



D6690

APRIL  
2012



## DG BRENT'S BRIEFS

### It's Not Just About Numbers

When I assumed the role of District Governor last July 1, my number 1 goal was to revitalize, strengthen and grow our clubs. Most notably I wanted to encourage our clubs to feel free to change and even take risks – adopt new projects, abandon projects or programs that were no longer popular with the club, look at alternative meeting times and days, add social and networking events, and other changes. The goal was not change for change sake, but to help Rotary and our clubs evolve, and become more relevant to the young professionals who will be the Rotarians of tomorrow. The simple fact is membership in our District, like all Rotary in the US, had been shrinking. This wasn't because we weren't bringing in new members – we were inducting as many new members as before - but because we weren't retaining the members we had. Simply stated, our clubs were not giving members what they wanted out of their Rotary experience, so they quit.

We started the Our Members Are Our Customers program – a “members first” approach to club operation that emphasizes whole club excellence and (hopefully) replaces the old Rotary way of “fit into our box.” We emphasized the fact that the Rotary traditions are nice and we should be proud of them – but they should serve us, not vice versa. So if a tradition keeps us from bringing in good Rotarians or gets in the way of our mission, *change or eliminate it!* In short we have been asking clubs to take a top-to-bottom look at themselves and if necessary re-create the club into what the members want.

I am pleased to report that we have reversed the trend and are growing again for the first time in several years. Many of our clubs have not only grown significantly, but have experienced a great resurgence in service activity and enthusiasm. Many of our clubs have added monthly social meetings and networking events, tweaked their meeting schedules to accommodate members who may not be able to make the scheduled time, become more lenient on attendance and makeups (see the article “RI Board Votes to Eliminate Attendance Requirement”), and started granting leaves of absence instead of allowing members to leave for “business obligations.” I, DGE Mike and DGN Bart both approve of and encourage these and other changes. Clubs that have tried these are experiencing growth and increased levels of service and activity.

We've just begun. DGE Mike will be building on what we have started this year and has asked me to serve as Membership Chair next year, which I will gladly do. We have a way to go to help our clubs shed the “oldthink” that holds us back, and start seeing the possibilities and growth that come with smart change. Each club is different and has its own culture. But every club can benefit from the Our Members Are Our Customers concepts. By the time you read this, the District Assembly will have passed and we will be preparing for District Conference (see my other article on that as well!) and the start of a new Rotary year. We will have sessions on Our Members Are Our Customers at District Conference as well as at the Membership Seminar which will be held next September 29. And I will be available to assist your clubs in this as well. Be sure to attend these events and call on us to assist your club.

The bottom line is this: **The world we serve needs a strong and active Rotary. This effort isn't just about us. It's about being able to fulfill and grow our mission of Service Above Self to a world which desperately needs the help, hope, and opportunity only Rotary can provide!**

RI President-Nominee Ron Burton attended Columbus Rotary's 100th anniversary luncheon March 5, and is seen here with Diane Lease, Club President.

Reach Within to  
Embrace Humanity



### APRIL MAGAZINE MONTH

- 28<sup>th</sup> - Chicken Barbecue (Byesville)
- 28<sup>th</sup> - Poker & Euchre Tournament (Canal Winchester)

### MAY DISTRICT CONFERENCE MONTH

- 6<sup>th</sup> - Golf Outing at Wildfire, New Concord (Byesville)
- 6<sup>th</sup> - Rotary International Convention, Bangkok Thailand
- 18-19<sup>th</sup> - DISTRICT CONFERENCE
- 25-28<sup>th</sup> - Field of Heroes (Westerville Sunrise)
- 25<sup>th</sup> - Club Public Image Grant Requests DUE

See [www.district6690.org](http://www.district6690.org) for details on these events and to add yours!





Congratulations are in order to Assistant Governor Randy Davies, who has been selected as D6690's District Governor Nominee Designate. This means Randy will serve as our District Governor in 2014-15! Randy is a member and Past President of the Rotary Club of Chillicothe First Capital. He has served our District as Assistant District Governor for the past three years. He is an energetic and enthusiastic "hands on" Assistant Governor whose encouragement and dedication have been of immeasurable help to the clubs he has served. Randy's lovely wife and our future First Lady Kristi is also a valued member of the Chillicothe First Capital Club. Both are Paul Harris Fellows and strongly support both the club and the District. With District Governor Elect Mike, District Governor Nominee Bart, and now DGND Randy, our District is in excellent hands for the next several years. Let's all congratulate DGND Randy and Kristi for agreeing to take on this tremendous responsibility, and wish them all the best!!



