



D6690

JULY
2011



DG BRENT'S BRIEFS

Greetings District 6690 Rotarians and welcome to a new Rotary Year. I am honored to serve as your District Governor. Our theme this year is "Reach Within to Embrace Humanity", a theme which challenges us to be all we can as individuals and an organization and to expand our reach of Service Above Self at home and around the world.

My #1 goal as your Governor is to **support and strengthen our Clubs** so that you can do the great work of Rotary. Toward that end, we will have two primary focuses. The first is membership growth and retention. Rotary attracts many new members every year, and yet our total membership has remained stagnant. Why? Because those newer members feel they are not getting from Rotary what they joined for. To help clubs retain members, we are starting a program called **Our Members Are Our Customers**. The goal of the program is simple - help Clubs learn what Rotarians want from their Rotary experience and then to provide that - whether service, friendships, networking (not a dirty word in Rotary - we call it Vocational Service!), fun programs, social events, etc. Clubs are encouraged to try new things. How about switching one meeting a month to a happy hour and invite guests? Or to a hands-on service project at a food bank, or tutoring children? Or *both*?! We hope clubs will focus on member *engagement*, not just attendance. We want to make Rotary attractive to the younger generations while providing all Rotarians a great Rotary experience. We will grow and change, yes, but we will also adhere to our core values of service, friendship, diversity, integrity and leadership. We have a great District Membership team led by DGN Bart Mahoney and they have been hard at work preparing to help our clubs achieve the whole club excellence that will enhance membership retention and grow our clubs.

Our second focus is **building the image of Rotary**. The old philosophy of doing our good deeds in secret has to change so that the world understands and appreciates what we do. This is vital both to growing our membership as well as increasing our service. PR Co Chairs Sue Burness and Sandy Clary are preparing an application for a \$15,000 Public Relations Grant for our District. That money will be allocated to the clubs so that you can use the money to promote your clubs and your projects in your own communities. **Make sure your club applies for the Club PR Grant** (the application is on the District website).

We recognize every community is unique, so we will not have any District-wide projects that distract from the work you do at home. But there is one common problem throughout our District - **hunger**. In virtually every corner of District 6690 children go to bed hungry, and people are forced to decide whether to pay for utilities or food. Rotary is uniquely positioned to help. That's why I am encouraging all our clubs to conduct at least 3 hunger awareness and alleviation projects in their communities this year. Let's work together to fulfill this most basic human need.

I hope to use this newsletter not only to fill you in on the latest news (see the article on our first RYLA conference to be held in July!), but to bring useful tips on membership, public relations, projects, and other tidbits. We want to help all our clubs and Rotarians to find and fuel their passions for service. Please join with me so that together we "Reach Within to Embrace Humanity!"

Worthington A.M. Rotary's Official Governor visit.



JULY **HAPPY NEW YEAR ROTARY!!**

AUGUST **MEMBERSHIP & EXTENSION MONTH**

- 3rd - Miniature Golf Tournament (Lewis Center/Polaris)
- 3rd - Golf Outing (Westerville Sunrise)
- 6th - Golf Outing (Cambridge)
- 13th - 5k Race & Walk (St. Clairsville Sunrise)
- 13th - END POLIO NOW with the Reds (D6670)
- 27th - Central Ohio Heart Walk (Capitol Square)

See www.district6690.org for details on these events and to add yours!

An OSU Rotaractor paints a school building during a beautification project in Peru over Spring Break.



NEW GENERATIONS

DG Brent's District Goals for 2011-12 emphasize the importance of Membership Development and Retention. "Okay Viers, so why is the New Generations Chair talking about membership?" The answer is really simple:

Many clubs miss the opportunity to give new members meaningful responsibilities early on in their membership. Unfortunately, many become disillusioned and resign.

