



District 6690—News

DG's monthly message



December is Family Month, a time to focus on our families, to involve them in our Rotary service, and to challenge ourselves to do even more for those in need. But the term "family" extends far beyond the walls of our homes. Our daily lives bring us in touch with people in our communities and around our world, and through this involvement; we develop special relationships, such as in the Family of Rotary.

Just think, if you have hosted a Rotary Youth Exchange student or Group Study Exchange team member, you have an extended family in another part of the world. Celebrate Rotary's commitment to family in December--consider bringing together the mothers, fathers, children, grandparents, aunts, uncles, cousins, and members of your Rotary family into shared activities.

I know that many of the clubs in our district sponsor, fund, host, or participate in activities for families in their communities over the holidays--from taking children on shopping sprees to buy toys and clothes, to packing and delivering holiday baskets for needy families, to serving holiday meals at community shelters, to teaching families in Africa how to grow their own food, District 6690 Rotarians embody the true meaning of a word "family."

This year in my club visits, I learned firsthand that Rotarians throughout our district are working harder than ever in their local communities simply because the need is so much greater now. Yes, in many cases the recent economy has taken its toll on both membership and financial contributions, yet Rotarians are still meeting this escalating challenge with tenacity, heart and soul.

Rotary clubs quickly become family as well. With what begins as lunch together once a week grows into conversations and projects. Working together to plan and execute those projects becomes friendship. If you come to a meeting a little down, they cheer you up with a bit of sunshine. When you get sick, they visit you and make sure your spouse has enough help to keeps things going

[Con't](#)



D6690
December
Rotary Foundation
Month



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December is Family Month



Every Rotarian is part of the Rotary family – but our family is much larger than just our 1.2 million members.

John Kenny,
President, Rotary
International, 2009.



The Rotary family is:

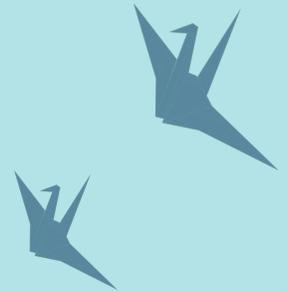
- Every Rotarian worldwide—1.2 million members.
 - Spouses and children of members.
- Every person who gets involved in Rotary service.
 - Rotary foundation program participants and alumni.
 - Everyone around the world who is part of Rotary programs—tens of thousands in Rotary communities around the world.
- The next generation of Rotarians:
 - Rotaract club members.
 - Interact club members,
 - And their families.
 - Participants in Rotary Youth Leadership Awards, Ambassadorial Scholars, and 8,000 plus Rotary Youth Exchange students.

Rotary club membership should enhance our home lives and family interactions, not compete with it.

- Remember—
 - Younger members are often balancing work and family responsibilities.
- Reach out to insure every Rotary family will feel part of the greater Rotary family. Try—
 - Scheduling meetings outside of the workday,
 - Planning activities that involve family members,
 - And welcoming family members whenever possible.

Every club should strive to achieve a balanced interaction between Rotarians and their families – and the family of Rotary. Only by working together, as a family, can we ensure that the Rotary of today grows into an even stronger Rotary of tomorrow.”

John Kenny



Family Month celebrates the family of Rotary, which includes everyone involved in Rotary’s work, such as the spouses and children of Rotarians. Watch [Rotary Minute](#) (in English) for ideas on how clubs can benefit by involving Rotarians’ families.

Public Image Seminar Activities

The seminar began by revealing what the general public in District 6690 thinks about Rotary and Rotarians from a study of 360 Adults 18+ living in Central and Southeastern Ohio media markets. The following sessions focused on how to correct misperceptions and reinforce the positive perceptions through our club's public image efforts.



Presenters

Malcolm "Mac" Wall of the Rotary Club of Lexington, KY, D 6740, was appointed Zone 30 Public Image Coordinator. Mac recently retired from 40 years with public television and radio management and service on the boards of American Public Television, Association of Public TV Stations, National Education Telecommunications Association and Organization of State Broadcasting Executives. He has served on the boards of Leadership Oklahoma and Leadership Kentucky.

Mac invites your PR chairs to contact him and establish a working relationship in preparation for the Siegel + Gale recommendations. Also, Mac is ready to visit your conferences, seminars, leadership events, and any occasion where he can support your public relations initiatives.

