



## DISTRICT 5610 // GEARING UP

NOVEMBER, 2016 Volume 16, Issue 5

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## Would You Believe?

...a brief monthly message from DG Ed Jacobson





It has been an honor to visit each of your Rotary clubs. Your clubs are doing great things for their communities and beyond. Can we do even better? You bet! There are opportunities to improve around every corner.

Most club leaders cited "membership" to me as their #1 one concern. And most of you would love to see your club have more members July 1, 2017.

My challenge to you: **PLAN**. Start a planning effort to do something significant. Get every member involved. Challenge yourselves. Make history. When your members are excited about what you are doing, and engaged — **POOF** — no membership worries.

## 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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#### DISTRICT WEBSITE has downloads and calendar of events. www.Rotary5610.org

District Newsletter / Website needs your stories and events! 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.

www.facebook.com/groups/district5610/ Please send your club events/notices to Linda Peterson, for publishing! 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

#### **ALL CLUB BOARD MEMBERS POST ONLINE!**

**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 your Club website to match the databases.

#### NOTICE FROM RITO CLUB AND DISTRICT OFFICERS

Rotary has introduced several updates to the Club & District Administration pages that makes your administrative tasks easier:

Quick links: 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 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 are 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.

Sign in to My Rotary to review your club goals. If you have questions, please contact your <u>Club and District Support team</u> or contact rotarysupportcenter@rotary.org.

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

#### www.rotary.org/cds

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JULIE AUBRY | Coordinator 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 RLI After-HoursRotary

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

Register now at www.riconvention.org and get on the District bus!





## D5610 News // Atlanta Convention 2017



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

Cost per person based on double occupancy: \$2,027, single occupancy: \$3,156. Non-refundable deposit due by November 15. Price DOES NOT include registration for the Rotary Convention, please register and pay directly to Rotary for all Rotary events. Registration form available on the District website, or from Karen Gores at Travel Leaders, 1709 Sixth St., Brookings, SD 57006 kareng@travelleaders.com 605-692-6611.

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 – St. Joseph to Paducah, KY

June 10 – Paducah to Atlanta, GA

June 10-14 – Rotary International Convention, Atlanta, Ritz-Carlton in Buckhead Convention Hotel

June 15 – Atlanta to Nashville, TN

June 16 - Nashville to St. Louis, MO

June 17 – St. Louis to Council Bluffs, IA

**June 18** – Council Bluffs to home area



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

Register now at www.riconvention.org





Join the bus tour to the 2017 Rotary International Convention





Cost per person based on double occupancy: \*\$2,027.00 Single occupancy: \*\$3,156.00 Non-refundable deposit due by November 15, 2016

\*Price does not include registration for Rotary Convention. You must pay directly to Rotary for all Rotary events.

Send deposit to Karen Gores, Travel Leaders, 1709 Sixth Street, Brookings, SD 57006 (605) 692-6611



## D5610 News // Club Doings & World Polio Day



## **Bridges Against Domestic Violence**

This past summer Mobridge Rotary applied for a small district grant from the District specifically to paint and do some minor repairs to the Bridges Against Domestic Violence and was awarded \$175. Bridges was established in 1991 and the house was purchased in 1997. During the last fiscal year, July 1, 2015, through June 31, 2016, 20 women and children resided in the Bridges House for a total of 713 shelter days. To date this year the number of people staying in House from July 1 through August 31 is six women and children for a total of 372 days. It is necessary to remember that these women and children desperately need a place to go until they can begin to put their lives back together.



This project started as a Rotary grant project and Mobridge Rotary is very pleased with the number of people who joined in and helped with the painting and yard clean-up. Saturday, September 24, the painters started and got most of the upstairs finished and the job was finished on October 10. Theresa Hazel was in charge of the project. Hazel, along with Linda Meyer, Jan Sayler, Rosemary Shelley, Peg Wunder, Marlys Jundt, Cindy Moser, Jan Wales, Christine Goldsmith, Kay Gill, Tom Collignon, Risa Fryling, Cindi Volk, Diane Aas and Jean Belonigan comprised the painting crew. Comments such as "with all the people painting it was more fun than work." A current resident, a young boy ran upstairs at the end of the first day, looked in the upstairs bathroom, came back downstairs and announced "The bathroom is boo-i-ful!"

