



D6690

JAN  
2012



## DG BRENT'S BRIEFS

### ***Rotary - Shout it from the Rooftops!***

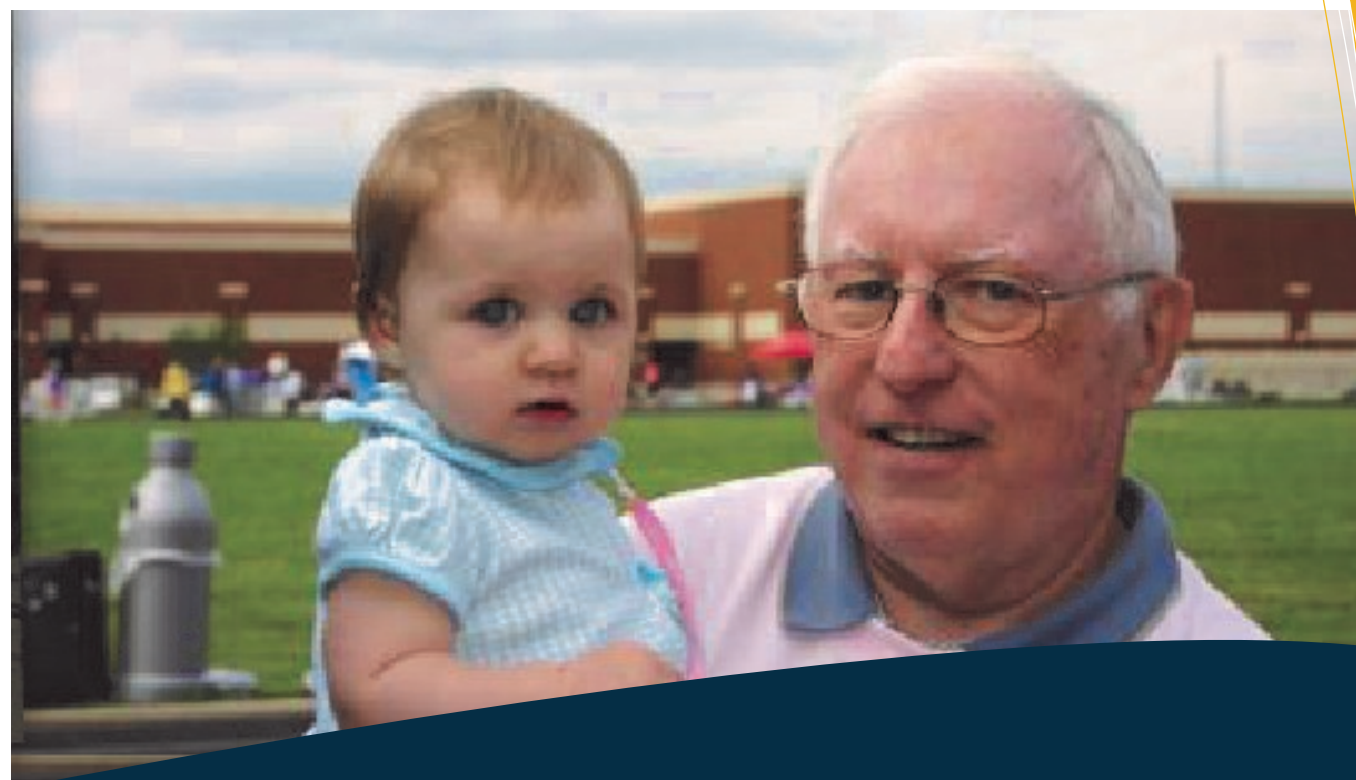
Few things illustrate the changing face of Rotary as well as Rotary Awareness Month, January in the Rotary calendar. Ask a "seasoned" Rotarian and he ("he" because in the old days Rotary was – to our discredit – all male) will tell you we did our good deeds in private, for the satisfaction of a job well done and not for the glory. Wisely, Rotary on all levels has come to acknowledge the folly of such an attitude. Failing to promote publicly who we are, what we do, and where and how we do it actually hinders our mission and prevents us from growing! Recognizing the benefits to membership growth and Foundation fundraising, and ultimately to our mission of Service Above Self, RI's board wisely adopted as one of the 3 core goals of the Rotary Strategic Plan to "Enhance [Rotary's] Public Image and Awareness." And this year, RI put its money (your dues money) where its mouth is – the money allocated to District Public Relations Grants was tripled. We in District 6690 received such a grant and have allocated funds to the clubs that applied for Club grants.

