

**ROTARY DISTRICT 5300
THE HIGHLIGHTER
NET TEXT EDITION
(Web address: <http://www.district5300.org>)**

Highlighting the World of Rotary,
District Activities,
Club Events and the People that make it Happen!

ROTARY 2001-2002: MANKIND IS OUR BUSINESS
VOLUME 74 NO. 2 GOVERNOR MARGARET COOKER August, 2001

FROM "De Guv"

As I visit the clubs in our great district, I see so much enthusiasm and FUN! So many great projects in the works! But, of course, in order to make the projects succeed, we need the minds to plan and the hands (and bodies) to carry through. This is why membership is so important to an organization whose motto is "Service Above Self."

Our R. I. President, Rick King, has offered an incentive this year - a special pin. How do you get it, you ask? Well, every time you bring in three new members to Rotary, you will be presented with this pin. This is the ONLY way to get it. (Lynda Burgess of Diamond Bar is only one away from this pin. Will any one beat her to the punch?) The members you bring in do not have to be only to your own Rotary club either.

"Go forth and multiply."

"Seek and ye shall find."

Ask, because if you don't ask, the answer is ALWAYS NO!

Follow these suggestions and new members will come!!!

Join the Eagle Club and SOAR to new heights!

I would love to see people at District Conference, our celebration in Prim, Nevada, with rows of Eagle pins weighing down their lapels! In fact, I have just thought of a new award. Can you guess what it is??? Stay tuned for further developments!

Are all the "time slots" for Rotary meetings in your locality filled? What NEW Rotary clubs can be started this year? "Territory" no longer exists, and although a new club requires a sponsor, just as a new Rotarian does, any club that already exists in the area does not have to consent to the formation of a new club - though why they would object, I don't know. This all per the new COL. Let me know your thoughts on how we can "grow Rotary" so that we can do even more for our Community - local and globally.

You are the STARS of Rotary and you shine Brightly in the firmament! See you on the Rotary Road of the Stars to the Stars!

Yours in Rotary,
Margaret

A True Ambassador of Peace and Goodwill

Jean-Philippe Hébral, Ambassadorial Scholar from France, wrote the following speech that he delivered at District Conference in June. I felt this message was well worth publishing in its entirety. Ed.

I am glad to have the opportunity today to express my feelings about the experience of spending this year in your country. There is a beautiful expression to summarize this. It reads: Thank You.

When I applied in France for a Rotary scholarship, in mid-March 1999, I had some limited knowledge about the Rotary International and the Rotary Foundation. I had heard about the immunization campaigns that were conducted throughout the world, but I had basically never been in a Club. Then as my application went through the process, I had an interview with the selection committee. It turns out that they enjoyed it as much as I did, since they granted me the honor of a Rotary Foundation scholarship.

For this, I want to tell you: Thank You.

As I prepared last year for my stay abroad, I learned more about the Clubs, the organization of the Rotary, the people making it what it is. I discovered how many people were dedicated to help us live this experience as good as possible. In my sponsoring Club in Paris, in the travel services in England, in the Foundation headquarters in Evanston, Illinois, and also in San Marino, everywhere I traveled, there was somebody to make sure everything would be all right.

For this, I want to tell you: Thank You.

When I eventually came here last summer, I expected to find a community of people meeting every week. I expected to find a Club. This is not what I found. I found what turned out to be a family for me. A family, diverse but also tight and unified, sharing the same interest for public service, and whose every member from the very beginning made me comfortable in this new environment. Although I was delighted to come in the US, I wouldn't be honest if I said I felt absolutely fine and confident about my integration in your country. Thanks to your kindness and devotion, I can now turn back and think of these moments as some of the best in my life: arriving in a new country, and being welcome like you welcomed me is the best I could have dreamt of.

For this, I want to tell you: Thank You.

Thank you for making me feel like I was home. Maybe that's because I AM home! You know, beyond some commercial and cultural small arguments, America and France are very close and similar. Both of them love and protect Liberty, both of them have beautiful landscapes to visit, wonderful places to live in, and delightful people to meet. They also share the same History: remember Lafayette, who helped you get your Independence in

the 18th century? Remember, though I know some of you have sad memories of this, remember Normandy, where you Americans helped France get its independence back?

For this, and on behalf of every French person, I am proud to tell you: Thank You.

Be sure I'll report back in my country how warm, how helpful, how cordial all the Americans I've met have been toward me. This is especially true for every Rotarian I've had the pleasure to spend some time with.

For this, I want to tell you: Thank You.