Our share-of-voice can be considerable once we understand the essential role basic public relations play in advancing our mission,"

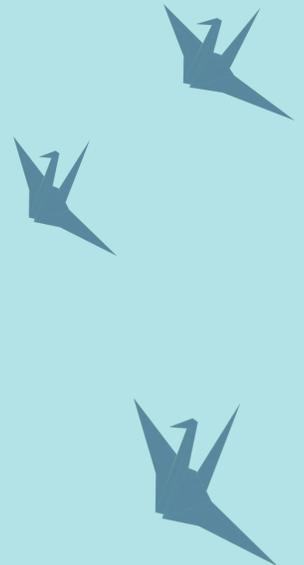
Mac Wall, Zone Success Seminar, Gardendale, AL.



Presenter:
C. Lee Smith,
District 6690 Public
Image Chair.
cleesmith2@mac.com



Presenter:
Mac Wall,
macwall47@gmail.com



Public Image Seminar



Lee Smith— [“Top 10 public perceptions of Rotary.”](#)

Top misconception--“Rotary is an old boys club.”
Check out how to correct this image of Rotary.



Sue Burness-- [“10 Tips for working with the Media.”](#)

Where do you start? ---With your club’s story –your club members will have interesting stories to tell. How do you identify the media you want to target with your story?---See Tip #4 on the handout



Bryan Griffith— [“10 Tips for More Impactful Photos.”](#)

What camera equipment should you have—
Tip #1 will surprise you with the answer.
How many pictures should you take so that you have wiggle room to toss the really bad ones?



Presenter:
Sue Burness, Dublin AM,
District Public Image
Grant Resource Coordinator.
sue-burness@columbus.rr.com



Presenter:
Bryan Griffith,
bryan@BryanGriffith.com

Public Image Seminar

Sue Burness— [“10 Tips for Using Social Networking.”](#)

What social network does Sue suggest you start with? Why does she recommend you apply the “Four Way Test” to your web site?

Mary Jane Shackelford— [“10 Tips for Advertising your Club.”](#)

Start by identifying your goals. How can you advertize on a small budget—see Tip #7.



Bryan Griffith— [“10 Tips for Better Club Websites.”](#)

Most important question to answer---“Who is the main audience for your website?”
Use all those pictures you have been taking to make the site inviting.



Presenter:
Mary Jane Shackelford,
Zanesville Daybreak,
District Public Image
Committee.
mj@barnesadv.com



[Copies of handouts and results from survey available on District website.](#)

Vocational Service for the Holidays

Although October was the month for Vocational Service in the 2012 RI calendar, it's always a good time to keep Vocational Service active in your club and community.

You might consider recognizing an outstanding student in your local high schools) or one of the school's programs like the vocal chorus, an orchestra, drama department or one of the service clubs with a certificate. What about selecting someone from your club or community to be a special "Rotary Vocational Service Santa" to recognize their contributions?

Invite the recipient to a meeting before Christmas and be sure to include your local media for publicity of the award and Rotary in general. Take this opportunity to increase awareness of Rotary during the Holidays in 2012.

For ideas or questions, please contact Doug Barno by email at dsbgroup@windstream.net.

Newsletter editor:

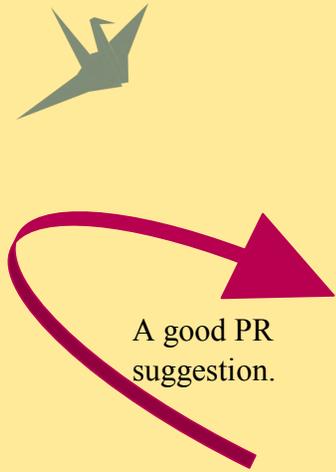
Shana Fair

Send news items to ri.district.6690@gmail.com

January newsletter deadline: December 21.

January is Rotary Awareness month. Send me information about what your club is doing to promote Rotary awareness in your Community.

Start out the new year by trying out a couple of PR tips from the Public Image Seminar.



A good PR suggestion.



Creating your Rotary Legacy

A gift to The Rotary Foundation's endowment, the Permanent Fund, through your will or other estate plan lets you continue your support of the Foundation into the future. Your gift will become a part of a funding base that will allow the Foundation to advance world understanding, goodwill and peace in perpetuity.

