

**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. 3 GOVERNOR MARGARET COOKER September, 2001

**FROM "De Guv"**

Greetings to all Rotarians and friends!

As I travel round our great District and visit clubs, I see so many fantastic projects that affect our young people. As September is Youth Activities Month, this is a good time to talk of some of them.

The Teen Leadership Camp (TLC) for 8th graders - brainchild of Roger Schulte of the Upland club - is in the final preparation days for the October event. Successful in its inaugural year, it promises to be even better in this the second year. Many of you have participated in the selection process and, I know, are anxious to talk to the young people on their return to see what they have got out of the weekend.

The Seven District Interact Symposium is also firing up towards the November event. Hilary Crane (Glendora) and Steve Garrett (Sierra Madre) are prime movers in seeing that this successful training of the Interact Leadership Team continues to improve. (There will NOT be a second Interact Symposium held in May 2002 so - seize the moment!)

The George Hensel Ethics Essay Competition, totally funded by Rotarian George Hensel (Montebello), is undergoing a re-vision with an increase in prize monies. Check out the District web site ([www.district5300.org](http://www.district5300.org)) for late breaking news on the structure changes and prize money for each level. Let's continue to make this a successful program and thank George for his commitment to our young people and our future. One of the winners, Laura Fuentes-Rodgers took the time to write a letter of thanks. I thought you would enjoy reading it:

"Dear Mr. Hensel,

Thank you so much for the award you gave me for my essay. I want to let you know that \$200.00 is saved up for college and \$100.00 is for my trip to Hawaii. I appreciate this generous act. I never thought that I would win. I am glad that I wrote about child sexual abuse because I realized how serious this problem is, yet there is very little done about it.

So, thank you very much Mr. Hensel for letting me have this opportunity. I cannot say how happy I am and how thankful.

With love and gratitude"

There is another opportunity for a contest - this one through RI. A Poster and Essay Contest for ages 12-15 years with the top prize of a \$2,000 scholarship; 2nd prize \$1,000 and 3rd \$500. In addition, the 1st and 2nd place winners will have a 3 day trip to the RI Convention in Barcelona, Spain for themselves, their parents and up to one sibling, with round-trip coach airfare, 2 nights in a hotel and a \$50 stipend for 3 days - all paid for by RI!!

The competition starts at the club level - one winner per club forwarded to the District - and one winner per District submitted to RI by the deadline of December 31 2001 for judging at the Zone level (we are a part of Zone 24). The District deadline is that both the winning Poster and the winning essay from each club be received by the District office by **November 30 2001**. Time is short for you to publicize and judge your local entries.

**Full details of the contest and entry forms  
can be downloaded from the RI site ([www.rotary.org](http://www.rotary.org)).**

The Theme is "Mankind Is Our Business: How does helping others make the world a better place?" Posters and essays will be evaluated based on content and presentation, creativity and imagination, and expression of the contest theme. ***Please contact me if you would care to be a part of the evaluation panel.***

***Interact is headed up by Phil Howells (San Gabriel)*** and several new Interact clubs are in the process of starting-up, introducing 14-18 year olds to the concepts of service to others, ethics, and leadership to build a better future (and Rotaractors and Rotarians down the road!).

Our programs in the middle and elementary schools continue to increase and to make a difference in the lives of the children and all who come in contact with them. ***Middle school resource is Linda Martin-White of Upland and Elementary level is headed up by guru Dave Beltran of East Los Angeles.***

***RYLA under the aegis of Joe Tambe (West Covina)*** is being further refined. I encourage ALL Rotarians to attend a Facilitator Training session in order to find out what is happening here and also to become involved in the interview and selection process of attendees. Make sure that the Juniors that are attending have leadership potential and are not just people that the school wants to be rid of for a day!! It is such a joy to see the difference that RYLA makes in the confidence level and abilities of these young people when they return and come to your club to run the meeting and be the program!

So many great programs at the club level that I have not touched on - because already I am running on too long - but know that I am aware of them and your efforts and appreciate your support.

Many thanks to all Rotarians and Partners in the District who make a difference every day in the lives of our young people.

Kudos to All

## **“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:

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PMB 145  
Montebello, CA 90640  
Or via E-Mail to:  
[WriterAnne@earthlink.net](mailto:WriterAnne@earthlink.net)

**The South El Monte Club** made a donation to the Intergenerational Arts and Crafts Education Program, collaboration between South El Monte High School, the El Monte Rosemead Adult School, and the El Monte Senior Citizen Center. One of the first of its kind, the program partners high school students with senior citizens to produce beautiful quilts and other handicrafts. The donation from the **South El Monte Club** was used to help the high school students purchase needed materials.

**Alhambra Club** members raised \$305 to purchase a new bicycle for a physically and mentally handicapped young man whose bike was stolen. This young man lives on county assistance and had been trying to save a bit each week to purchase another bike. In addition to replacing the bike, club members purchased a helmet and had a bit left over to get something extra for this deserving young man.

**The Altadena Club**, in collaboration with the Institute for Survival through Design, awarded four scholarships to the top architectural students from Pasadena City College. The event marked the establishment of a new scholarship program designed to assist students pursuing a career in architecture. In addition to the scholarship, each student received a certificate of recognition. Following the presentation, each student spoke briefly to the club about their love of architecture and their plans for the future.

In conjunction with the Chamber of Commerce, the **Victorville Club** helped sponsor, with funding and volunteers, the “Read to Me Program,” as well as the STAR Program that recognizes elementary school students who have improved their performance at school.