Americans have shown themselves not only nice toward a foreigner, but also intellectually open, eager to discover French customs as much as I was to understand American culture, interested to share ideas, keen on learning more about other viewpoints. Indeed, even though there are tremendous similarities between our countries, of course there's still much to discover. Otherwise, why would so many French people come and visit the United States; and respectively, why would you Americans fly and travel through Paris, Bretagne or Provence? Why would we enjoy your movies and music while you order Champagne and Chanel over the ocean?

As you see, we have so much to share and to learn from each other. By doing so, we develop tolerance and intercultural understanding.

Communication is what I've probably been looking for most throughout this year. I did my best to go to any place I was invited and to meet as many people as possible. For instance, I enjoyed a wonderful traditional Thanksgiving dinner in my advisor Dick Durant's family. I attended Rotary meetings whenever I could. I took part in many social and cultural events going on in my neighborhood, and so on and so forth...

The Rotary Foundation Scholarship Program is a key element to enable this communication and make this world better, and that's the reason why I am so thankful to you for having granted me the privilege of being an Ambassador.

I would like to thank the Rotary Club of San Marino and each of its members for having welcomed me the way they did.

I would like to thank Sharla and Dick Durant and their family for taking care of me not as a foreigner, not as a visitor, but as one of their own.

And finally, I would like to thank the Rotary Foundation for having trusted in me and made all this possible. Please, go on, keep up your action. The world needs people like you.

District Public Relations Needs You Now!

By Ron Hutson, Sierra Madre-District Pr Resource Chair

District Governor Margaret has placed District 5300 public relations as a significant priority on her “must do” list! To convert that desire into reality an urgent message has been sent to the fourteen Regional Assistant Governors: “Find one Rotarian from the ranks of region to serve as Assistant District PR Chair”.

You don't know me. I've never been involved in District activities. Although a past president and Rotarian for 20+ years I've not been involved in the District other than to attend conferences and such. When you are exposed to people like PDG Steve Garrett, (Sierra Madre), John Fee (Arcadia) Jerry Tambe (Claremont) or Sal Briguglio (Rancho Cucamonga) to name a few, it becomes impossible not to want to work for District 5300.

Meeting Past RI President Frank Devlyn, listening to him in person and seeing the enthusiasm he instilled wherever he went may have been what has “turned me on.” Our current RI President, Richard D. King has challenged Rotary to significantly increase membership this year. When you look at what your club, yes your club has done in the past, when you read the District Newsletter and find that an individual from Duarte CA. has personally made two trips to Feron Nigeria to complete a much needed water project, how can you not want to share the experience of Rotary with your business associates, your neighbors, your city officials? Rotary makes it possible for us to “Create Awareness” and proclaims “Mankind Is Our Business.” We can and do make a significant contribution to world peace.

What does all that have to do with PR? At our first local board meeting I told my board that the definition of PR has become lost or misstated when it comes to voluntary organizations. P= public. Rotary has many publics: members, perspective members, city officials, townspeople, media and many more. R=relations. Rotarians communicate current relevant information about the local, district and international programs as they develop relationships with the various audiences.

Why is this an “urgent message”? By the time you read this, at least 30 days of the 2001-2002-program year will have passed. By the time enough Rotarians respond to this message, another 30-45 days will be gone. Nearly one-third of the year will be gone before our PR effort begins making a positive impact.

You do not have to wait to be asked. Pick up the phone, or click on your computer and tell me you will, --NO you want to be on the District 5300 PR Resource Committee. DO IT NOW before you rationalize 15 different reasons for sitting back to let—as they said in the '60's, “George Do It”!

The District PR program is a plan in the making. You can help create an increased awareness of what Rotary does in your community, in the district and around the world. Specific tasks are identified if that is your choice. Or, you can sign on to be a "PR Brush Firefighter" and handle individual situations as they arise. Let me know, it's up to you.

Help make this the most effective, fun filled PR program year, won't you?
Phone me at 626-359-4911; e-mail me at: tuitman@earthlink.net or snail mail:
PO Box 1148, Sierra Madre, CA. 91025. Just make contact!

Rotary Youth Exchange Student in Arcadia

The Arcadia Rotary will be hosting Yoko Kodama, a Rotary Youth Exchange student, from Hiroshima, Japan, for one year. Yoko will attend Arcadia High School as a junior during her stay. This is the second RYE student the Arcadia Rotary Club has hosted in the past three years.

Presidential Citation Program Criteria Modified

To enable all Rotary Clubs to participate fully in the 2001-02 Presidential Citation Program, RI President Richard D. King has modified the criteria for the Rotary Education and Training segment of the program.

Instead of having to complete all five achievements stipulated, clubs may complete four achievements and still qualify for the citation.