## Many District Clubs featured events on World Polio Day



Many clubs other clubs also hosted events or speakers.

Rapid City Mayor Allender proclaimed October 24 World Polio
Day Norm and Linda Peterson hosted an information table again.

Day. Norm and Linda Peterson hosted an information table again this year at the Rapid City Public Library on Saturday, October 22. Educating children passing by is a teaching opportunity about Rotary's efforts to eradicate polio. Mayor Mike Huether presented the Sioux Falls Rotary club Presidents with a plaque commemorating today as World Polio Day in Sioux Falls. Downtown Rotary board member Char Hofer spoke about polio and brought her mother, Shirley Hofer who is a polio survivor. Dr Paul Amundson, also a downtown Rotarian spoke at the press conference about the medical issues surrounding the disease.







## D5610 News // Zone 21-27 Institute

### **District Rotarians at Rotary Crossroads**

Twelve members of the District attended Zone Institute in Salt Lake City late October. Our District Governor string: Ed Jacobson, Steve Harrington, and Dave Lorenz attending their individual training sessions from Tuesday-Thursday. Steve Sikorski worked with the hotel and served as Sargent at Arms throughout the sessions. Linda Peterson assisted in Public Image training on Thursday, and attended all sessions. Shelli Masek, Dan Little and Ella Shafer were first time attendees in Emerging Leaders. Melanie Jeppesen and Sawyer Vanden Heuvel delved into Young Professionals leadership training. And finally, we sent two Rotaract members from SDSM&T - Corwin Coldman and Brenna Mollet.

Following are comments of their experiences.

Corwin and Brenna, Rotaractors: As a member who was new to Rotaract and a member who has been actively involved the past years, the Rotaract track at the Zone Institute was a great learning opportunity for us both. Through our experience in Salt Lake City, we learned the importance of active recruiting and are now equipped with the tools to do so. We look forward to implementing these tools and strengthening our Rotaract Club as a whole here at SDSMT. The highlight of our weekend was getting to meet RI President Elect, Ian Riseley.

**Steve Harrington, DGE:** The first two days were focused in the classroom learning the techniques and administrative requirements of a district governor. As one of 22 district governors within our two zones, we bonded together as classmates as we face the challenges ahead of us. We learned a great deal, but realized it was only the tip of the iceberg. There is so much we need to learn and develop on our own.

The third and fourth days involved breakout sessions, motivational speakers, and interfacing with Rotary international personnel. The evenings were devoted to dinner and great entertainment. Zone Institute is a most incredible and amazing experience. You actually meet with the leaders of this great organization. And you realize that goals and progress are made at the club level with each and every Rotarian. District governor duties include administrative, motivational, and inspirational leadership to make progress in our district. We cannot mandate success, success can only be achieved through inspiration. That is why every Rotarian should strive to see the big picture of this amazing organization called Rotary International.









# ROTARY SERVING HUMANITY

## D5610 News // Zone Institute (continued)





Linda Peterson, Public Image: Hayley Berlent, formerly with Sigle&Gage, expert researcher for RI on the rebranding excerpts: create a perception in people's mind about Rotary that is positive. Clarify our story for greater impact. Make it personal. Inspire action. Measure impact. Use the mission statement given by Rotary to create ads, repeat on social media, position statement on club and district websites.

Rotary has unique ability to see differently, think differently, act responsibly, because we bring different people and groups together to impact communities globally. For a new member, first show the community impact, once the person joins, emphasize the global impact. Show what we do with the money, impact, man hours. Change the "what" we do to WHY we do.

How to integrate the older traditional members with new modern member? That may be hard to balance or change. Try to create new or satellite clubs with a passport to visit older clubs. ((proposed idea to come.)

**Shelli Masek, Emerging District Leader:** We need to get all leadership together more, by utilizing technology. Zone Institute gives us the chance to meet and interact with employees of RI and those who have reached high positions of leadership.



Linda with a group of Public Image and PDGs from all over the Zone. We were front and center for the very moving flag ceremony!

The 50s-60s-70s dance brought out some cool dudes and mod girls! Even Elvis appeared and put on a great 50s-70s show!