## DOES THIS SERVICE PROJECT FIT YOU?

# FIELD OF HEROES

On Memorial Day Weekend, a spectacular visual display of 2,500 American Flags will be displayed across from the Westerville Community Center on Cleveland Avenue in Westerville. These 3' x 5' flags will stand 8 feet tall in perfect rows and columns across a field of green.

The Field of Heroes is an opportunity for our community members to honor their personal heroes - whoever they are... a family member; a friend; a veteran; a member of the armed services; a favorite teacher; a police officer; a firefighter or any other person who has made an impact on their lives.

The Rotary Club of Westerville Sunrise invites the community to join them in showing support for our heroes. Flags that will stand proudly in the Field of Heroes are purchased in advanced. After the Memorial weekend, the flag is given to its sponsor to keep, or it can be shipped to the hero or donated to a charitable organization supporting active military, veterans, public safety personnel or their families. This is an opportunity for us all to come together as a community to remember, to honor, and to heal. For more information, check out the website: [www.fieldofheroes.org](http://www.fieldofheroes.org).

## NO MORE ATTENDANCE REQUIREMENT?!

In January, the Board of Rotary International voted to amend the Manual of Procedure to totally eliminate the attendance requirement. This is not an immediate change, however, as the Council on Legislation, which meets next year, must approve such a change. The COL acts on its own and the Board's resolution is not binding on it. And the COL tends to be a rather conservative body, so many doubt it will approve the measure.

However, in my view, the handwriting is on the wall and it is inevitable that the attendance requirement will be history within a few years. To which I for one say, "it's about time." I agree with one of the speakers at the New Orleans RI International Convention who rightly asked, "Why should a supposed service organization be so obsessed with meeting attendance?" Good question indeed.

Now don't get me wrong. I believe meeting attendance is very important for clubs, and the health of a club is directly tied to its attendance and membership growth numbers. If your club's attendance is poor it is for a variety of reasons: an uninviting atmosphere, boring programs, etc. that indicate a need for the club to evaluate itself and change. When I told a group of club presidents elect in Illinois about the Board's action, one asked how, without this "stick," they can keep members coming to meetings. I replied that if you need a "stick" the club is in a

world of hurt. If the only reason members come to the club is because of an attendance rule the club desperately needs to retool from top to bottom.

I don't believe our members should attend meetings because of a rule. I believe our members should attend because they are excited about the club's mission, because they want to be with their friends, and because they feel it's a great use of their breakfast or lunch (or even dinner) hour. *Nobody* joins Rotary to go some place to eat – they join to accomplish something or to have needs met. If those needs aren't met, they stop coming and eventually quit. Our clubs should *attract* both members and potential members, not use a club to beat them over the head to attend.

My current perfect attendance streak is 10 years, which pales in comparison to the 50+ year streaks many of our Rotarians have. I have been a Rotarian for 20 years. For the first several years my attendance, while within the rules, was far from perfect. My attendance picked up when I became active and engaged in the club. In other words, threats to hit someone over the head with a rule book don't work. What promotes attendance is an active and attractive club and members who feel a sense of ownership because of their involvement.

- DG Brent Rosenthal

FIELD OF HEROES  
MAY 25TH - MAY 28TH, 2012







## THE SPOTLIGHT IS ON: PAST DISTRICT GOVERNOR ROGER VIERS (Coshocton)

PDG Roger served as our District Governor in 2000-01. At the time, Roger was a long-time member and past president of the Gahanna Rotary Club. That year, the RI President was Frank Devlyn of Anahuac in Mexico City, Mexico and the RI theme was: "Create Awareness Take Action." There were 54 Clubs in our District and he held his conference at Deer Creek State Park.

PDG Roger is proud of his Strategic Planning Committee which under the leadership of Bob Coco (Westerville Sunrise) produced the D6690's first Long-Range Plan. His most embarrassing experience was at the District Conference when the entertainment on Friday and Saturday night s went well over the time allotted, causing the Hospitality Rooms to have a late start. He was so impressed with the variety of fund raisers and great projects throughout the district. Large, small or in-between every Club was **TAKING ACTION** to address important community needs!

# APRIL IS NATIONAL DONATE LIFE MONTH

Last year more than 28,000 men, women and children in the U.S. received a life-saving organ transplant and 1 million more received a healing tissue transplant. Their lives were saved or enhanced due to the generous nature of caring strangers. Unfortunately, more than 113,000 Americans need a life-saving organ transplant, while thousands await a healing tissue transplant.

April is National Donate Life Month, a perfect time for us to reflect on the difference we can make as registered organ, eye and tissue donors. One donor has the potential to save eight lives through organ donation and heal up to 50 more through tissue and eye donation. Organs that can be donated include heart, lungs, liver, kidneys, small intestine and pancreas. Tissues include heart valves, bones, tendons, ligaments, fascia, veins, skin, nerves and corneas.

