From the District Governor

August is Membership and New Club Development month. It is the latter that I’m emphasizing this month because it is something that is not top of mind for most of us. When membership comes up, the discussions usually center around how we can gain, and retain, new members in our home clubs. While growing your club’s membership is a laudable goal — and we surely must add members to our clubs to be sure our club remains vibrant, and viable, it’s time to broaden our horizons — and our thinking.

Take a few steps back and look at your club. Is it inviting to young professionals? Does it emphasize hands-on projects. Does it have a good mix of young, old, female and male? Is it ethnically diverse? If your club falls short in one or more of these areas, it must change. It’s as simple as that.

In some of our clubs, that much change is difficult, if not impossible to achieve. That’s a clear sign that it’s time to consider other ways to bring new blood into Rotary. One way to do that is to consider forming a new club. A new kind of club. Maybe it’s a satellite club, maybe an E-club, or maybe a hybrid club — a club that is different than what we’re used to.

Today’s young people aren’t joining clubs. They are buying into an experience. And they are looking for an experience that is fulfilling, but not overwhelming. An experience where they can work to make their communities and the world a better place without hindering their careers.

Rotary can offer them all of that, and more. Young professionals can take advantage of leadership training with programs like Rotary Leadership Institute. They can expand and enhance their professional networks, while capitalizing on relationships with Rotarians who are experienced professionals. They will inevitably gain project management and public speaking experience. These are all things that will go on their resumes and help, rather than hamper their careers.

And, we need to do our part. We need to tell our story. We need to give them an opportunity to be the inspiration for their communities, the world, and themselves. Yours in Rotary, DG Jim Cupper
“Joining Rotary was one of the best decisions I ever made!” People around the world express this opinion every day.

Explore the “Why” of Rotary in a conversation at this year’s

District 6360 One Rotary Summit!

Date: Saturday, September 15, 2018
Time: 8:30 a.m. Coffee; Program 9:00 – 12:00 noon
Place: First United Methodist Church, 212 S. Park, Kalamazoo, MI (downstairs)
Cost: FREE!

This session is designed for new and experienced Rotarians to come together and share in the discussion about, Rotary’s Public Image, Membership, and Foundation opportunities. As a participant you will...

- Be prepared to answer the question, “Why Rotary?”
- Be inspired to build membership, enhance public image, and do humanitarian service through The Rotary Foundation
- Understand the value of being a Rotarian
- Be inspired to be a part of Rotary’s Public Image campaign, People of Action
- Be the Inspiration, living out Rotary’s theme for 2018-19
- Take home a One Rotary Toolkit for use in your club

To attend, please register online at www.DACdb.com

For help with registration, please contact District Administrator Ingrid Nova at 517-604-6360 or Rotary6360@gmail.com
A Brief Message from Your District Public Image Chairman

One thing I’ve learned in the past year is there is a symbiotic relationship between Public Image and Membership. We cannot attract members if they don’t know who we are, or what we do. I urge you to learn as much as you can about Rotary, and we need to do a better job of educating ourselves at meetings and bringing new members up to speed.

Last year, RI President Ian Risely made Public Image part of his yearlong efforts. In reading new RI President, Barry Rassin’s first editorial in THE ROTARIAN, (which you should be getting and reading!), it’s apparent his focus will be on membership! Rassin said: “We aren’t growing, and our membership is getting older. We have too many clubs that don’t have the knowledge or motivation to have an impact; clubs that don’t know what we’re doing on a global level, clubs that don’t know about our programs or our Foundation, that don’t even know how to get involved. And with a membership that is still mostly male, we clearly aren’t doing enough to become the organization of choice for women who are seeking to serve.”

Pretty powerful words! Words we need to think about and act on. I am committed to spreading the word about Rotary, but it takes all of us to be Rotarians, not just club members. I urge you to strive to incorporate Rotary’s ideals into your business and personal lives and help spread the word on how great an organization we belong to!

We cannot expect one person to be the “salesman” for Rotary and we cannot place the full responsibility for growing our clubs in a Membership Chairman. As District Public Image Chairman, I can introduce you to ideas to promote your club and events, and attract new members. I urge you to visit Rotary’s Brand Center, www.rotary.org/brandcenter and become familiar with it. There you will find lots of templates, ideas, and resources to promote your club and systematically attract new members to Rotary.

The Public Image Committee looks forward to helping each District Club spread the message about Rotary and help you build our membership.

Yours in Rotary, T. R. Shaw, Jr., Cereal City Sunrise Rotary Club
NOMINATIONS WANTED:
GOLDEN TROWEL AWARDS

Do you have someone that has made a significant contribution to your club’s project and is NOT a Rotarian? How about thanking them by nominating that person(s) for the

Rotary District 6360 Foundation Golden Trowel Award?