The RI President's main concern is that some well-intentioned and highly motivated Rotary Clubs may fail to achieve the citation because they received information on the program after their district assembly, and one of the required achievements called for attendance by certain individuals at that same assembly.

The RI President encourages all Rotary Clubs to take on the challenge of achieving the requirements of the citation as it addresses four areas that are crucial to the future health of Rotary: membership development, Rotary's public image, Rotary education and training, and club development and improvement.

Letters, we get letters!

Greetings From Bonnie Scotland

I visited the Las Vegas University Club several weeks ago and met Rotarian Kirstine from Scotland. Thought I'd share her letter with you. Ed.

Dear Rose Ann,

Now that I am safely back in Scotland (which is undoubtedly rather chilly!) I thought I would drop you a line to show my appreciation for the warm welcome I received when I visited the **Las Vegas University Club** a couple of weeks ago!

I would be very grateful if you could also pass on my thanks to President Bill and the rest of the club for making me feel so welcome. (I wonder if everyone is adhering to the dietary advice offered by the guest speaker. Does Doug have the Body for Life yet?) I am delighted to report that our club warmly received your greetings!

I have selected your District newsletter as one of my "Favourites" on my web browser and look forward to catching up with you again in the near future!

Thank you once again!

Kindest Regards

Kirstine Dinnes
Rotary Club of Forres (Moray, Scotland)
District 1010

From North Las Vegas Rotary

Hi, Rose Ann.

We met at the District Conference.

I see where the theme is: MANKIND IS OUR BUSINESS. Is there any way we could be more inclusive and use HUMAN BEINGS ARE OUR BUSINESS? I am not a feminist, but wish Rotary could be a bit more inclusive in some of its materials. I know we have come a long way in a few short years, but I am sure the men wouldn't like it if the title were: WOMANKIND IS OUR BUSINESS.

Thanks for listening to my little spiel.

Charlotte Leas
North Las Vegas Rotary

Letter to the Governor

From Las Vegas South Sunset Rotary Club

Dear Governor:

We enjoyed your presence last Tuesday evening, and look forward to an exciting Rotary year. I am writing at this time with a request that you endorse and publish in the next District Bulletin, the fact that this club has been selected as one of the 200 worldwide experimental clubs, and we are moving forward with several "test" membership offerings.

Glad to oblige! Ed.

The Las Vegas South Sunset Rotary Club is now one of 200 test clubs in the world and one of only three west of the Rockies. District 5300 should be proud. If you or your club has any ideas you think might attract new members, pass the word on the Sunset test club. Also, if your club has any member that recently dropped out of Rotary or is about to drop out due to meeting time, please let that person know of this new and exciting dinner hour Rotary Club. Meetings are held each Tuesday at 6 PM at Carluccio's Tivoli Gardens Restaurant, 1775 East Tropicana Avenue, Las Vegas.

The Las Vegas Sunset Rotary Club is now accepting applications for membership in the following categories:

- **REGULAR RI MEMBERSHIP** – As in the past, this membership is based on an open classification. Annual dues are \$150 with a \$50 admission fee. Attendance minimum of 60% required.
- **CORPORATE MEMBERSHIP** – A business or organization may join Rotary as a corporate member by designating a Primary member, with a classification, and two additional designated members, any of whom may attend weekly meetings. Annual dues are \$225 and an admission fee of \$50. Attendance minimum of 60% required.
- **ASSOCIATE MEMBER** – Any adult may become an Associate member, no classification. Annual dues are \$50. Attendance requirement is a minimum of one meeting per month and participation in at least two club projects per year. May attend any club event. Not registered with RI.
- **RETIREE ASSOCIATE MEMBER** – Any Retired adult may apply for Retired Associate member status, with a classification of prior employment. Annual dues are \$50. Attendance requirement is a minimum of one meeting per month and participation in two club projects per year. May attend any club event. Not registered with RI, only a club member.

Interesting Rotary Meetings

Here is a technique spotted by "De Guv" during her "free time."

It would be interesting if at least 100 Rotarians share their experience of the most interesting or unusual Rotary club meeting ever attended. Please tell us who you are, where you usually attend Rotary and then where you were when you attended this most interesting or unusual meeting. Of course, we'd also like to know why it was interesting or unusual!!

I think it would also be very interesting if someone (all of you) wanted to tell the rest of us if you could attend a Rotary meeting at any club, where would you attend?

Let's hear from you. Maybe Lisa Golde would serve as judge and the best/most unusual entry will get a free lifetime membership to ROTI.....Now there is a deal you just can't beat, Lisa I mean, of course!!!!

