired Jacobson as his Press Secretary in 1971, gave the new District Governor his first bow tie. Rotary's Four-Way-Test will be emphasized during his club visits, Jacobson said, "And John Dellenback exemplified the honesty and integrity the Test requires. Jacobson promised every Rotarian who registers for and attends the District Conference in Pierre August 26-27 will receive a beautiful Four-Way-Test plaque.



## D5610 News // Club 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/)

### Rapid City Rushmore Club celebrates 30 years of community service

What happened in 1986 that sparked a second Rotary Club? With encouragement from Rapid City Rotary Club, Rushmore Rotary became a new club including charter members' George Twitero, 1993-1994 President, and Greg Hollibaugh. "We had already become a Sister City with Keno in Japan. Some members were on the board of Children's Home Society, and involved in other activities." Once the club formed, a partnership was established early with Children's Home Society. "At the beginning we pledged \$20,000, which evolved to over \$1.3 million dollars pledged, with funds raised through an annual golf tournament," says George Twitero. Strong committees are the backbone of the club, keeping projects and events on track. Golf Committee Chairs Scott Barber and Mark Barry say "It's about the team and the kids we benefit!"

Why did Greg Hollibaugh join? "A tiny article in the newspaper called for interested people to join a new Rotary club, so I did! My father-in-law and brother-in-law were both Rotarians in Chadron, so I thought it would be good for me too." Rushmore Rotary now has 63 members, 46% female, including four couples. One dedicated couple is Georgia and Michael O'Connor. "We encourage couples, especially retirees; it doubles the volunteer contributions!"

In addition to Children's Home Society, Rushmore Rotary supports Storybook Island, Rapid City High School with educational scholarships through a Rotary 4-Way Test Essay Contest, Tikes and Bikes Poker Run, focused on the youth of Rapid City, highway cleanup and other community activities as well as international projects.

To celebrate their 30th year, Rushmore Rotary hosted a Transition Celebration in late June. Outgoing Club President Carmen Hansen, Program Officer and Event Coordinator for the John T. Vucurevich Foundation exclaimed: "It has been an honor to serve as President. It's been a great experience." Carmen joined Rushmore Rotary in 2007 because it is such a vibrant, community-focused club. Incoming President Jean Cline, a native of Rapid City, and semi-retired attorney explained "The way you join Rotary, is when someone asks you." Jean attended Black Hills State University, taught school for several years, including overseas in Glasgow, Scotland. After attaining her law degree from the University of South Dakota, she concentrated on children's issues, and continues to do so. She has been a member of Rushmore Rotary for just over four years. "The enthusiasm of the club at 7 a.m. keeps me coming back. Our desire to give back to the community to make it a little bit better each day keeps us committed."



Carmen Hansen (left) Jean Cline (right).

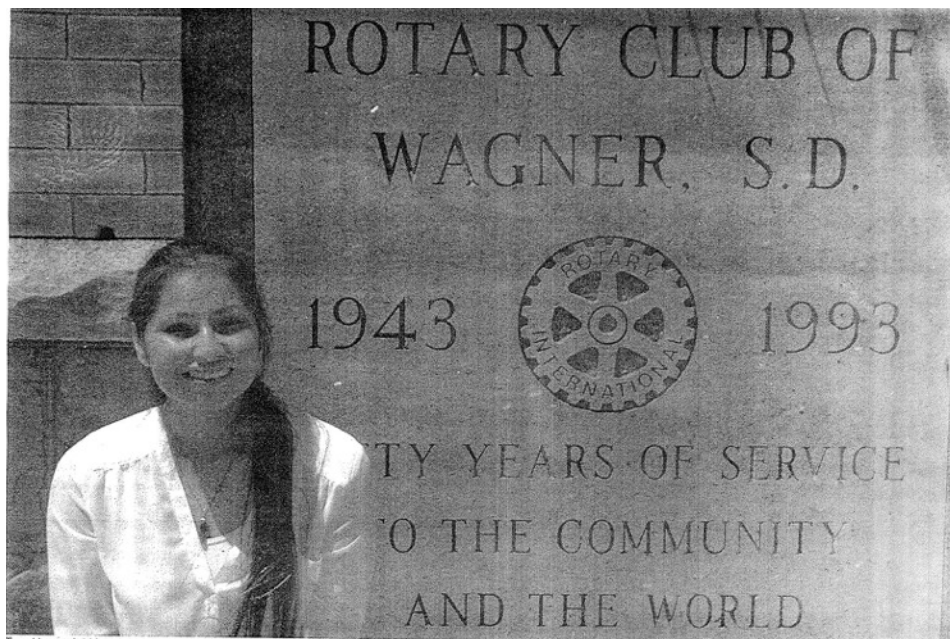
Visit [RushmoreRotary.org](http://RushmoreRotary.org) website to learn more about this club.