Rotary District 6360 Foundation annually awards up to four (4) Golden Trowel Awards to non-Rotarian individuals or groups who have made a major contribution to a Rotary project. The award will be presented at the Annual RD6360F Recognition Banquet on

**October 23, 2018**

at the Walldroff Brewpub & Bistro, Grand Ballroom, 3rd floor.

- The nominee must be a Non-Rotarian
- The nominee may be a person, non-profit organization, business, church, group of individuals, or government agency
- The nominee must have made a significant contribution to a specific Rotary sponsored project/event

Please contact District Administrator Ingrid Nova for a Nomination Form.

Mail or e-mail (preferred) a copy of this form by **September 14, 2018** to

**William E. Dimond**, District 6360 Foundation Trustee, 6240 Nantucket Lane, Kalamazoo MI 49009

Home: 269-375-1504 Email: bill3127@aol.com

*Late applications will not be accepted*

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Rotary Leadership Institute –

*Sign Up Today!*

The next RLI training is Oct. 27 in Tustin, MI (Oct. 20 cancelled). For details and registration, go to www.rligreatlakes.org. **RLI is the best Rotary engagement tool we have! Cost remains only $75 so sign up today!**
South Haven Pancake Breakfast Success

For the 46th consecutive year South Haven Rotarians will be flipping pancakes at the National Blueberry Festival Fly-In Breakfast and Car Show on Sunday, August 12 from 7 a.m. to noon at the South Haven Regional Airport, County Road 380 east of M-140. In addition to an all-you-can-eat breakfast of pancakes, eggs, sausages and beverages there will be plenty to do at the airport including balloon and helicopter rides, displays of vintage autos, and several antique airplanes. Cost is $8 for adults and $5 for children under 12. Last year the South Haven Rotarians served nearly 1,500 breakfasts.

District Governor Visits

IN PROGRESS NOW!

The official District Governor visits to each of the 55 clubs in our District started in early July. Remember, another program should not be scheduled on the same day as a DG visit. DG Jim Cupper would also like to meet with your Board before or after the meeting so please plan accordingly. Not sure when he’s coming? Contact Ingrid Nova, District Administrator at 517-604-6360 or at Rotary6360@gmail.com

Photo, right: District Governor Jim Cupper shares his DG message at the Climax Rotary Club. The new Rotary theme for 2018-2019 is “Be the Inspiration!”
Rotary District 6360 Welcomes New Youth Exchange Chair Allison Hammond

As of July 1, 2018, Allison Hammond, member of the Kalamazoo Rotary Club, became the RYE District Chair. She agreed to volunteer for this position following an especially rewarding experience as a Host Parent to Sarita Nieminen from Finland in 2016-2017. Please feel free to contact her at 269-217-2205 or allehamm@gmail.com if you want to join in the fun of making RYE in District 6360 build a new committee and grow the program.

**At this time, the RYE District Committee needs a Secretary, Inbound Chair, Outbound Chair and Youth Protection Officer. If you would like more information about the volunteer positions contact Allison, District Governor Jim Cupper or District Governor Elect Margie Haas.**

RYE is a critical part of the work of Rotary International as a way we take action toward world peace. Join us to make this a meaningful experience for all involved from the students, to the host families and to Rotarians! We hope to hear from you soon!

South Haven Rotarians Helped at the July 4 Parade–Thank You!
2018 RYLA Huge Success

By Luke Froncheck, Contributing Writer of the Hastings Reminder

Some 60 southwest Michigan high school students with unfamiliarity with one another stood inside the main building of the Battle Creek Outdoor Education Center Friday, July 13, and recited the Rotary four-part test. Each student was funded by his or her local Rotary Club. Delton Kellogg teacher Connie High was the mastermind behind the whole weekend. She took over the camp this year. “I hope to give you all the grit to keep pushing on, no matter what obstacles you face,” High said. Throughout the weekend, students were faced with a number of tasks and challenges. The first night, campers met the people they would work with the rest of the week, and were faced with developing a project to be presented at the conclusion of the camp. The campers were split into four groups and then tasked with selecting a problem facing the world today and figuring out a solution to that problem.