A properly planned legacy gift to The Rotary Foundation offers potential tax and other financial benefits for your estate and/or heirs. It is important that you consider how charitable gifts might impact your overall estate plan, so always consult your lawyer and other professional advisors.

Make a Bequest in Your Will or Other Estate Plan

When you make or update a will, you may include The Rotary Foundation for a specific dollar amount, a percentage of what is left after other bequests or even a particular asset. You may be able to add a bequest to an existing will through a codicil or amendment.

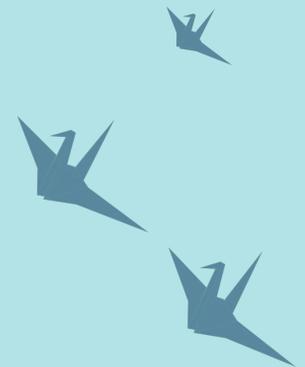
Make The Rotary Foundation the Beneficiary of a Retirement Plan.

When you leave the balance of an IRA or 401(k) to your heirs, they must carefully manage the account to avoid losing its tax deferred status and potentially triggering large income taxes and possible penalties. You can simplify matters for your loved ones by directing all or a portion of what remains in your retirement accounts to charities and leaving other, more tax-favored assets to your heirs.

Designating The Rotary Foundation as beneficiary of an IRA or 401(k) does not require you to change your will. It is important to check with your plan manager to make sure your current intent is reflected on your beneficiary designation, particularly if you change providers.

Turn Life Insurance into a Charitable Gift.

You can also make The Rotary Foundation the beneficiary of life insurance policies without changing your will. As your financial and family circum-



Creating Your Rotary Legacy, con't.

stances have changed over the years, you may have life insurance policies that are not longer needed for their original purposes. They may make an excellent source of charitable gifts.

Provide for Rotary and Your Loved Ones

A charitable lead trust holds assets in trust for a set period of time during which annual payments are made to The Rotary Foundation. When the trust terminates, the remaining assets are transferred to the persons you designated. A charitable lead trust may allow you to reduce or bypass gift and estate taxes that could otherwise be due. It may also serve as a way to delay an inheritance to your children or grandchildren until they are mature enough to manage it.

There are many ways to structure your gifts to maximize the benefits both to you and your loved ones. The Rotary Planned Giving team is here to assist you as you consider your giving options. Let us know how we can help by contacting plannedgiving@rotary.org or (847)-866-3100.



Tom Kokensparger,
TRF permanent Fund
Chair.

kokensparger@att.net

EVERY
ROTARIAN
EVERY
YEAR

*Your contribution to Every Rotarian,
Every Year makes humanitarian projects possible.*

Club Activities

Whitehall/Bexley



Through the generosity of our members and particularly Charter Member Karl Reiser, who gave our Club foundation over a half million dollars—we are able to provide grants to better the lives of citizens of our East Side Community.

One of those grants was fulfilled last week with the presentation of an AmTrike to a young cerebral palsy victim—David Dunor—who is a resident of Whitehall. This special trike will help David be more active and move around his community while providing needed physical exercise. The AmTrike was recommended by his physicians at Nationwide Children’s Hospital and made possible by a grant from the Whitehall/Bexley Rotary foundation.

David is seen left) on his new Trike with twin brother Daniel and DGE Bart Mahoney (the bald guy). David and his family—seen at right—were very touched by the generosity of the club in recommending that the Foundation make this grant for the AmTrike.

Submitted by:
Skip Turner

Newark

As part of our “Peace Through Service” focus this year, we’re organizing a different service project each month. For the month of October, we collected over 400 coats, plus hats, gloves and food. See the story in today’s local newspaper:

http://www.newarkadvocate.com/article/20121107/NEWS01/311070042/Make-Difference-Day-gathers-more-than-152-000-pounds-food?odyssey=tab%7Ctopnews%7Ctext%7Cfrontpage&nclick_check=1

Submitted by:
Laura Lewis, Newark



Club Activities



Submitted by:
Steve Sandbo, Upper
Arlington.



Upper Arlington:

Nine members of our club were in Guatemala last week [Nov. 7] when the earthquake hit. We arrived home late [Nov. 11]. We had just opened the first phase of the Rotary trade school in Panajachel Wednesday morning and were standing on the first floor roof when it hit. Thankfully, everyone survived, but it was quite an experience as we were about 90 miles from the epicenter of the 7.4 quake.