Internationally, RI is heavily promoting our successes in the near eradication of polio (see the article in this newsletter about the success in India!), and asking our Districts and clubs to join in that effort. I view our role in fighting polio as one of the greatest achievements in the history of humanity, one in which we all have had a hand and all should take pride. But (confession time here folks) Rotary is so much more than polio eradication that I sometimes worry that the focus on polio actually gives the public an incomplete, even misleading, view of Rotary. I question whether the polio tail wags the Rotary dog!

Your Club – every Rotary Club - has many great Rotary stories to tell the public – stories of changed lives, opportunities created, hopes and dreams restored. Your club has done this both at home and around the world, helping both neighbors and complete strangers who will never have the chance to thank you. In a world plagued with a me-first, money rules over people ethic, your Service Above Self shines and should be celebrated publicly! There are many potential Rotarians who seek more from life and would love to be associated with an organization that seeks to make the world better. So this month and all year, *tell your Rotary story – loud and proud!!* Wear your Rotary pin every day. Invite friends to your meetings. Make sure your club's events and activities are reported in the local paper. Maintain an attractive, newsy and current Club website.

Want more ideas on how to promote your club? Contact District PR Image Chairs Sue Burness and Sandy Clary. These great Rotarians are talented PR professionals and will help your club get your story out. They have done a great job for our District and I want to take this opportunity to recognize and thank them for their selfless work. And thank all of you – you are Rotary and you make Rotary the greatest organization in the world! Now let's share that with your community and the world!

District Conference is May 18-19. Dave Coffman (Conference Chair) is promising a great time and encouraging you to bring the whole family!!



### **JANUARY ROTARY AWARENESS MONTH**

- 23<sup>rd</sup> Barons of Business (Columbus)
- 26<sup>th</sup> Pilsners for Polio (Granville)
- 31<sup>st</sup> **RYLA Student Sponsorship Agreement DUE**

### **FEBRUARY WORLD UNDERSTANDING MONTH**

- 4<sup>th</sup> - Polar Bear Golf Open (Dublin A.M.)
- 4<sup>th</sup> - Wendy's Chili Open (Westerville Sunrise)
- 4<sup>th</sup> - Live and Silent Auction (Gahanna)
- 4<sup>th</sup> - Thaw Your Heart Out (Worthington A.M.)
- 10<sup>th</sup> - Murder Mystery Dinner Theater (Athens A.M.)
- 11<sup>th</sup> - Heart of Gold Gala (Olentangy)
- 17<sup>th</sup> - **Assistant Governor Training (in Lancaster)**
- 18<sup>th</sup> - **PrePETS (in Lancaster)**
- 25<sup>th</sup> - Music in the Round (Capitol Square)

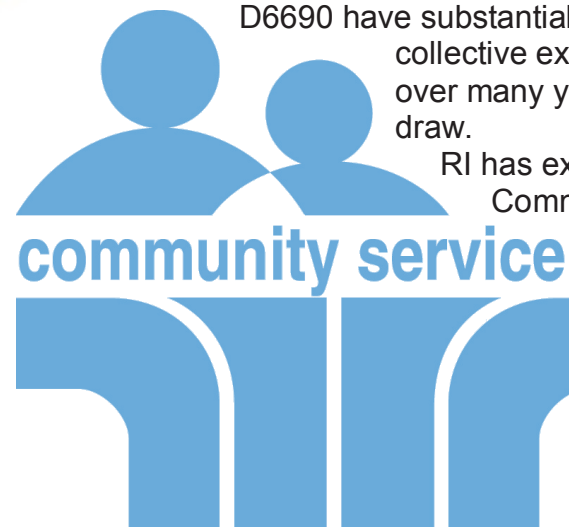
See [www.district6690.org](http://www.district6690.org) for details on these events and to add yours!