Our new members are professionals and community leaders, otherwise someone would not have asked them to join the club! NEW GENERATIONS programs of Youth Exchange, Interact, Rotaract and Rotary Youth Leadership Awards (RYLA) offer great opportunities for new members to become involved in a leadership role. If your club does not have all of these programs, consider new members to chair or co-chair the programs that you do not have. New Generations District Committee Chairs will provide assistance as needed.

It may take a year or two for the new programs to begin functioning, but that's okay. Your club will be developing members who are more likely to remain in Rotary and seek other leadership responsibilities in your club. Each District Committee for New Generations programs also offers leadership and growth opportunities for your members that are willing to serve as a member! - PDG Roger Viers, D6690 New Generations Chair

DOES THIS SERVICE PROJECT FIT YOU?

WESTERVILLE ROTARY DOES JULY 4TH WITH A BANG!

In Westerville, the 4th of July Celebration starts with a bang and ends with a bigger bang, thanks to the hard work of Westerville Rotary. On July 4, this **Community Service** event touches nearly everyone in town, as the Rotary Club sponsors all the Independence Day events in the city. A starting gun is fired in the morning hours to get the Rotary Road Run underway. This year, more than 600 participants ran the 5K course through the streets of Westerville.

Later in the afternoon, some 15,000 people lined State Street to see the parade. Thousands of children were eager to collect candy while watching

140 parade entries of fire trucks; floats; local businesses; high school bands; dance, cheer and martial arts schools, church groups and various other organizations lined up to drive, walk, dance, march and wave their way through uptown Westerville.

A July 4 holiday wouldn't be complete without some fireworks. In addition to the run and the parade, Westerville Rotary also sponsors the city's fireworks display. For 30 minutes, the fireworks are continuously blasted into the night air and choreographed to patriotic music. The celebration is topped off with a 4 minute grand finale –the biggest bang.

"Just as Rotary itself can never keep its place unless it is constantly growing, so each individual Rotary Club cannot afford to stand still while the stream of life moves onward."

Armando de Arruda Pereira,
1940-41 RI president



Granville Rotarian Larry Miller counsels recent college graduate and potential member about Rotary Vocational Service.

VOCATIONAL SERVICE

When Paul Harris organized Rotary, his first priority was to focus on the vocations of prospective members, so as to broaden the professional nature of Rotary. From the beginning, individual vocations were the cornerstone of Rotary. Governor Brent would like to focus new energy on Vocational Service under the program heading of: **"Preparing Today to Improve Tomorrow."** Our new Rotary Vocational Service (RVS) program provides every Rotarian and Club an opportunity to become active in a menu of programs that can change lives. It will affect both the recipients and the Rotarians and Clubs who will provide the services. We have designed a menu of more than 30 projects. They are organized by target audience, ranging from students to older members and mature workers who are struggling to cope with the increasingly-shifting career landscape. Our list is by no means complete, and Rotarians and their Clubs are challenged to come up with their own ideas. A minimum of four completed RVS projects are required to qualify for the Governor's 2011-12 Award for Distinguished Club Service. - Doug Barno, D6690 Vocational Service Chair





COMMUNITY SERVICE CORNER

D6690 CLUBS FIGHT HUNGER AT HOME

Appropriately, health and hunger projects will be the main Community Service focus for District 6690 in 2011-12. One of District Governor Brent's goals is to... "Encourage all clubs to conduct at least 3 projects to address hunger needs in their communities." Worldwide, alleviation of hunger is also a key component of RI's ongoing Strategic Plan. Addressing this most basic of human needs is critical to our mission of humanitarian service.

Most Clubs in District 6690 already have hunger projects of some kind, such as:

- Providing food pantries with much needed leftover food (that would only be discarded) from farm markets, retailers, restaurants or special events;
- Sponsoring, providing volunteers or supporting community food drives and
- Using Rotary meetings or places of business of Club members as collection points for food donations.

Many Clubs provide financial support to food pantries, shelters or soup kitchens. Those Clubs have found that cash donations to Food Banks and Pantries can have the greatest impact allowing the flexibility to buy just what they need when they need it and leveraging the incredible discounts they have from manufacturers and warehouses.