# ROTARY SERVING HUMANITY

## **D5610 // Foundation Day**

## District Foundation Day – Saturday, November 5

Thirty-five Rotarians from District 5610 gathered in Chamberlain on Saturday, November 5th for a Foundation and Membership Day. Guest speakers included Ann Lee Hussey, a polio survivor and a true champion in the fight against Polio, and Phil Moss, who provided a ton of great material on improving membership and retention. There was a lot of focus on the Rotary Trilogy of Membership, Foundation, and Public Image. Attendees came away from the day with ideas that they can bring back to their club to help in all three of those areas!



District Foundation Chair Joe Mauss planned and directed Foundation Day activities. He told Rotarians it is important to register their club Foundation goals on the Rotary International website. He also showed participants exactly how the District is spending its Foundation dollars.



Zone Membership Cadre Trainer Phil Moss & District 5610 Trainer Nancy Moose prepare for the Foundation Day training session.



Ann Lee Hussey, a polio victim herself, has worked on 27 National Immunization Day efforts across the globe. "Polio eradication has put Rotary on the world stage in a major way," she told participants.



Moss encouraged Rotarians to plan projects at the club level with input from Public Image, Foundation and Membership committees working together to benefit the club in all three areas. Small group exercises proved to participants how valuable the approach can be.

## Rotary Foundation Raffle bigger and better!

We will once again be conducting a raffle to raise money for the Rotary Foundation. As in the past, we are asking for clubs to donate prizes, and the drawing will be held at PETS in the spring. Clubs have been extremely generous with prize donations in the past, and since this year is the 100th anniversary of the Rotary Foundation, we are hoping that clubs will be even more generous than usual when selecting a prize to donate. Club Leadership, please consider donating a prize for the raffle, and once you know what it is, send a description of the prize to Joe Mauss (joe.mauss@midco.com) so he can include your prize on the printed ticket and in promotional materials. In addition to the prize request, we will be making an announcement this year about a major prize that was donated by an extremely generous Rotarian! Watch future newsletters and emails for that exciting announcement!







## **D5610 News // Grants Report**

#### **November is Foundation Month**

November is Rotary Foundation month, and 2017 will be the 100th birthday of the Foundation. The Foundation was created in 1917 by Rotary International's sixth president, Arch C. Klumph, as an endowment fund for Rotary "to do good in the world." Its event-filled history is a story of Rotarians learning the value of service to humanity. You have all heard of Rotary's efforts to eradicate Polio. In addition to End Polio Now, the Rotary Foundation helps Rotarians do good in the world through its Six Areas of Focus:

PROMOTING PEACE FIGHTING DISEASE

PROVIDING CLEAN WATER SAVING MOTHERS AND CHILDREN SUPPORTING EDUCATION GROWING LOCAL ECONOMIES

That first gift that all started it in 1917 was for the amount of \$26.50. If you have never given to the Rotary Foundation, would you consider giving a gift of \$26.50 in this anniversary year? If you have given in the past, please consider increasing your gift by \$26.50 or more. If you have any questions about the Foundation, please contact Joe Mauss 605-610-5035. Thank you for your generous support of the Rotary Foundation!

#### 2016 District Grants Awarded

This year at the District 5610 Conference in Pierre, 11 clubs were recognized for their grant projects on Saturday, August 27th. This is the earliest District 5610 has awarded grants to participating clubs. It is also the first time that all awardees were present in one location to receive their checks. Grants awarded as follows:

Brookings	\$1,000	Tablets for STEM Classroom
Custer	1,000	Custer City Pageant Hill Picnic Shelter
Downtown Sioux Falls	6,350	Riverfront Rotary Park
LeMars	5,750	Haiti Student Scholarships
Madison	2,500	Healing Garden
Mobridge	175	Painting Shelter for Domestic Violence Victims
Omniciye	2,250	Community Assessment & Youth Birthday Parties
		on the Pine Ridge Reservation
Rapid City Rushmore	4,000	Mommy's Closet - Crisis Supplies for Children
SDSM&T Rotaract	3,280	Tanzania - Sanitation & Water
Sioux Falls North	3,868	Feeding Station for Perishable Foods
Sioux Falls West	1,000	CASA Promotion to Recruit Volunteers

With the \$300 assigned to grant program administration, a total of \$31,473 was distributed for the 2016 District Grant Program. We were able, for the third year in a row, to fully distribute all the DDF (District Designated Funds) within the district.