Whitehall-Bexley Rotary recently honored member **Gus Schell** on his 99th birthday. (Could he be the oldest active Rotarian in D6690?)

*Happy  
Birthday  
Gus!*



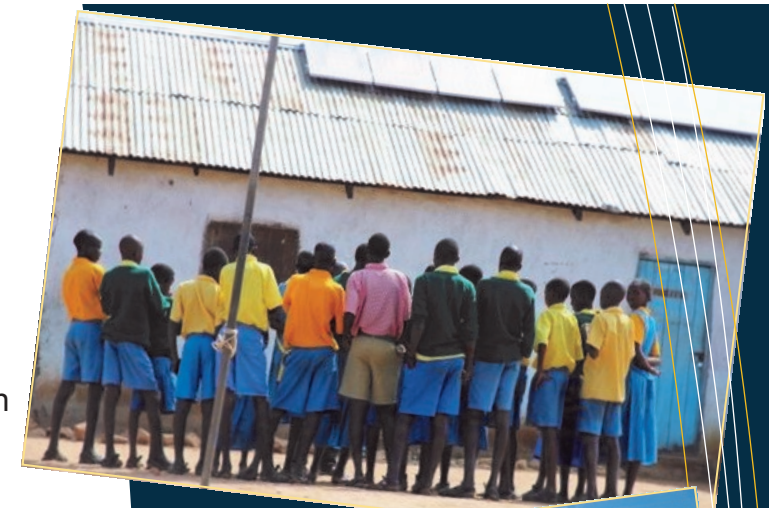
## DOES THIS SERVICE PROJECT FIT YOU? KENYA SCHOOL WATER WELL PROJECT

Dublin AM Rotary wants to partner with fellow D6690 clubs on a significant international service project. They are in the beginning phase of funding a water well for a school in Kenya that has no running water. As I learned first-hand on my recent first trip to Africa, it is generally the young children and mothers who go to the nearest water source for water. This water source could be a spring or shallow well where the animals drink (and defecate) and where clothes are washed. Not only do the children not have clean water to drink, but they miss getting an education

because it is their responsibility to gather the water.

Funding a well addresses two RI Areas of Focus: clean water and basic education. Through this water project we will provide clean water which will allow children to attend their classes as scheduled.

Please email me if your Club may have an interest in learning more! - *Faye Herriott, Dublin A.M. Rotary*; email: [Faye.Herriott@colliers.com](mailto:Faye.Herriott@colliers.com)



## RI AND D6690 COMMUNITY SERVICE RESOURCES

Effective Rotary Community Service projects can have a great impact on the people and communities. They are also "serious fun" for Rotarians. They energize and galvanize members and entire clubs behind a common cause.

But, with the countless opportunities to get involved, how do Clubs select the right community service project for their community and their Club? Which project will have the greatest impact on their community? Which project will draw members to want to get involved? Which community service projects are attainable given the dynamics of the Club's financial and volunteer resources?

While Clubs are autonomous in adopting any Community Service project they want to pursue, they are not at all on their own to sort out the opportunities and see the project through. Rotary International and D6690 have substantial resources based upon the

collective experience of many clubs over many years from which Clubs may draw.

RI has experience in taking on Community Service projects of all kinds. RI's experience ranges from the smallest local project to the largest worldwide project of eradicating Polio. Their dedicated Community Service staff has

developed tools to assist Clubs from the beginning of assessing a community's needs to the ending of evaluating the success and sustaining a project. For example, the RI Guide to Effective Projects (605A – EN available 24 / 7 on the RI website) provides a template for Club leaders to break down the process into assessing a community's situation, choosing a project, making a plan, taking action and evaluating the project.