An Example

James Wood

Terre Haute, Indiana USA

woodj@prodigy.net

Interesting meeting? There have been several. Rather than interesting, let it be a surprising meeting, and there were a couple of those. But here is one.

(You perhaps need to be a US citizen to appreciate this one.) I visited a smaller Rotary club, a very nice one, in Dublin, Ireland. They do not have many foreign visitors. It was late June and the club met in a tavern. On the wall of the tavern was a large United States flag with a message to attend the Fourth of July celebration. I asked a club member what was that about. In a very straight forward manner with a smile upon his face, he said, "We celebrate the birthday of every country who defeated the English." They treated me well.

Jim

Curmudgeon Corner...

Ron Hutson

Rotary Club of Sierra Madre

Ron Hutson is a twenty-year+ Rotarian, Past President, newsletter editor and PR Resource Chair for District 5300. He has experience as an organizational manager, independent service business owner and independent banking marketing director. He's gained hands-on experience as a handyman and currently devotes time as an assistant to his realtor wife Edda.

“Write, edit, or produce Rotary newsletters very long, and you too may be a curmudgeon.” Ron Hutson

If members are the engines driving Rotary, communications is the fuel! As editor of "The Vine," our Sierra Madre Rotary club newsletter, I know it can be difficult to grind out a weekly newsletter. Forget you have a nominal or non-existent budget. Then there are the officers, directors and committee chairs that rarely give you written copy. They prefer to corner you after a meeting, give you an unorganized, rapid-fire, verbal barrage and walk away. You do have a photographic memory and shorthand skills, right?

You've come to expect various committee chairs to complain to the President, "Nothing ever gets printed about my program area." This monthly column isn't going to solve any of those problems. Only your President and interested Rotarians can provide a remedy.

But, given you have to put out a weekly newsletter regardless of how much or how little help you get, you want to put out the best product. Remember the movie about baseball, something about the Field of Dreams? The tag line people remember is: "Build it and they will come". That's how I feel about the Rotary newsletter: "Craft an attractive, well designed, fact filled tabloid with creative writing and good graphics, and they will read."

The hope also is that they - officers, directors, and committee chairs - will come forward with the information. When that happens you are pumping premium fuel into that Rotary engine.

There are many District 5300 Rotarians better equipped and more experienced than I who could write this column. Up front I'm giving them this invitation: "When you have something to contribute don't hold back. Give up that well known or little known tip, technique, and tricks to eliminate writer's block or just plain words of wisdom.

Send them to: Ron Hutson: e-mail: tuitman@earthlink.net or Fax: 775-898-3875 or snail mail: PO Box 1148, Sierra Madre, CA 91025. Phone numbers: 626-359-6200 or 626-359-4911

There are a hundred ways to begin talking about the Rotary newsletter. Rather than be paralyzed by too many choices, perhaps you should start by thinking about your audience. Who are they and why do you want to talk with them? Yes, it makes a difference. If you

just want to talk to members who missed a meeting, you can probably forget about holding the interest of Rotarians who attend every meeting.

If you keep file folders crammed with filler - lengthy jokes, non-Rotary related human interest stories, useless little known facts and pictures of your dog, you can be pretty sure you'll have a slim readership.

If you want to keep your club current on programs and activities, recognize efforts of productive Rotarians, officers, directors and committee chairs. You might be embarrassed by the attention and accolades forced upon you. But what the heck, you deserve it because you are pumping high-test fuel into that Rotary engine. And, by the way, your club is probably growing, achieving its annual objective while producing informed community leadership.

Since all the English teachers, journalists and creative writers are going to have a ball dissecting this monthly column. I'm warning you about my "skills" in advance. Read this column for ideas, not journalistic excellence. Spot the mistakes and don't make them. Look for ideas and tips that work for you. Your first assignment is to use the word "jocose" in an article about your President.

See you next month when we'll talk about an important basic I call "Planning your newsletter."

From: "Tom Telfer" <tom_telfer@hotmail.com>

To: ROTI@yahoogroups.com

Rotary Club of London East, London, Ontario, Canada, is shipping wheelchairs. There is room for extra donations of clothes, medical/dental equipment, and computers (386 or better). Shipment goes out in mid August. Contact Bill George: E Mail: wgeorge@home.com

Don't forget to checkout the latest news at:

<http://www.roti.org/news/>

-- Serviced by ROTI (Rotarians On The Internet) --

August 2001

"A Spin Around the Wheel"

By Anne Donofrio-Holter (Montebello)

This feature provides a brief summary of club activities from around our district compiled from club bulletins. If you'd like your club's events included in "A Spin Around the Wheel," please send your weekly bulletins to Anne Donofrio-Holter, 1012 W. Beverly Blvd., PMB 145, Montebello, CA, 90640, or WriterAnne@earthlink.net.