Clearly this was a huge quake and many lives were lost in the San Marcos region in the country. In the Rotary spirit, three of us headed out at 4:00 am Friday morning in pick ups with Rotary Shelter Boxes. Four hours later, we arrived in San Marcos and reached out to the president of the San Marcos Rotary club (16 members). He met us and together we moved through all the clutter and into the emergency centers set up.

We assessed the damage, set up Rotary Shelter Boxes, etc. Rotary was only the 2nd or 3rd organization to get boots on the ground besides the government emergency team and Red Cross.

The amazing thing was where third world governments resemble organized chaos handling catastrophic events like this, Rotary (we) is/are able to cut through the red tape and politics and get to the mayor and military leaders handling this and get started on the relief efforts immediately because we are Rotary and well recognized for what we stand for internationally.

The Guatemalan Vice President arrived in the late morning by helicopter to assess the damage, meet with the [Guatemalan] disaster team, and take some pictures (purely photo ops). The Vice President came over to speak to me and thank Rotary for all we were doing for their people. Naturally, I had not shaven in 8 days but did have my Rotary t-shirt on along with my Rotary hat so I looked pretty scruffy for the pictures but at least we represented District 6690 well in this disaster and came away truly understanding and witnessing first hand the difference Rotary makes.



[News article in the Upper Arlington This Weeks News.](#)

DG's monthly message, con't.

until you recover. When you have a loss in your family, they are standing quietly behind you waiting to help in any way they can. Over time, you realize that these friends are people you can't imagine going through life without. They have become family. Rotary is family.

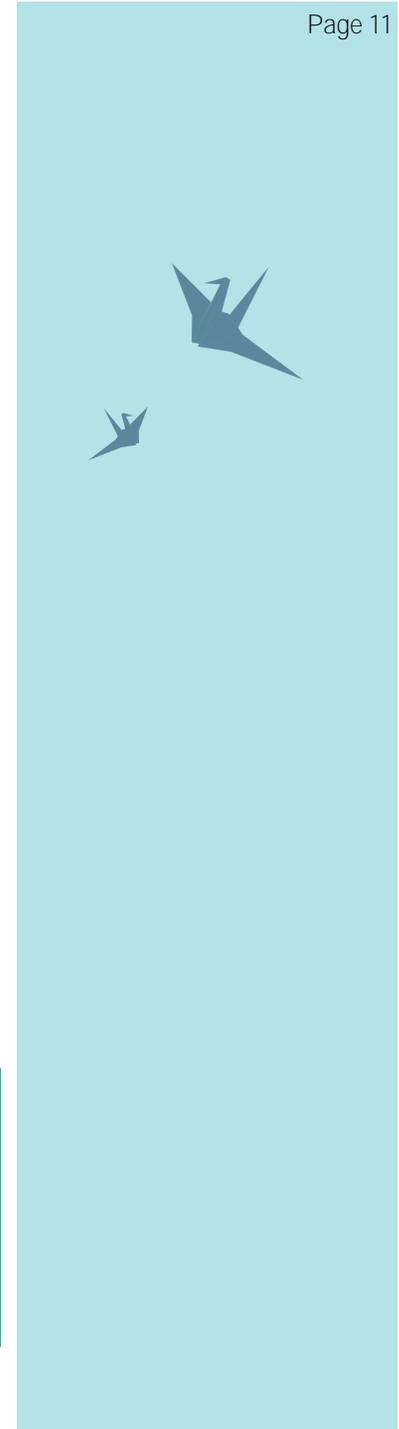
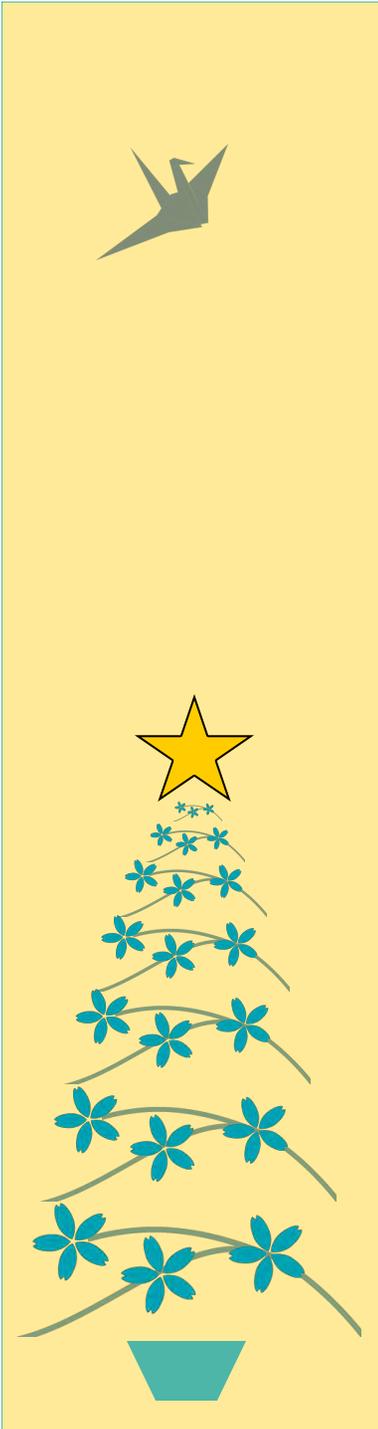
This year my Rotary family got bigger. As I have visited with all of you, I have been overwhelmed with your kindness. You have welcomed me into your clubs and given me tours of your communities and projects. You have shared your favorite restaurants, events and even your artistic talents with me. And most wonderful of all, you have shared your dreams with me. You have made this one of the best years of my life.