D6690 does not have quite the experience or the volume of resources as RI, but we have a referral network of 59 clubs in Central / Southeastern Ohio which have members with quite a bit of what we golfers call "local knowledge." D6690 Rotarians are more than happy to share their experiences (good and bad) about a project that they have undertaken. In fact, once you get a D6690 Rotarian talking about a community service project of their club, it may be hard to get them to stop. It's very likely that a member of your District leadership team, if not the Community Service Chair, can get any Club in touch with a Rotarian at another Club in 6690 that has experience with a project that may be under consideration. Please just contact us and we will be more than happy to help. That's what we do; try to help the Clubs in the District by sharing our collective experience, often through a referral.

- *John Daugherty, D6690 Community Service Committee Chair*





## THE PERMANENT FUND

### ALTERNATIVE FOUNDATION GIFTING OPPORTUNITIES

Your club Foundation Chair reminds you each year to gift to the Foundation's Annual Fund. We have all gifted to or raised funds for Polio eradication efforts. The Permanent Fund, unlike the Annual Fund which distributes all funds received over three years and unlike the Polio fund, is an endowment.

With an endowment, the funds collected are kept in an investment account under The Foundation's management and the income from the investments are used to support the humanitarian activities of The Foundation. This is an important part of The Foundation's financial structure because it smooths out the ebbs and tides of annual giving and assures the viability of The Foundation into the future.

The Permanent fund has \$240 million in assets now and through outright gifts and bequests expects to reach one billion dollars of corpus by 2025.

If these goals are reached, the Fund can provide a significant source of Rotary service funding into perpetuity. Through this Fund, you have the opportunity serve humanity beyond your lifetime.

What is unique about the Permanent fund is the gifting opportunities available. Unlike annual gifts, which are always welcome and needed, planned gifting to the Permanent fund is tax efficient and cash flow friendly. This involves income retained funds and bequests often involving highly appreciated assets which would create considerable capital gain if liquidated otherwise. For more detail on the various gifting methods, see the "Rotary International Foundation Permanent Fund Information Sheet."

- PDG and D6690 Permanent Fund Chair Tom Kokensparger [kokensparger@att.net](mailto:kokensparger@att.net)



## OUTSTANDING SERVICE

Westerville City Manager Dave Collinsworth (pictured on left), a Westerville Sunrise Rotarian, was given the Alston Award which exemplifies the characteristics demonstrated by MLK as related to a diversity project initiated in the City. At the same event, Westerville Sunrise Rotarian Scott Marier (pictured on right) was presented with a Leadership Award recognizing his and his organization's work and local commitment to charity, hope and giving. Scott is Executive Director of W.A.R.M. (Westerville Area Resource Ministry).

## MEMBERSHIP MINUTE - THE SILENT MEMBERSHIP KILLER

Like DG Brent, I am a fan of Jim Henry, PDG D6960 (a Sarasota, FL resident) whose passion is to try to reverse North America's Rotarian membership decline since the 1980s. He talks of the Fixed Mindset ("We've always done it this way") as being the Silent Rotary Membership Killer (see his 11/12/11 blog post), and says Rotarians need to have growth mindsets. A growth mindset helps the Club grow and further advances the Object of Rotary. The growth mindset sustains the Rotary's "Circle of Life", which is 1) New Members join Rotary to network and establish additional friendships, 2) the New Members, especially those in growing businesses, want to be known for and associate with persons who have high ethical standards in their business and profession, they learn 3) the worthiness of all useful occupations, and 4) that everyone benefits when applying the ideal of service to their personal and business life, and that some will eventually strive for 5) higher levels of achievement by advancing international understanding and goodwill. The "seasoned" Rotarians will have developed lifelong friendships, and will need to continue to 6) develop acquaintances as an opportunity for service by sharing their experiences with New Members. This

"growth mindset" must be paramount for all of your members. Seasoned members may have to sit with different Rotarians, engage in new activities, take on new roles, but their self-esteem within the club should come from doing those things that sustain the club's "Circle of Life" and not from a fixed pattern (mindset) that will not advance the "Circle" or the Object of Rotary. Now take this knowledge and use it to its best advantage to create an even better Rotary club.