Left to right: Theresa Hazel, Mobridge; Bob Bohm, Sioux Falls West; Jeremiah Corbin, Madison; Shelli Masek, Sioux Falls North; Tony Burke, Downtown Sioux Falls; Reva Johnson, Brookings; Verl Scheibe, Custer; Carmen Hansen, Rapid City Rushmore; Tom Katus, Omniciye Satellite and SDSM&T Rotaract; John Schneider, LeMars; standing behind are the Spending Plan Committee Members of Foundation Chair Joe Mauss, Grants Chair Ina Winter, and DG Ed Jacobson.



















## **D5610 News // Effective Members & Projects**

## 7 features of a highly effective service project

By Richard Cunningham, Rotary Club of James River, Richmond, Virginia, USA, from Rotary Voices

We cannot expect to grow membership without engaging our members in service. RI President John Germ has stated this unequivocally and our club is taking that to heart.

Selecting the right project, therefore, is critical to the health of your club. Here's a few basic principles we've found to be true about service projects:

- Sweat equity is the single most vital aspect of our mission and one of our greatest strengths.
- Club leaders are responsible for both success and failure.
- Engaged Rotarians take responsibility for their own learning.
- Technology is important.
- Members should expect to serve.
- We need to recognize the volunteer resource represented by retirees, the self-employed, and non-working parents with time to spare.
- One-off walk-away projects do little to cultivate longer term engagement with Rotary.
- Hands-on projects provide opportunities for members to develop their leadership skills.
- Fund raisers are an important part of what we do, but there is much more to being engaged in Rotary.
- Rotary is more than being a member of a single club.
- Our Rotary Foundation is one of the finest vehicles for giving in the world.
- Club 501(C)(3)s are important to capture individual tax free donations in the USA. Setting one up is not expensive, and within the ability of club leaders.
- Rotaract, Interact, RYLA, and Rotary Leadership Institutes are important to our present and future.
- Most of us learn by doing.
- We need to watch out for the threat of status quo and board inertia.
- We need to say "yes" to good projects promoted by one or more of our members.
- Our ability to serve is proportional to the number of available volunteer hours.

With this in mind, we suggest any great project should have these seven attributes:

- 1. Involve several of the six Areas of Focus. Our most recent project dealing with eye care for underprivileged children relates to basic education and literacy; maternal and child health, and disease prevention.
- 2. Be interesting to as many professions as possible. For example, our latest project is of particular interest to medical professionals, educators, and community and political leaders
- 3. Benefit as many people in the community as possible. The bigger the better, as larger efforts will attract more media interest. By collaborating, you can engage small clubs in bigger issues.
- 4. Be affordable and grant eligible and pursue international partners. Collaborating with other clubs on district or global grants opens up opportunities for members to step into leadership roles and experience Rotary on an international scale.
- 5. Involve multiple age groups, including Interact, Rotaract, RYLA participants, and all generations from Baby Boomers on.
- 6. Address a major community issue and include a public image component that will stimulate local media interest and build relationships with media outlets.
- 7. Involve a long range vision for sustainability and focus on long-term relationships. A series of related projects is a great way to develop ongoing relationships and retain membership interest. Small projects grow into larger efforts this way.

We believe doing all these things develops a "Service Centered Leadership" culture which results in a sustained and sustainable membership growth environment.



## D5610 News // Membership



#### MEMBERSHIP DEVELOPMENT

Foundation Day in Chamberlain was a great opportunity to hear from not only a Polio survivor, Ann Lee Hussey, but also Phil Moss, who gave us great information on Creating Sustained Membership Growth and Retention by working as a Continuum Trilogy: Foundation, Membership and Public Image. You will hear more about the trilogy as a consistent message because it will be difficult to be successful with retention and recruitment without Public Image and Foundation.

Every month our Zone 27 hosts a webinar specifically on membership. They are excellent, providing ideas from other clubs and districts and includes time at the end for questions. It is on the third Tuesday of each month at 8:00 PM CT for one hour. Go to <a href="https://www.rotary2127.com/meetings/membership-matters-webinar-agendas-recordings/">https://www.rotary2127.com/meetings/membership-matters-webinar-agendas-recordings/</a> to listen to the recording of October's webinar and register for November.

There are other membership tools on the site. Click on "Grow My Club" and you will be taken to the all new Membership pages, including an updated tool box and information on the Cadre of Membership Specialists programs. This is an excellent resource.