## Wagner Post runs "pun-ny" story on Youth Exchange student

The following photos of the story may not be great quality, but sure are good copy!



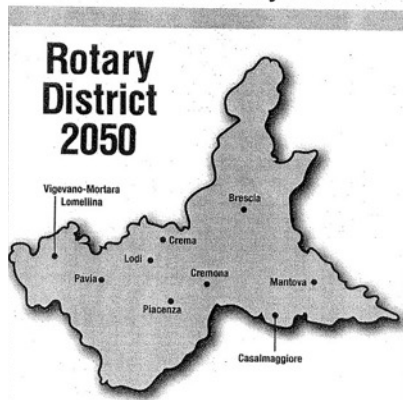
Tyra Honomichi has been chosen to participate in a foreign exchange program called the Rotary Youth Exchange Program. Photo by Samantha Tonak.

## Where is she going, and Venice she coming home?

Wagner Post | Wednesday, June 22, 2016 | page 8

## Honomichi to Rome Around Italy

10 months to a year : How does she plan to pasta time?



Local Wagner Community School student, Tyra Honomichi, will be travelling across the North Atlantic to study for nearly an entire year in Italy as a Rotary exchange student sponsored by the Rotary Club of Wagner.

"Ever since I was a little girl, I always wanted to travel places," says Honomichi. "I want to give people hope - that you can go places. The reservation is described as crabs in a bucket - like when someone leaves they usually come back and stay. So I don't want to be that person. I want to show people that they can achieve their dreams."



Tyra Honomichi

*"Ever since I was a little girl, I always wanted to travel places."*

- Tyra Honomichi

research of her own.

"I got back to him, and I'm like, 'Yeah, I'd like to do it'," she says. "I started on the application and turned it in within two weeks."

Tyra doesn't know exactly where she will be staying in Italy, only that it will be somewhere in the 2050 Rotary District. As soon as she finds out what city she's going to, she will be filing for a visa, purchasing a plane ticket, and preparing for the trip.

Although she initially chose Spain as her country of choice, Tyra is extremely excited about the prospect of traveling to Italy.

"I look forward to meeting a lot of people," she says. "I really want to learn Italian. Italian sounds cool. And learning another language, and letting people know... I know that some people don't know that Native Americans actually exist - I wanna let people know that we're still here!"

As of yet she knows only a few words in Italian, but will need to pick up the language fast when she arrives.

*"I know that some people don't know that Native Americans actually exist - I wanna let people know that we're still here!"*

- Tyra Honomichi

"The rotary suggest to not communicate that much back with my family, because they want me to learn the language and use as little English as possible," says Tyra. "So I'm planning once a month maybe twice."

The families she will be staying with will only be speaking Italian. To get a better feel for what the experience will be like Tyra has met with other exchange students including ambassadors from other countries.

"I asked them if they felt like really lonely while they were there, and they said yes they did, because they didn't really connect with the family that much - the first family," she explains. "But as soon as they went to their second family it was a little bit better, and the third family was the best because they were familiar with everything and they got used to it."

"And they said to write in a journal a lot because you will forget some stuff, so write it down," she continues. "The inbound students that lived in other countries - they still thought that I lived in a tipi. So, I explained to them - no, I live in a regular house."

Tyra will also be staying with three separate families throughout her travels in Italy. She plans on leaving on September 4 and staying for ten months to a year.

She says she will miss the landscape, and most of all her family. The trip promises her the opportunity to continue to grow strong independence and exposure to new experiences, culture, and customs. Tyra has already met the prerequisites for graduation from school, but will remain enrolled in school until she returns to receive her certificate.

*"I'm really optimistic, because Tyra seems to be on top of everything pretty well. So I think she's going to do very well."*

- Dana Sanderson

## When in Rome...

Cont. from previous page

Seeing all the good things that come out of the program and some of the problems that are encountered has allowed Sanderson to impart some wisdom to Tyra.

"I'm really optimistic, because Tyra seems to be on top of everything pretty well," explains Sanderson. "So I think she's going to do very well. I think the biggest thing she's going to be confronted with, no matter how strong she appears, is home sickness from family. That's always a major problem."

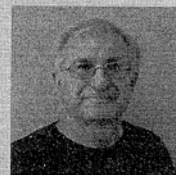
Dana goes on to say that Tyra understands the importance of setting a goal and knowing what to do to reach that goal.

"I also like the fact that she's involved with the rotary program itself, because I think the rotary program does a really good job of watching out for you."

To help combat the homesickness, Tyra says she will be turning to writing and music.