- Steve Heiser, D6690 Membership Committee

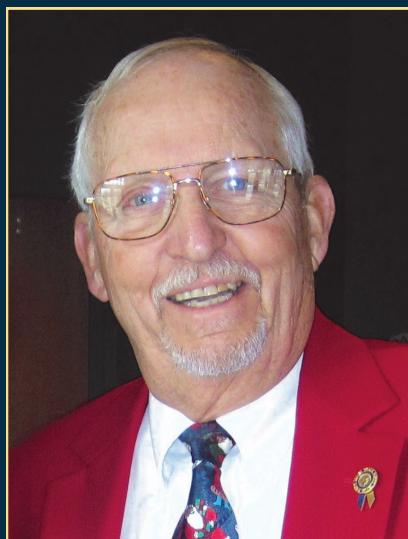




## THE SPOTLIGHT IS ON: PAST DISTRICT GOVERNOR DICK BRIXNER (Cambridge)

PDG Dick served as our District Governor in 2001-02. That year, the RI President was Richard King of California and the RI theme was: "Mankind is Our Business." As he looks back, he is constantly reminded of 9-11-01. D6690 Rotarians made him proud by maintaining their professionalism during the aftermath of 9-11 and in the way they stepped up and exceeded the Foundation giving goal of \$200,000. Also that year, we were able to start two new clubs; Worthington A.M. and Baltimore, making 56 Clubs for our District. PDG Dick and Sally experienced the warmth and hospitality of Rotarians throughout the District, and made many new friends.

His most embarrassing moment was the day he was scheduled to give the DG's speech in Wellston. Before he even spoke, the piano player passed away while playing music prior to lunch. It was certainly a day to remember. There were a couple of funnier issues: he and Sally got locked in their room at the historic hotel in Lancaster; stayed in a bed and breakfast in Westerville and could not get the shower to shut off, and of course, they also stayed with a resident ghost (PDG Bill Stout's roomie) in Circleville.



## INDIA'S FIRST POLIO-FREE YEAR

Rotarians worldwide are cautiously celebrating a major milestone in the global effort to eradicate the crippling disease polio: India, until recently an epicenter of the wild poliovirus, has gone a full calendar year without recording a new case.

Leaders of the humanitarian service organization see the Jan. 13 milestone as a testament to the determination of its international membership of 1.2 million – and especially the 116,000-plus Rotarians of India – to eradicate the infectious disease through the mass immunization of children, a goal Rotary took on 27 years ago.

"With the support of their Rotary brothers and sisters around the world, Indian Rotarians have worked diligently month after month, year after year, to help organize and carry out the National Immunization Days that reach millions of children with the oral polio vaccine," said Rotary International President Kalyan Banerjee, of Vapi, India. "As an Indian, I am immensely proud of what Rotary has accomplished. However, we know this is not the end of our work. Rotary and our partners must continue to immunize children in India and in other countries until the goal of a polio-free world is finally achieved."

Deepak Kapur, of New Delhi, who chairs Rotary's polio eradication program in India, also credits the Indian Health Ministry for its commitment to the effort. To date, the Indian government has spent more than \$1.2 billion on domestic polio eradication activities. "Government support is crucial if we are to defeat polio, and we are fortunate that our government is our biggest advocate in this effort," Kapur said.

"Marching ahead, the goal now is to sustain this momentum," he added, describing as potentially "decisive" the upcoming immunization rounds in January, February, and March, which aim to vaccinate 174 million children against polio.

If all ongoing testing for polio cases through Jan. 13 continues to yield negative results, India will be declared by the World Health Organization to have interrupted transmission of indigenous wild poliovirus,



### But the job is not finished yet!

laying the groundwork for its removal from the polio-endemic countries list which it now shares with Afghanistan, Pakistan, and Nigeria. However, other countries remain at risk for cases imported from the endemic countries, which is why immunizations in India and other endemic and at-risk countries must continue. Neighboring Pakistan, which has reported 181 cases so far for 2011, is a major threat to India's

continued polio-free status. In 2011, a polio outbreak in China, polio-free for a decade, was traced genetically to Pakistan.