Donor family member, Laci Thomas, knows how important registering to be an organ, eye and tissue donor can be:

*On June 13, 2009, exactly 15 weeks before our wedding, my 22-year-old fiancé, Danny Thomas, was killed in a motorcycle accident. Danny and I were high school sweethearts. He was an amazing man, father and friend with a huge smile and a heart of gold. The previous October, we went to renew Danny's license and he told me he wasn't a registered organ and tissue donor. I told Danny, "That is THE most ignorant thing I have ever heard in my life! Do you think that if you are dead you need those organs?" Then I walked away and went to the car to wait for him to finish renewing his license. When Danny got in the car, he handed me his license. There it was, that tiny red heart and those 3 words that are so powerful: Ohio Organ Donor. I hugged him and his smile was too hard to hide. Eight months later, Danny was killed on his way home from work. He left behind a fiancé, our two-year-old daughter, parents, a sister and so many more family members and friends. When I think of how much it hurts that he is gone the pain is almost unbearable, but then I think of the lives he improved because he was a tissue and eye donor. Although nothing can take the pain of the loss we have suffered, I try to remember that there is so much more than us and our loss, so many people out there who could be saved just by spreading the word about organ and tissue donation.*



There is no greater gift than the "Gift of Life." By registering your donation decision, just like Danny did, you provide hope to the more than 3,400 Ohioans waiting on a life-saving organ transplant. Although the need is great, myths and misconceptions prevent many people from registering. Here is the truth about donation:

- ♦ Anyone of any age can register to donate organs and tissues.
- ♦ Even people with health conditions (diabetes, cancer, etc.) can still register their decision to donate. Medical professionals will determine what can be donated at the time of death.
- ♦ All major religions in the U.S. support organ and tissue donation.
- ♦ Your status as a donor will never compromise your medical care. Only after every effort to save a life has failed is donation considered. In fact, medical personnel and first responders do not have access to the Ohio Donor Registry.
- ♦ There is no cost to a donor's family or their estate for organ and tissue donation.

To register as an organ, eye and tissue donor, log onto [www.lifelineofohio.org](http://www.lifelineofohio.org), say 'yes' at the Bureau of Motor Vehicles when asked if you want to be an organ, eye and tissue donor or fill out and mail in a donor registry enrollment form (available by contacting Lifeline of Ohio).

Additionally, Lifeline of Ohio offers **free** educational presentations and materials promoting donation for professional, civic, church and social organizations, as well as elementary through college level school programs. These programs are offered year-round as a community service and are customized to meet the objectives of the particular audience. To obtain printed materials regarding donation, donor registry information, or to schedule a program please contact Lifeline of Ohio at 800.525.5667. For more information on how your Rotary Club can get involved in promoting donation please contact Kathy Warhola, regional representative for Lifeline of Ohio, D6690 Organ Donation chairperson and Cambridge Rotary member by calling 800.525.5667 (ext 344) or by e-mailing her at [kwarhola@lifelineofohio.org](mailto:kwarhola@lifelineofohio.org).



## MEMBERSHIP MINUTE

Sharing ideas sparks new approaches to retaining and attracting members.

Membership Chairs and any Rotarian in D6690 can post comments at [www.grow6690.org](http://www.grow6690.org). Key in the site name or access it from our [www.District6690.org](http://www.District6690.org) home page under the Membership tab, then Membership Blog.

Just click "**Register**" the first time and a password will be sent to your email. Then you can post responses and suggest membership topics.

We hope to register a couple Rotarians from each club by June 30! Do it now!





14th event and the cast was the club members. In addition to providing entertainment, great camaraderie and needed respite from the day-to-day duties of running a Rotary Club, the event benefitted the club's water project in Ghana and the local food bank. It was a fabulous evening! Perhaps YOUR Club could benefit from trying a FUN event such as this one!

## A magnifying glass with a dark handle and frame is positioned over a red ink fingerprint. The fingerprint is a clear, detailed impression of a human finger, showing distinct ridges and valleys. The magnifying glass is angled, with the lens centered over the fingerprint, and its handle extends towards the bottom right corner of the image. The background is plain white.