"Music is my big thing," she says. "Like even here, I sometimes feel lonely so I just put my music on, and if I don't feel like listening to music I try to go out and communicate more with my family. I think I'm gonna try and communicate with my host family a little bit more so that I can grasp the language faster."

To help fund the trip, Tyra has a GoFundMe which can be reached at <http://www.gofundme.com/fxeqzg> and will be holding other fund-raisers including raffling tickets for quilts at a powwow and Indian Taco sales at the Native American church basement in Wagner.



Dana Sanderson

See next page





## D5610 News // Youth Exchange

### Rotary Hosts International Youth Exchange Retreat

Eleven Rotary Exchange Students gathered at Summit Events Hall in Sioux Falls, June 11-13, for a weekend of sharing, fellowship, team-building, service and leadership training. The students were greeted by District 5610 Governor Steve Sikorski who shared the importance of the journey which will provide an opportunity for understanding and in turn develop peace, one relationship at a time.



Teambuilding activities and leadership training included the circle of trust, Simon Sinek's lesson "Your WHY," go carts, Roman Catholic Service at St. Joseph Cathedral, Festival of Cultures, Cold Stone Creamery Ice Cream and a tour of the city! All this fun was balanced with "Service above Self." On Saturday the students volunteered at Bishop Dudley Hospitality House (BDHH); cleaning rooms, picking up garbage and learning about the important service BDHH provides. Saturday



evening, the students assisted with a *quinceañera*; a cultural celebration of a Latin American girl's fifteenth birthday.

On Sunday, over 2,000 backpacks were packed in 2 hours and 5 minutes in support of Feeding South Dakota School Back Pack Program. To conclude the weekend, the students prepared an eclectic flavor of dishes to share with over 40 friends, families and Rotarians!

With permission, Doha, exchange student from Brookings heading to Austria, shared this a few days after:

*Dear Tony, As I thought about the inbound outbound weekend, something that really stuck with me was when you told us, when we were saying our why's, some of us were actually saying what's. After thinking about it, I too had stated a what. I was really thinking hard about what my why is. Then it hit me, lying in bed, thinking: My Why...Going on exchange is a big challenge for me. It is going to be hard to get there but I know in my heart I CAN do it. I come from a family where if you want something you go out and get it by hard work and dedication. Why? Why would I go on an exchange? To prove something. To prove to myself and everyone else that coming from a lower, middle, or upper class means Nothing. That no matter who you are, what country you come from, or how much money you currently have, you can do ANYTHING! So chase after your dreams that you thought were impossible! I did. And I'm loving every second of it. I am going on an exchange to show and make others believe that just like when you were in Elementary School, anything is still possible. "She believed she could, So she did." And my journey is just beginning. —Doha*

*Service above Self; Rotarians this is why we do what we do!*

—Tony Burke, District Youth Exchange Chair





### 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

#### *Here is the Second place essay by Johanna:*

The "Four-Way Rotary Test" is an important concept for me to think about when making life decisions. The four questions I should ask myself each and every day are: Is it the Truth, Is it Fair, Will it build Goodwill and Better Friendships, and Is it Beneficial to all concerned?

It is always important to tell the truth. For example: I went to a coffee shop and ordered a hot chocolate. I noticed on the screen that my change was \$2.33 and the cashier gave me \$3.33. I gave the dollar back. I helped her because at the end of the day, they would've been off on their money count. You should also always tell the truth to your friends. Friends help you through anything so never lie to them. Your friends should accept you for you and not someone that is made up by all of your lies. When should you tell the truth? Always!

Is it really fair? I think it is fair that your older sibling can do more things that you can. Say my older sibling wants to go to the movies with friends but I can't. I think that is fair. You could just be too young to go with your group of friends. Another thing I think is fair is for you to pick who you can be friends with. It is important to feel happy with your friends. So the next time you think something is unfair, really think about it.

Are you showing goodwill or building better friendships? A way to show goodwill could be with a club or group you are a part of. My 4-H club likes to make tie blankets and give to a good cause. We go pick out fabrics, cut it properly and then tie them. Then we deliver them to the place we are giving them to. You could build better friendship by playing with someone new at recess. See someone lonely outside? Ask them to come play with you. This will not only make their day, but it will show that you are a good friend. This will show goodwill and make better friendships.

Are these choices beneficial to all concerned? When I'm doing something, I'll ask myself: "Am I doing something helpful or is it hurting someone?" Think back to all of my examples. It all helped someone in some sort of way. That's what you and I should make sure of before we do something and ask ourselves "will this not only be beneficial to me, but to others in the world?"

The "Four-Way Rotary Test" will help me strive to follow all 4 of these rules-Is it the Truth, Is it Fair, am I showing Goodwill or building Better Friendship, and Is it Beneficial to all concerned? I will try my hardest to follow these 4 rules but I'll make mistakes. The world will become an amazing place to live and have fun in if we all follow these rules.