Rotary launched its polio eradication program in 1985 and in 1988 became a spearheading partner in the Global Polio Eradication Initiative, with the World Health Organization, UNICEF, and the U.S. Centers for Disease Control and Prevention. Since then, the incidence of polio has plummeted by more than 99

percent, from more than 350,000 cases a year to only 604 reported so far for 2011. The 12-month milestone in India – where the last reported case was a two-year-old girl in West Bengal on Jan. 13, 2011 -- continues the progress of 2010, when the country recorded only 42 polio cases out of 1,352 worldwide.

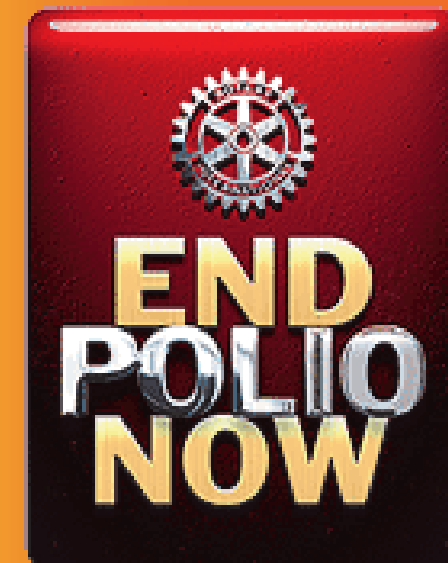
In addition to raising awareness and advocating within the public and private sectors on behalf of the cause, Rotary members to date have contributed more \$1 billion in support of polio eradication. Indian Rotary members have raised more than \$11.6 million. Rotary members now are closing in on a \$200 million fundraising milestone in response to a \$355 million challenge grant from the Bill & Melinda Gates Foundation, which has identified polio eradication as one of its top priorities.

Rotary is a global humanitarian organization with more than 1.2 million members in 34,000 Rotary clubs in over 200 countries and geographical areas. Rotary members are men and women who are business, professional and community leaders with a shared commitment to make the world a better place through humanitarian service. Rotary's top priority is the global eradication of polio. - *Rotary International*



## GATES ANNOUNCES MORE FUNDING TO END POLIO

After meeting the Gates \$200 Million Polio Plus Challenge, the Gates Family has donated another \$50 million to the effort!







## Embrace Rotary!

### District Conference

May 18 - 19

NorthPointe  
Conference Center  
Columbus

***DG Brent promises  
you a party,  
celebration and fun!***

**(NO BORING ALLOWED!!)**

## ***“MY MOUTH LITERALLY STARTED TO WATER whenever I stumbled across a great word in Korean.”***

Most of our outbound exchange students have blogs. Below are a couple of blogs by Dustin Chan, sponsored by Westerville Sunrise Rotary. Dustin is currently a long term outbound in South Korea, and he is doing great. Here is his blog if you would like to take a look at it. <http://treewoodnews.tumblr.com/>



“I fall more and more in love with my host mom every day. She’s like my actual mom in that she’s super nice, but instead of just being nice she actually gets angry (in a good way) at you if you don’t do something she wanted you to do. Every time I don’t eat because I’m not hungry she

complains to me and tells me that I always have to eat when she’s not there (because when she’s there I always get food). Today I had to ask her if I could watch a movie with some of my friends on Saturday, and I was really scared she would say no because of what happened past week. I was also scared because I had to say it in Korean. The instant after I asked her I knew I had nothing to fear. She pretty much said “Of course you can go! Why wouldn’t I let you go!?” and that made me happy. And on top of that she just went to Kraze Burger, which means that I will have food in approximately thirty minutes.”