As we enter this enchanting season of giving, I cannot think of anyone better suited for this life enriching task than that of a Rotarian and I am thankful that each of us belongs to this wonderful organization. In this holiday season let us all be thankful and happy that we have been given the opportunity to promote **Peace through Service**. So it is my wish during this special season that each and every Rotarian in this District have a peaceful and enjoyable holiday season with their family, and I thank you all for everything you do throughout the year. Best wishes for a wonderful holiday season!

DG Mike

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HAPPY HOLIDAYS



Dates to Remember: Deadlines for Club Awards for 2012-13

March 31, 2013:

- Presidential Citation.
http://www.rotary.org/RIdocuments/en_pdf/900a_en12.pdf
- Interact & Rotaract clubs Presidential Citation.
- Governor's Citation.

March 1, 2013:

- Significant Achievement. Award

April 15, 2013:

- RI Recognition of Membership Development Initiatives



Activities and Events

District meetings and events:

Dec. 3—4th Interact Video Contest entries due.

Dec. 15—Club officer notification due to RI.

Dec. 15—Lisbon RI Convention—early registration ends.

Dec. 15—GSE club hosting application due. IRS filing due.

Jan. 31—RYLA 2013 Sponsorship Agreement Form due.

Club meetings and events:

Dec. 9—People in Need of Delaware County Holiday Clearing House, Olentangy Rotary.

Dec. 15—Byesville Rotary Annual Christmas Food Basket Distribution.

Dec. 22—Breakfast with Santa, Byesville Rotary.

[Event details](#)

[Event details](#)

December 2012

Su	Mo	Tu	W	Th	Fri	Sa
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

District 6690
is on the
web.

www.district6690.
org

2013 Ethics conference

WHAT:

ROTARY INTERNATIONAL DISTRICT 6690
2013 HIGH SCHOOL ETHICS & LEADERSHIP CONFERENCE
Hosted by the Granville Rotary Club

WHO:

- High school sophomores and juniors

WHEN:

- Tuesday, May 14, 2013
- 8:00 am – 2:00 pm
- *Includes continental breakfast and lunch*

WHERE:

- Denison University
 - 100 W. College St.
 - Granville, OH 43023
- *Curtis Dining Hall*

WHY:

One of the hallmarks of Rotary is to encourage and foster high ethical standards in business and professions. Unfortunately, frequent disregard for ethical behavior still exists in today's fast-paced and turbulent world. During this conference, local Rotarians and others will share their unique perspectives on the importance of high ethical values in decision-making relative to their professions and lives.

HOW TO REGISTER:

Please watch District 6690's website for registration details by the end of 2012.

[More information.](#)

Submitted by:
Connie Hawk,
Ethics Seminar Co-Chair.
connie@thelcfoundation.org



Thank You.
Roe Mauro and Larry
Jenkins
,RYLA Co-Chairs.
email us at
ryla@district6690.org

RYLA Deadline Coming Soon

Rotary District 6690 RYLA Conference

July 18 - 20 2013

Otterbein University- Westerville

Building the Next Generation of "Service Above Self"

Rotary Clubs are invited to sponsor one or two high school students to attend the 2013 RYLA Conference.