### 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, 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

### Membership Secrets...Are There Any?

Many members attend membership seminars to try and find the secrets to membership recruiting. There truly are no secrets to recruiting, but there is the opportunity to apply a few very simple techniques.

For example, when you attend any community function, you have an opportunity to market your Rotary passion. As you meet new community members, you need to learn about their experiences, personality, and priorities so that you don't waste time talking about something that doesn't appeal to them.

Your words alone will not convince people to join Rotary. The more time you spend talking, the less time you will spend listening. The faster you talk, the more desperate you will sound. Give just enough information about Rotary to help excite the prospect to attend lunch or breakfast with you.

After your first contact, present an invitation to meet over a cup of coffee to discuss their interest in Rotary. This first meeting is the time to connect with your prospect and for them to connect with you. The fastest way to connect is to show a genuine interest in your prospect's life. Ask about their family and friends. Find the prospect's passion and interests. Ask about their career and educational background. See what other nonprofit or volunteer experiences they have.

Try to find out if they have the time to conduct service projects. Insure that you tell them the true cost of Rotary membership in dollars. It was always easy for me to avoid the truthful answer to exactly how much Rotary costs. I would tell them the weekly charges for the meal and even the annual dues. You do not do this to scare off the candidate, but to give a serious honest answer to their question.

When you show that you are interested in them, they will begin to show an interest in you!



**District  
Membership  
Counter:**  
**July 2015     1962**  
**July 2016     1979**





## 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/)

### Members Wear the Rotary Public Image That Works!

Patrick Plantenberg from D5390 in Montana retold this story to Public Image chairs in our Zone:

*In Montana, branding has been historically important. In Townsend, our community image branding we did about 10 years ago has never caught on. At our District Assembly in April at Fairmont, I purchased the new Rotary lapel pins in both the pin and magnetic versions for our club members. I have always been a believer in wearing my Rotary wheel style lapel pin wherever I go. Every once in a while, someone would ask "What does it say on your pin?" I have been wearing the new style Rotary lapel pin now for about two months and many people have commented: "Oh I see you're in Rotary!" or "What is Rotary?" They actually can read the word "Rotary" on the pins! This recognition is what branding is all about. Wear the new lapel pins proudly—and be ready with your "What is Rotary?" response!*



Use the new Rotary logos on all correspondence and social media. Visit the Rotary Brand center at <https://brandcenter.rotary.org/en-GB> to find example formats for press releases, letters, etc. And please forward any copies of press releases, newspaper articles, or social media postings.

Let your community know what your club is doing. Linda is available to speak to your club anytime about the Rotary brand and how we can give a consistent message and authentic voice to the public and our members.

—Linda Peterson at 605-341-5006 or email [Linda4Rotary@me.com](mailto:Linda4Rotary@me.com)

### 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



### 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

Rotary Sponsored Club



#### 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



## WAYS TO CELEBRATE THE ROTARY FOUNDATION CENTENNIAL

- Invite the community and news media to birthday party with a cake in the shape of a Rotary wheel. Light 100 candles!
- Sponsor a centennial walk/run or bicycle race open to locals
- Sponsor a INTERNATIONAL ROTARY DAY with area ethnic restaurants. Donate proceeds to Rotary and the local Food Bank
- Organize a Foundation alumni reunion with past Rotary Scholars, Group Study Exchange and Vocational Training Team members
- Stage a scavenger hunt for Rotaractors and Interactors to find clues about the Foundation at Rotarians' places of business
- Sponsor a Rotary Foundation information booth at a local event
- Hold a 100-hour service marathon for Rotarians and their families. Invite schoolchildren to participate
- Organize a seminar with local experts to discuss one of Rotary's six areas of focus
- Sell or distribute bottled water bearing a label promoting Rotary's water and sanitation efforts
- Develop a centennial district grant project such as tutoring at-risk students, promoting vaccinations or developing an anti-bullying program.
- Organize a Rotary community clean-up in a local park and recruit others to help.
- Or find a way to celebrate in your club and tell us about it!

## DEADLINE FOR DISTRICT GRANT APPLICATIONS IS JULY 31!

Find the Grant application on the District website. Send in to Ina Winter as indicated on the application file. See the June newsletter for more information.



Rotary 

TAKE ACTION: [www.rotary.org/grants](http://www.rotary.org/grants)

# CHOOSE THE BEST GRANT FOR YOUR PROJECT

**DISTRICT GRANT**  
Help a community  
Flexible short-term activities



**GLOBAL GRANT**  
Make a bigger impact  
Sustainable long-term projects & scholarships