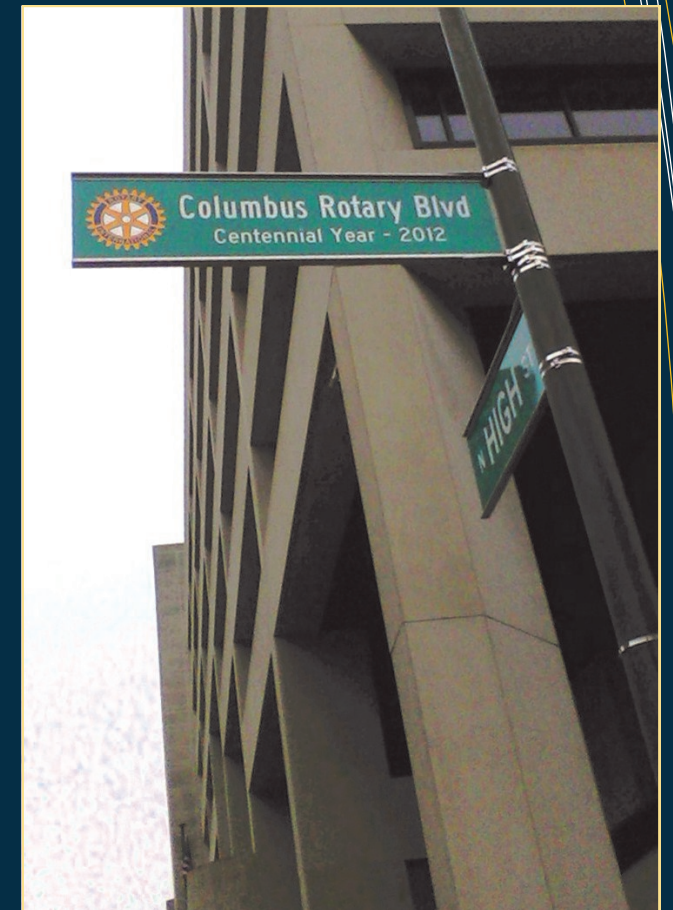
“The lack of contact with English is really messing with my spelling skills and vocabulary. Half the time when I’m writing in English I’ll look at a word and think “no, no that definitely is not a word...” and then I’ll obsess over what the actual word is only to figure out that it was that word all along. Today I was talking with Eleonore and she said that pimples were called buttons in French, so she pointed to the buttons on her jacket and said “you know, like these, buttons” and I could have sworn that “button” was not the correct word for the fastening device that holds jackets, pants, blazers, and dress shirts together. Korean, French, Japanese and Chinese are messing with my English-speaking brain.”

“Today my host mom bought me peanut butter

even though I didn’t ask her for it. I love her. Also as of today I am no longer sure that I want to major in Industrial Design. If I don’t do design I will double major in Chinese and Japanese with a minor in Business if possible. And I’ll keep up my Korean by myself and possibly also study French or Spanish. Languages (especially Asian languages) are exceptionally easy for me and I get excited when learning them. Today I was playing with my electronic dictionary and my mouth literally started to water whenever I stumbled across a great word in Korean. And I can study languages for as long as I want every day without getting bored. I cannot, however, draw forever without getting bored. I just don’t like drawing. I love visualizing things, which is why I thought Industrial Design would be good for me, but in order to be a designer I also have to be able to draw really, really well. I also wouldn’t like the fact that were I to major in ID, I wouldn’t be able to study so many languages along with business and still either get sleep or stay alive. Me being persuaded to change majors is exactly what I feared would happen. I hope I don’t keep feeling this way or my life plan just got destroyed.”

“The funny thing about being a long-term exchange student who previously went on a short-term exchange is that I can pick up all the things about Korea that I’m going to miss when I go back. They’re not things you would expect. Rather, It’s the small things that you interact with and use every day that get to you, like the taste of the toothpaste and the size of the towels. The towels are really going to mess with me because in Korea they have tiny towels that barely fit around my thigh, but in America we have real human-sized ones. Not wearing sandals inside the house or during school is also going to be unusual. Probably the hardest thing though will be all those darn white people in America. When I got off the plane in Korea I remember thinking “ah! So many Asians!” (which I know is ridiculous, but it really is surprising) and I know that I’m going to have the same feeling when I go back to America...”

- Submitted by Walter Lundstrom, D6690  
Youth Exchange Outbound Chair



**COLUMBUS ROTARY  
IS LITERALLY  
“ON THE MAP” TO  
CELEBRATE ITS  
100<sup>TH</sup> ANNIVERSARY  
THIS YEAR!**