The second day of camp brought a new level of bonding and education in societal values for the teens. The first event was team building, tasking students with fitting the entirety of their group on a small wooden square, walking as a unit on a set of giant-sized skis, and transporting a foreign liquid through an obstacle course to another bucket using only strings attached to a metal bucket. Each of these separate challenges brought the teams together, pushing them to work not as individuals but as one unit. The obstacles also saw leaders arise from the masses driving the groups to success. The real highlight of the camp came to fruition during the closing ceremony when the four groups presented their projects and solutions. The Blue group gave a presentation on the difficulties autism can have on a person's life. The group highlighted the challenges people with the condition can face by playing distracting music during a portion of the presentation. The group’s solution was the idea that all people deserve to be accepted in everyday life as well as bolstering self-worth of others, in general.

The Green group performed a skit on the dangerous effects of sleep deprivation and how not getting enough sleep can poorly affect one's behavior. A story was shared of a high school student who fell behind in school and sports due to lack of sleep. The solutions the group gave were going to sleep at a decent hour as well as seeking help if a person truly cannot go to sleep. The Red group explained the dangers that plastic straws can have on the environment. The group gave information on the deadly effects the trash can have on animals, along with highlighting the waste straws produce. The group spoke on an initiative to ask businesses to provide straws only if customers request them. Buying reusable straws was also an option that the group spoke on. The Yellow group closed the ceremony with a presentation on the dangers of mental illness. Three of its members told of experiences dealing with mental illness and the problems that can develop with the condition. The group made it clear that help is available, repeating the number for the national suicide hotline several times as well as listing other resources for those who may feel lost or hopeless. Great job to all participants!!! A BIG THANK YOU for all the organizers and volunteers!!
A lot has changed since The Rotary Club of St. Joseph-Benton Harbor - originally called the Twin City Rotary Club - was founded in 1918. For the St. Joseph-Benton Harbor members, celebrating their 100th anniversary this year, that means “service above self,” the motto of the organization founded in 1905.

People who are looking for hands-on projects that benefit communities here and around the world can find them through Rotary, “no matter what your passion,” said Emily Kirchner, who works on public relations and other activities. That has included sponsoring track meets, scholarships, mentorship programs and student exchange programs, to providing clean water and eradicating polio around the globe.

The St. Joseph-Benton Harbor Rotary Club recognized its milestone last month with a banquet that hosted Rotary International President Ian Riseley, from Australia. Dr. Stuart Boekeloo, a past Rotary president, compiled a history of the local club, which was granted a charter on June 1, 1918. The effort was launched earlier in the year with a luncheon attended by Rotary International Founder Paul Harris and St. Joseph residents Mitchell Willis and Guy Weaver.

Willis and Weaver later gathered nine men for lunch at The Whitcomb Hotel, a group that grew to 16 participants. The club’s first president was Ray Davis. The membership fee was $10, annual dues were $5.20 a year and dinner cost 75 cents.

In 1958 the club sponsored its first track meet, an event that has continued for 61 years, becoming the largest track meet in the state and attracting hundreds of student athletes from high schools throughout Southwest Michigan. In 1977 a track meet scholarship committee was formed to assist four graduating seniors from Berrien County.

A major change came about in 1987 as the U.S. Supreme Court considered a case involving the membership of women in Rotary. The issue came about through a California Rotary club whose charter was revoked in 1977 after it accepted women members. By 1995, the club had its first woman president, Donna Probasco. Several women presidents have followed, including Wendy Edwards, president-elect for 2018-19.

In 2003 another major initiative surfaced when Charles Jesperson, Terry Allen and Dick Laney who came to be known as “The Water Boys” launched an effort to raise money for biosand filters for wells in villages in the Dominican Republic. The initial effort purchased 400 filters that provided safe drinking water to almost 6,000 residents.

Jesperson noted that the original $2,500 investment by the club was later expanded to a $2 million grant. The project was adopted by the group’s Interact Club for high school students, which was started in 2012, and was expanded to include donations of books, supplies and school furniture, and tutoring for children and adults. The Interact Club started with 60 students, and has grown to include more than 300 participants in four high school clubs and two middle school clubs.

Promoting diversity and providing activities for new members will be important to Rotary’s future, Kirchner said. **Congratulations to the Rotary Club of St. Joseph-Benton Harbor!**
District 6360 Outbound Students win Central States Shoemaker Scholarships!

Two Rotary Youth Exchange Outbound students from District 6360 have been awarded the 2018 Robert W. Shoemaker Jr. Scholarship Award in the amount of $1,000.00 each!! Ten students from Central States Rotary Youth Exchanged received the scholarship. Central States Rotary Youth Exchange is made up of 19 districts to coordinate the Inbound and Outbound exchanges.

Lilianna Fofana-Robinson (photo at left), sponsored by Battle Creek Rotary Club, has been assigned to Denmark. She is interested in studying architecture, saying it’s a blessing that she is going to a country known for architecture and design. This exchange is just the first step in her international travel as she plans to study abroad during her college years also. She said part of her urge to travel is inherited from her mother. Lilianna said she always has enjoyed listening to her mother’s stories of her own travel experiences. She is “honored to be an ambassador” of Rotary Youth Exchange and plans to take that responsibility seriously her year on exchange.