A food pantry can buy approximately 75 boxes of cereal for the cost of one donated \$3 box of cereal!

Some of the ways Clubs promote and provide financial support include:

- Designating that fines for some part of the year go to a food pantry or other food program,
- Placing a basket or food can at the sign in table at Club meetings for Rotarian contributions and
- Including a line item in their annual budgets for support of a community health and hunger cause.

These are only a few easy to implement examples of successful health and hunger projects your club can do. We ask that each Club consider Brent's goal of at least 3 projects addressing community hunger needs. The projects are often simple and easy, but the impact on the lives of the hungry men, women and especially children they touch is substantial.

Feel free to contact District Hunger Task Force Resource Coordinator / Director of The Licking County Food Pantry, Chuck Moore, at 740-944-7401 to learn how he can buy 75 boxes of cereal for \$3, or to ask for help with health and hunger issues for your Club. - *John Daugherty, D6690 Community Service Chair*



FOUNDATION FACT

Another Rotary year has begun and with it another opportunity to do all of the amazing things that we do as Rotarians. Many of these projects would not be possible without Our Rotary Foundation. Our Rotary Foundation has several facets: Annual Programs Fund, Permanent Fund, Polio Plus, District Simplified Grants, Matching Grants, etc... Before I make your head spin too much, it is important that all Rotarians throughout the District understand that the District Foundation Team is here to help! We have experts in all areas of the Foundation just waiting to hear from you. It is our goal to educate and assist all Rotarians in how the Foundation works and how you can leverage your monies to do more good in the world. Please visit the District website Foundation pages to access forms, projects and contact information for the District team members. Please plan to attend the **Foundation Seminar on September 24 at Ohio University – Lancaster** to learn even more about the Foundation. I know that we all look forward to working with the Clubs for another successful Rotary year! - *Tara L. Craaybeek, D6690 Rotary Foundation Chair*

PR POINTER

As you think of ways to enhance your community's understanding and appreciation of your club, you immediately think about service projects. But, this time of year, you have another opportunity to gain media coverage: the election of new officers! Hopefully, you took photos at your Changing of the Guard. Those would be wonderful submissions to your community newspaper (not to mention much deserved recognition to your club leaders). Be sure to provide identification of everyone in the photos, including their new positions.



On June 27, outgoing President Connie Hawk turned over the Granville Rotary gavel to incoming President Doug Helman.



YOUTH EXCHANGE

So much is happening this time of year in RYE! Our 16 new inbounds have been placed with clubs and host families. They are now busy emailing to introduce themselves and learn about their host families before they arrive in August.

Our 13 outbounds are also talking to their new host parents and getting ready for their departure between July 15th and the end of August.

The District YE committee has begun to set speaking dates with interested clubs that would like a presentation about the YE short and long term exchange programs for students in your community. I can tell you this for certain -- youth in your high schools will never know about Rotary's life changing exchange opportunities unless Rotarians tell them about it!

Now is the time to establish a YE Committee so that your club can get into your schools this September to meet with students and parents to explain Rotary Youth Exchange. All of the information can be found at: www.rotaryyouthexchange6690.org Please let us know what we can do to help your club become active with the YE programs. - *Sandy Pyle-Viers, D6690 Youth Exchange Chair*



UPDATE ON PDG RAM GAWANDE

On his return trip from the RYLA event, DG Brent stopped off to visit PDG Ram and his wife Sushi. Ram is in great spirits and asked Brent to send his love to all Rotarians. Brent assured him that the thoughts, prayers and love of the entire District and around the world go out for him daily. **WE LOVE AND MISS YOU RAM!**

SAVE THE DATE:



D6690 Foundation and Membership Seminar will be held on September 24 at Ohio University-Lancaster Campus. ALL ROTARIANS ARE ENCOURAGED TO ATTEND. If you are a Club Foundation or Membership Chair, we are eager to see you there!!