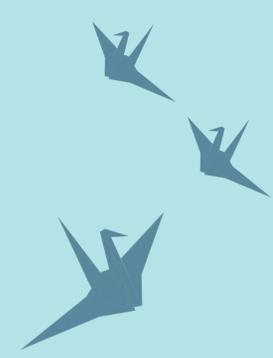
Your RYLA Participants names are not needed at this time, only a commitment by January 31st from your Rotary Club that you will identify and sponsor students.

Rotary Clubs are responsible for:

1. Selecting up to TWO High School students (current juniors) for this award.
2. Covering their registration fee of \$300.00 per participant.
3. Completing the Sponsorship Agreement Form on-line by Jan. 31, 2013.
4. Mailing in your payment separately—payment will reserve a space.
5. Payments are non-refundable—it is important that your club select an alternate participant for each participant that you send.

Please note:

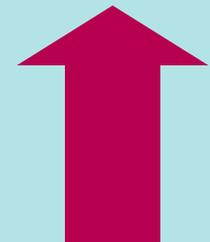
- RYLA 2013 will be limited to a maximum of 96 student participants.
- "Sponsorship Agreement Forms " submitted and followed up with immediate payment will be handled on a first come first served basis.
- Once 96 applications are received, no additional forms and/or payments will be accepted. No exceptions will be made.
- Submit form and payment ASAP to guarantee and hold the space.
- Payments are non refundable. It is very important that your Rotary Club select an alternate candidate for every participant you send. When a student cancels we are only able to select an alternate participant from those that have been submitted to us. Last year nearly every alternate candidate submitted to us attended the conference.

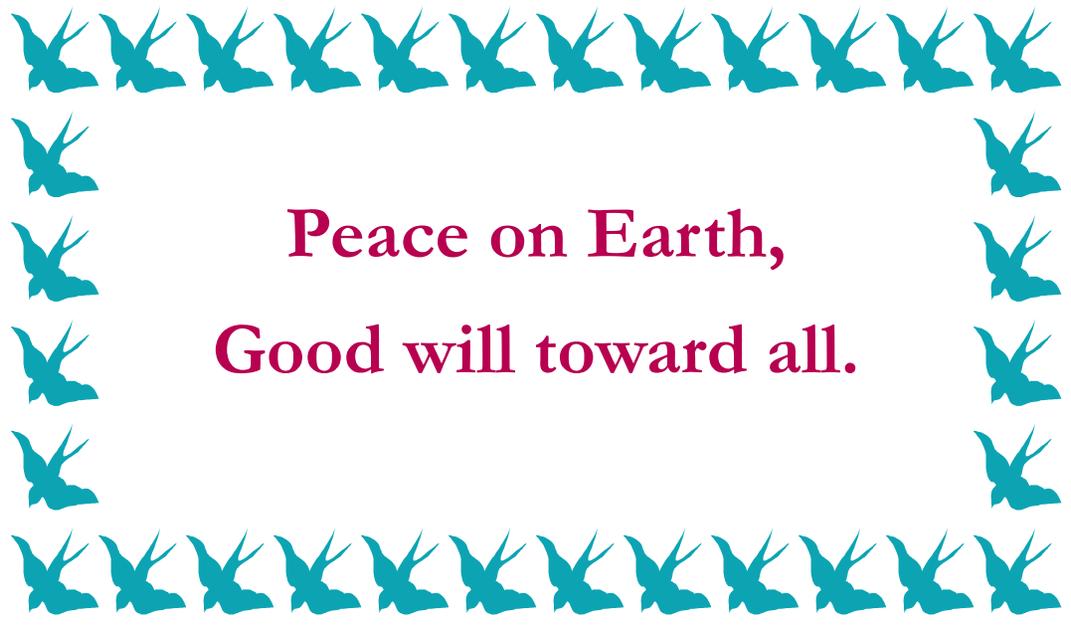


CLUB SPONSORSHIP AGREEMENT FORM DUE!!!

Final deadline—Jan. 31, 2013.

[Fill out form and submit here.](#)





**Peace on Earth,
Good will toward all.**