Unity Heim (photo at right), sponsored by Charlotte Rotary Club, is honored to have the opportunity to spend a year in Germany. Unity said it also gives her confidence. She expects to have plenty of “New.” New food. New school. New people. New friends. New language. “All new things are wonderful and scary,” she points out, but plans to transfer those fears into something bigger with value and appreciation. She expects to have great appreciation for the people, who allow her into their lives. She is excited to think her perspective on many things will be rebirthed into an understanding that only an extreme experience like Rotary Youth Exchange can provide.

Please keep Lilianna and Unity in your thoughts and prayers as they leave soon for a year of incredible experiences.
SCRAMBLE FOR SCHOLARSHIPS
September 10, 2018

EAST LANSING ROTARY CLUB PRESENTS

SCRAMBLE FOR SCHOLARSHIPS
September 10, 2018

A BENEFIT OUTING TO SUPPORT COLLEGE-BOUND EAST LANSING HIGH SCHOOL SENIORS

In 2018, five deserving seniors shared a total of $9500 in Joe Gross Memorial Scholarship funds.

Since its inception, this annual golf outing has generated well over $125,000 in college scholarships for East Lansing High School seniors.

Please help us continue this effort to support the dreams of this year’s outstanding members of the class of 2019.

EAST LANSING ROTARY CLUB
www.EastLansingRotaryClub.com

GUARANTEED
Closest-to-the-Pin Winners
GREAT PRIZES!
On All Par 3’s

TEE & GREEN SPONSORSHIPS
$100 each
DONATE A PRIZE
Contact Bob Page
517/347.6990 or robann@msu.edu

SCRAMBLE FOR SCHOLARSHIPS 2018

LOCATION
Timber Ridge Golf Course
16339 Park Lake Road

GOLF WITH US!
Four-Person Scramble
Monday, September 10, 2018
1:30 P.M.

SHOTGUN START
6:00 P.M.

DINNER AND AWARDS

ENTRY COST
$100 Per Person
$500 Foursome and Sponsor

CALL TIMBER RIDGE
517/339.8000

OR SEND NAMES AND CHECKS TO:
East Lansing Rotary Foundation
2018 Scramble for Scholarships
P.O. Box 4205
East Lansing, MI 48826
The **2019 District Conference** will be held at beautiful **Mission Point Resort & Conference Center** on **Mackinac Island**!

**May 16-18, 2019**

Make it a mini-vacation for you and the family. Discounted room rates will be available three days prior, and three days following the District Conference. Great Speakers, Fun Activities & More!

*Package and Registration Information Coming Soon!*
Congratulations to Last Month’s Winner!

Tim Walling of the Grand Ledge Rotary Club won last month’s prize drawing—Congratulations! This time the phone was hidden on page 2 in Chris Cupper’s earring! Where could it be this month?? Every month I will ask you to find the Rotary phone hidden somewhere in the newsletter.... It will look like the one below (that’s not the one hidden!), but it may be any size or color!!

If and when you find it, email or call to tell me where you found it and you will be entered into that month’s drawing for a “wonderful prize!!” Have fun and happy hunting!!

Ingrid Nova, District Administrator
517-604-6360
Rotary6360@gmail.com

Upcoming Deadlines, Dates & Events...

- August 11, 2018—Staff Meeting & Board Meeting, Richland Area Community Center, 8:30 AM
- August 24-26, 2018—District Youth Inbound Orientation, Details Soon!
- September 15, 2018—One Rotary Summit, Richland Area Community Center, 8:30 AM
- October 20, 2018—RLI, Detroit/Windsor
- October 23, 2018—District Foundation Awards Dinner, Walldorff Restaurant, Hastings, MI
- November 10, 2018—Staff Meeting & Board Meeting, Richland Area Community Center, 8:30 AM
- January 26, 2019—Staff Meeting & Board Meeting, Richland Area Community Center, 8:30 AM
- March 14-16, 2019—Great Lakes Rotary PETS, Kalamazoo Radisson—Mandatory for all PEs
- April 13, 2019—Staff Meeting & Board Meeting, Richland Area Community Center, 8:30 AM
- May 16-19, 2019—2019 District Conference, Mission Point Resort, Mackinac Island

Don’t Forget to Check the Calendar on www.DACdb.com!
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Totals, Net Gain, Avg Attendance:
55 of 57 clubs reporting
2580  2469  -111  -16  3.82  62.06%