RYLA 2011: HOME RUN!!

64 high schools students from throughout our Rotary District attended the RYLA Conference, held July 14- 16 at Ohio University in Athens.

How best can I describe how I am feeling following the D6690's First RYLA conference. - Exhausted, satisfied, relief and a strong sense of accomplishment. Many of the frustrations leading up to any event of this magnitude have been minimized by the success and sense of accomplishment we feel now.

Many of the RYLA committee and facilitators have emailed expressing nothing but pure joy and satisfaction about their experience.....and while nothing is ever perfect - I'd say overall this experience was a HOME-RUN!

The adults got as much out of this experience as did the students. I wish I could share with you ALL

the wonderful email messages we've received. I have even received phone calls from two parents thanking us for putting together an "outstanding conference" (their words - not mine). These parents shared with me how their son/daughter has talked non stop since the ride home about the program, the fun they had, and what they learned about themselves and others. These students expressed that others in their school "must attend RYLA next year." Some students have already contacted their school about running a Polio Plus fund raiser. I hope that D6690 Rotary Clubs will invite these young men and women to their clubs and ask them to share their experience with the Rotary Club members. - *Roe Mauro, D6690 RYLA Co-Chair*



I can see how Rotarians label this as one of the best things we do. Thank you for letting me be a part of it. - *Chris A, (Gahanna Rotary)*



My daughter talked non-stop on the way home about her experience. I would like to THANK the organizers for a first class opportunity for my daughter and also THANK my local club for supporting her! - *Larry Van Dyke (Athens AM Rotary)*

RYLA was an amazing experience all around! I count myself lucky to have been a part of it! - *Kelly Clifford (Capitol Square Rotary)*

MEMBERSHIP MINUTE

Rotary International (RI) and DG Brent have made membership growth a high priority. With the introduction of four new membership pilot programs, RI has provided valuable tools to strengthen and grow our Rotary membership. Those programs are *Satellite Clubs, Corporate Memberships, Associate Memberships* and *Flexible and Innovative Clubs*. Our District has already distinguished itself by having four Clubs accepted into the Pilot Program!

Membership has always been a priority, with the emphasis on bringing in new members. After all, new members are the life blood of any organization and we should continue to ask others to join!

We have been successful in bringing in new members, but too frequently they drop out quickly. So our focus has shifted – rightly - to **RETENTION**. It takes months or years to get a customer and seconds to lose them. What have we gained if we use our energy and resources to recruit a new member and then they drop out?

This year we will ask our Clubs to understand that **Our Members Are Our Customers**. Everyone joins Rotary for a reason. Whether networking, social, friendships, or service, Rotary can give Rotarians the experience they join for. The trick is to find out why members are there and then make sure the Club is providing that. In this column we will give you monthly tips to make sure your Club is giving your Members-Customers what they want from their Rotary experience., ***This isn't a membership program, it's a whole club excellence program!***

We are blessed with a very talented and dedicated District Committee. They have met several times as we roll out the new pilot programs and to help your club focus on RETENTION. Members of this committee are: Steve Heiser, Brad Tharp, Pat Knott, and Frank Dilenschneider. We are each available to "support and strengthen the clubs" and invite all clubs to call on us so we can help make your club Bigger, Better and Bolder! Let's Grow Rotary Together! - *DGN Bart Mahoney, D6690 Membership Chair*



DG Brent installs new member Roger Reynolds at the July 12th meeting. Standing by is Roger's sponsor, PP George Small.



DGN Bart and board member Nick Blanchard



President Vicki Sant and DG Brent



President Vicki Sant, DG Brent and the Mt. Vernon Club's Board of Directors



DG Brent was honored to present Dr. Kim Poole with his PHF+1 pin.



DG Brent with President Larry Arnold



DG Brent was also thrilled to present Cindy Haddox with her Paul Harris Fellowship.



DG Brent with AG Pat Peoples and the Belpre officers and directors. The entire Board and Club made Brent and Sylvia feel very welcome!