— Carmen Hansen, District 5610 Membership Development Chair carmenhansen@rushmore.com 605-484-6056

## "Rotarians do not know what they do not know!" Opinion by District Governor Ed Jacobson

Past Rotary International Vice President Greg Podd has often said, "Rotarians do not know what they do not know." How true! It is one of the sad facts of Rotary life in most of the United States. If you are wondering what this is all about, you should be! What don't YOU know about Rotary?

While serving on the Board of Directors for Rotary International, Greg and Pam Podd were asked to serve as the President's Representatives to a District Conference in Taiwan. It was an experience they will never forget. Just one of the reasons: more than 90% of all the Rotarians in the District were present and participating at the Conference! That doesn't happen in America.

Rotary is an amazing organization. If you would like your membership in Rotary to mean more, to benefit you more, and to reward you more, consider taking the following three actions:

- 1. Research Rotary and what Rotarians are doing.
- 2. Attend Rotary meetings outside your own club.
- 3. Attend a District event within the next year.

And, if you are into shock therapy, sign up for the Rotary International Convention in Atlanta next June. There you will receive a pleasing jolt of Rotary reality.

At the club level, there is a very simple way to get on the Rotary growth curve: **volunteer!** Use one of your strengths to make your club stronger and more effective.

District Membership Counter: July 2015 1962 October 2016 1958



# Rotary Leadership Institute (RLI) PHILOSOPHY

"Having leadership skills does not alone assure good Rotary leadership. An effective Rotary leader must ALSO have Rotary knowledge, perspective about where Rotary has been, where it is now going and a vision of what Rotary can be."

# TRAVEL TO **DENMARK** WITH A **ROTARY FRIENDSHIP EXCHANGE**

WHEN: May or June of 2017 WHERE: Jutland, Denmark Rotary

District 1440

WHY: To see a beautiful country, to share our culture and learn about theirs, for great Rotary Fellowship

Contact: Pat Sutliff sutliff@midco.net





## D5610 News // Public Image // RI Call to Action

#### Join the social networks of Rotary-global and local!

www.rotary5610.org www.rotary.org www.facebook.com/groups/district5610/

### Bring your talents to promote Rotary!

Are you a supporter of Rotary's Public Image? Are you willing to add your talents and skills to increase awareness of Rotary throughout our District? We are expanding the Public Image committee to include the following 3 skill positions: video recording/conference tech support, social media content builder, e-club website administrator. All positions would work with the Public Image District chair. Training will be provided to explain the goals and tasks of each position. Of course, this is volunteering for club service, and no compensation is offered, except for approved material expenses. Membership in a club within D5610 is required, but place of residence is not important. Some travel may be necessary, and training may require time.

I have a great powerpoint on "Publicizing an Event" that I would be happy to present to your club or event committee. I also have website and social media training that will assist your club in using these digital tools. Please contact me to schedule! I will travel anywhere in the District to meet with your club.

—Linda Peterson at 605-341-5006 or email Linda4Rotary@me.com

## Rotary General Secretary John Hewko outlined Rotary's future

At Zone Institute, John Hewko asks us to rethink where we are and where we are headed. This is a brief description of his call to action:

- 1. **Polio -** 27 cases to date is lowest ever. We are close but we need to accelerate our efforts to finish. Fundraise, advocate with countries, implement more ground workers.
- 2. **Revised grant model -** make projects larger, scaleable, sustainable. Pool projects together with other districts. Gather funds from investments, Rotarians, other businesses/organizations, ask them to join us. Support and use this grant model more fully from all clubs and members.
- 3. **Membership** North America needs to grow to stay up at 35% of total. We are seeking the club experience, so it needs to be attractive to new members. Use the new flexibility to change clubs to suit their members. Get Rotaractors involved and add as members of local clubs.
- 4. **Public image -** messages and images in the new "People of Action" materials coming in January, will have tools for all of us to use. Need events to meet the public, messages to the outside, be thought leaders in our communities on projects needing long-term support.
- 5. **Rotary tools -** revised grant application, VTT and Scholar tools stay the same. Website will be refreshed. New publicity team will be working on cause marketing, partnerships with other organizations and businesses.





## **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 2nd chance alternative high school, Mitchell, SD St. Thomas More high school, Rapid City-Rushmore RC SD Bishop Heelan high school, Sioux City Club, Matt Ricke, Advisor