All the best,  
*Brent and Sylvia*





# Group Study Exchange - KOREA



## VOCATIONAL SERVICE

It's still not too late to initiate new 2011-2012 Rotary Vocational Service (RVS) projects before the end of this Rotary Year. In June 2011, each incoming D6690 Club President received a list of some 30 RVS project ideas for their consideration. There are projects for elementary, middle school, high school, university and those new-to-the-workforce-again mature professionals who find themselves looking for opportunity. Please remember that, in order for your club to qualify for the DG's Award, the club must have undertaken a *minimum of four RVS programs this year*. Think of it as a smorgasbord of opportunities from which your club can help itself. If you would like a copy of the 4-page RVS outline of potential projects, please email Doug Barno, D6690 Vocational Service Committee Chair, at [dsbgroup@windstream.net](mailto:dsbgroup@windstream.net). An electronic write-up will be sent to you within a day!



IPDG Calvin Gebhart and DG Brent flank team members Juli Six, Marisha Hall, Caitlin Albany, and Kirk Irwin, with Team Leader Rotarian Walter Lundstrom of Westerville Sunrise as they prepare to board the plane that took them to South Korea.



## SEE THE WORLD

A beverage company once aired a commercial that said, "I'd like to buy the world a 'soda' and keep it company!" The idea was that we could experience the wonders of the world. It dawned on me that Rotary International has given us the opportunity to relate to the world at large through Rotary.

Rotarians who attend the Rotary International Convention fully experience the excitement and splendor of the gathering of Rotarians from around the world. The costumes, the flags and the smiling faces from fellow club members is truly inspiring.

Embrace Rotary today. Be glad that you are a part of such a life changing organization.

D6690 Chaplain  
James H. Meacham



## BEWARE OF SCAMS!

A new email scam has been targeting Rotarians, purportedly seeking contributions to the Rotary Foundation. Please do not respond to these! Neither Rotary International nor the Rotary Foundation seek monetary contributions by e-mail! For further information, go to:

[www.rotary.org/en/Members/GeneralInformation/Announcements/Pages/scam\\_ann6March08.aspx](http://www.rotary.org/en/Members/GeneralInformation/Announcements/Pages/scam_ann6March08.aspx)



## THE RYLA COUNTDOWN IS ON!



July 19-21, 2012 - OU Athens:  
District members needed  
for support of the 2012 D6690  
RYLA Conference:

### Volunteers

• **Facilitators** – Group facilitators are needed to lead the student sessions through the established curriculum. Facilitators should enjoy working with young adults and have experience with group learning and facilitating group discussion. In order to maintain the group learning dynamic a Facilitator must be able to be present for the entire RYLA event, Thursday morning through Saturday noon. Facilitators need not be Rotarians. Complimentary meals and overnight accommodations will be provided to facilitators staying throughout the conference.

• **Operation Support/Runner** – Runners are needed to support the operational needs of the event by helping to setup the classroom for the day's events, providing support for needs of group facilitators and maintaining communication with each classroom. If possible we ask that a Runner commit to full day blocks of time so that consistent support of the facilitators may be maintained.

• **Over Night Supervision** – Evening/Night time Supervisors are needed to assist with supervision of students during evening free-time and overnight hours. Students must remain in designated areas while at the RYLA conference and Supervisors will be responsible for monitoring these areas as well

as monitoring dormitory activities, lights out, room checks and overnight hallway activities. We are looking for a Coordinator for these duties for the entire RYLA event. General Supervision volunteer schedules can be flexible.

• **Nurse** – This position will be needed Thursday morning through Saturday at noon. Nurse can be either active or retired. In addition, nurse will be on-call 24/7 for any and all medical needs.

Complimentary meals and overnight accommodations will be provided throughout the conference.

### Promotional Materials

We are looking for small items that can be placed in the students RYLA bag which

they receive upon arrival. These items can have the logo of your company or Rotary Club on them and can be anything appropriate for young adults. Although we have approximately 65 participants this year we will accept donations in any quantity. Some suggested items include pens, note pads, sticky notes, small flash lights, hand sanitizer, squeeze balls, etc. This is just a sample list of some possible items; feel free to use your imagination. We are willing to accept most any promotional items your company might have and is willing to donate that would help make up a special gift bag for our student participants. If you have items that you or your company is willing to donate, please contact the RYLA Committee to arrange delivery or pick-up.

Email us at: [ryla@district6690.org](mailto:ryla@district6690.org)

Co-Chair, Roe Mauro: 614- 766-5625

Co-Chair, Larry Jenkins: 614- 975-2540

Volunteer Coordinator, Michele Duffill:  
614-579-4078



## CONGRATS ROTARACTORS!

DG Brent just signed the charter papers for the Shawnee State Rotaract Club last fall and they have already won the RI Changemaker Award!! Come to the District Conference and hear from them about achieving this great honor so quickly! DG Brent is pictured above with the Club's officers.

2011-12  
Changemaker  
Award



Reach Within to Embrace Humanity