Chuck Phifer and AG Vickie Bland made sure the District banner was unfurled properly!



DG Brent turned the tables and took a picture of the club before his speech.



President Erin Neely and DG Brent

The annual Sam Munley Memorial 5K race is one of the club's signature events. Race Chair Jody Hill (far left) her committee and club board work year round on the event. This year it is on August 13.



Past President Rich Steele shows AG Vickie and DG Brent true St. Clairsville hospitality!



AG Vickie Bland provides great leadership in assisting President Nancy Combes and her great club,

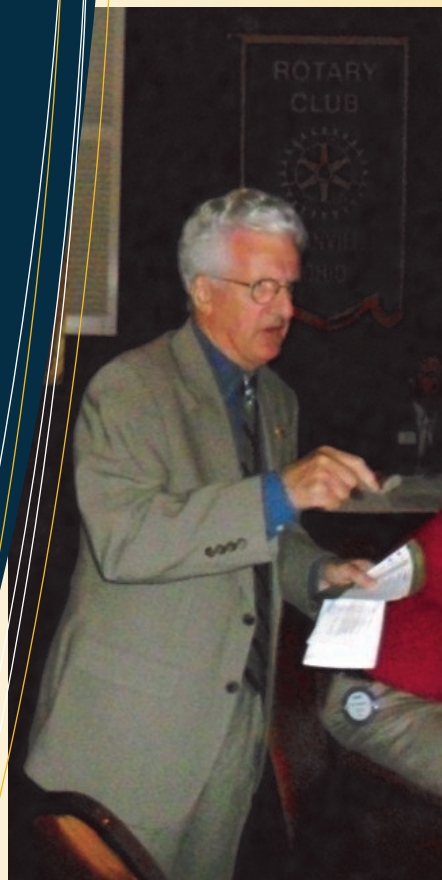


Sergeant At Arms "Sheriff" Jess Sanders is merciless in her fining. (She even got the DG!) Here PE Greg Ray empties his wallet. Be warned: Jess doesn't give change!

GRANVILLE CLUB VISIT



DG Brent, Granville Board of Directors and AG John Pattison



District Vocational Service Chair Doug Barno gives a thumbs up to Rotary. (Despite sitting at the Scooters Table, Doug didn't scoot early!)

Club Sergeant at Arms Dee McSweeney works hard to collect as many dollars as possible!



President Dick Riley (in shirtsleeves next to DG Brent) and the board are justifiably proud of a club that is very active in both community and international service!



Past AG Roy Edge and AG Vickie Bland enjoying seeing DG Brent. Both Roy and Vickie have served our district well and selflessly!!



President Dick Riley and DG Brent



Sharon Creamer, President Dick and Bob Weaver show off the first class softball diamond that the club built. More additions - including a press box - are planned.

BRIDGEPORT CLUB VISIT

WORTHINGTON A.M. CLUB VISIT



DG Brent is shown with President Joe Hull and the entire board. (Past President Ellen Dorle is behaving herself in this photo!) The Worthington AM Club has strong service across all Five Avenues of Service and has tremendous camaraderie. The members enjoy each other's company and love to have fun while doing great service. Their Thaw Your Heart Out fundraiser is very successful and fun too.

DG Brent with President Joe Hull



ENDPOLIONOW

UPPER ARLINGTON CLUB VISIT



DG Brent met with President Brian Hall and his energetic and committed board. He also had the opportunity to meet with AG Susan Robenalt and PDG and Past RI Director Dick Slager, a wonderful gentleman and great Rotarian. Dick was very encouraging and supportive. Susan's father was a charter member of the UA Club along with PDG Dick.

AG Susan Robenalt, PDG and Past RI Director Dick Slager, and DG Brent



Want something included in the District Newsletter? Please submit to DG Brent (brent.rosenthal1@gmail.com) or District Secretary Kris

(secretary@district6690.org) for consideration!