The Altadena Club in its annual PCC-Rotary Scholarship Program recognized Pasadena City College students. Students were awarded for achievements in art, life sciences and applied health, nursing, engineering and technology, communications, and business.

The club honored students from John Muir High School's business and finance academy at the 3rd annual Dewey Merrill Entrepreneurial awards for their written business plans. Each student gave a brief presentation of their proposed business to club members. Students were judged on legal aspects of the plan, financial statements, marketing, and managerial plans. This year, 25 students participated in the competition with seven plans receiving recognition. This scholarship program is dedicated to the memory of Merrill, Rotarian and past president of the club, who died suddenly while on the Muir campus.

Middle school students were also recognized for their academic achievements and leadership skills by the club and American Legion Post 470. The two students selected were each awarded a certificate and a \$250 savings bond.

Alhambra Rotarians, along with members of the **La Verne Club**, built a home in one day for an impoverished family in Cerro Azul, Tecate, Mexico. The 16-foot by 20-foot wood frame home included a stand-alone outhouse, as the village has no running water. Upon arriving at the location, Rotarians were divided into groups of painters, cutters, demolishers, unloaders, etc. Club members framed walls, painted siding and ceilings, installed aluminum windows and air vents, and tiled the roof. The home's interior amenities included mini-blinds, tile cooking top, butane stove, carpeted sleeping loft and vinyl floor. The owner of the home, a single mother with four children, presented a letter of appreciation to the members upon receiving the keys to the house.

The Victorville Club donated \$500 to the Victor Valley College Foundation Scholarship fund. Members also assisted at a local vaccination clinic held last month and donated blood along with members of other High Desert Rotary clubs.

The Pomona Club received a certificate of merit for their participation in the "Wheelchairs for the World" program.

Arcadia Rotary honored three students from Foothill Middle School as its Students of the Year. They were recognized for outstanding achievement not only in academics but in community involvement as well.

Multiplying By Leaps and Bounds

The First Fifty clubs is now the First "100" clubs: www.rotaryfirst100.org

RIP King at "100 Clubs" www.rotaryfirst100.org/rip

"711 Club" website started! www.rotaryfirst100.org/711

"RotaryFirstFifty", a website recognizing the "1st 50" clubs, was completed for the 2001 convention (www.rotaryfirst100.org/conventions.) At the beginning of July, the website's board of advisors agreed to extend this opportunity to the first "100" clubs.

Now, the 2nd 50 clubs are invited to submit their web addresses, history, and other information to - www.rotaryfirst100.org/join. "RotaryFirst100" is providing this "clearing house" of Rotary information at no cost to the clubs. News of club celebrations will be available for at least the next 13 years.

Information on "how each club got started" along with lodging, government, entertainment, history, and business within the 100 communities is also available at www.rotaryfirst100.org/clubs. You can find out where the clubs are located at www.rotaryfirst100.org/map or which districts and zones they are in at www.rotaryfirst100.org/list. Much of this information has been created and the rest will be produced as your clubs provide the information.

Janice Chambers, the senior editor of "The Rotarian Magazine" is following this project at RI headquarters. We are not ready for the "World" yet. We need your help to complete this project. A few of the "1st 50" visitor pages have little or no historical information. For the "2nd 50", we are relying on you to provide us with the information which will then be assembled as described at www.rotaryfirst100.org/join. Omaha 37 is online, but not quite ready for prime time. For a sneak preview go to www.omaharotary.com. This is a gorgeous site and a new partner of RotaryFirst100.

Jack Selway, Editor: www.rotaryfirst100.org (Pueblo 43)
Formerly "RotaryFirstFifty.org"

Editor's Column

Rose Ann Rabiola Miele, rarmiele@juno.com

Brad Appleby, Design Editor, brad@ApplebyArts.com

Response to the first, totally computerized version of "The Highlighter" was positive, thanks to all who submitted material. This publication exists because of the great projects you undertake.

I just got off the phone with President Janie Lynn of the Las Vegas South Sunset Club and really big things are in the works for the clubs in southern Nevada. We're all going to get together, pool our talent, and put on a joint project the likes of which the Las Vegas area has never seen. The time, date, and location of this community service will be announced the moment all details have been set. You will be notified with the breaking news.

Thanks to everyone who submitted material for this issue. Keep it comin'! If you sent things to me and they didn't get in this month, please don't stop sending material. I will use it.

Have a great month and think new members.