**The Pomona Club** is supporting the “Shoes That Fit Program” to purchase shoes for needy elementary school children. Since its inception 10 years ago, the “Shoes That Fit Program” has provided more than 103,000 pair of shoes to needy children in 277 elementary schools located in 25 states.

**The Montebello Club** made a \$200 donation to Mervyn's annual Child Spree for underprivileged children. The funds, matched by Mervyn's, are used to purchase school clothing and shoes for children ages 6 to 13.

**The Las Vegas West Club** has approved the formation of a new student/teacher scholarship program for the upcoming year. An Interact student who best embodies the ideals of Rotary will be awarded a \$1,000 college scholarship and the honor of selecting, along with the board, a deserving teacher or administrator will receive a \$1,500 grant for materials or continuing education.

**The Chino Club** donated \$250 to the Chino Youth Museum for its upcoming "Off Broadway Brunch." The brunch will take place this month and proceeds will benefit the museum in providing quality programs for Chino children.

Each year, **Pahrump Valley Rotarians** sponsor "Shots for Tots" to help with the worldwide effort of Rotary International to eradicate polio.

**The Duarte Club** purchased a \$100 ticket to the City of Hope fundraiser sponsored by the Irwindale Club.

**The Arcadia Club** received a thank-you from an Arcadia High School student who was able to attend the World Affairs Seminar thanks to the club's donation. The club also donated \$250 to Journey House.

**The Monrovia Club** members received a thank-you for a donation to the Children's Hospital of Los Angeles.

## **District PR Resource Committee seeks "PR Brush Firefighters"**

*By Ron Hudson, Public Relations Resource Chair*

### **NEW Public Relations Resource Section on district web site.**

Go to the District web site [[www.district5300.org](http://www.district5300.org)], click on the right side where it says, "What's new, forms & documents for download". Check out the documents listed under "District Public Relations Kit". "[District Public Relations Kit](#)". Included here are sample display and classified ad copy, news release draft for District Governor visit and a couple other items to help create or move your club public relations program along.

### **ROTARY IN ACTION VHS tapes now available**

A series of seven TV Talk Shows on VHS tape professionally produced by the Del Mar Rotary club are available for rent from the PR Resource committee. [For . [For specific tape content go to: specific tape content go to: [www.delmarrotary.org](http://www.delmarrotary.org) [www.delmarrotary.org](http://www.delmarrotary.org)] ] Tapes are excellent for a club program, member recruitment, and

member orientation, public relations use and when purchased at the local club level, providing to local TV and local cable stations.

The District has 5 full sets (2 tapes to a set containing 7 individual 30 minute programs) available on a "loan rental" basis. **Terms:** 1 tape @ \$5, 2 tapes @ \$10 in advance with order plus shipping charges which will depend on how club wants tapes to be delivered. Tape rental fee is for 10 days (from day of receipt at club to day tapes sent back).

Contact District PR Resource Chair Ron Hutson for rental: 626- 359-6200, fax 775- 898- 3875; e-mail [tuittman@earthlink.net](mailto:tuittman@earthlink.net) or snail mail PO Box 1148, Sierra Madre, CA 91025.

### **Public Relations Program available .**

Interested in bolstering your clubs PR program? Members of the PR Resource committee...actually it's the PR Resource Chair as this goes to press...are available to put on a club program. Until more volunteer professionals from the public relations, media and related fields emerge, PR Resource Chair Ron Hutson will be available to local clubs to put on a 30-minute program. The program content will vary depending on the needs as seen by the local Club President, Club Service Director and PR Chair.

There is no PR Resource travel budget. Until more PR Resource committee members are available (see below) to make presentations, clubs more than 90 minutes away from Sierra Madre, CA are asked to coordinate whenever possible so at least two presentations can be made in one day. Contact information is found above.

### **Public Relations Resource Committee organizational progress to date!**

Meet Assistant PR Resource Chairs to date: **SGV N. Central**, Ram Kumar-Arcadia Sunrise; **SGV N. East**, Les Fujimoto-San Dimas; **Las Vegas University** Richard Newman. Volunteers to serve as Assistant PR Resource chairs are needed. Ask your Regional Assistant Governor to assist in recruiting a volunteer for your Region. The Assistant PR Resource Chair is your direct contact for PR assistance.

Meet local club PR chairs reported to date: **Arcadia**, Joe Miller; **Monrovia**, Tom Adams; **Sierra Madre**, Rudy Hayek; **Victorville**, Victor Johnson

That only leaves ten Assistant PR Resource Chairs and fifty-nine local club PR chairs to be named within the next ten months.

### **Public Relations Brush Firefighters ...are you a volunteer?**

ATTENTION all PR, Media professionals and interested Rotarians , your District PR Resource committee needs you! Are you interested in sharing your expertise on public relations, media relations, newsletters, club communications or related matters?

Can you break away to present a club program anywhere within an hours drive of your home club? Will you respond to specific questions, problems by e- mail, phone, snail mail or on site visit? To find out about the extensive benefit package including a once in a life time “golden parachute”, contact PR Resource Chair Ron Hutson immediately. Only the first 100 volunteers can be accommodated. (Contact information found earlier in this column)

## **Chino Rotary Club Kicks Off Commitment to Youth Month**

Chino Rotary Club kicked off its ***Commitment to Youth Month*** on August 29. The Club presented a check for \$600.00 to the Youth Boxing Foundation to support the Y.E.S. Program. The Youth Boxing Foundation sponsors the program in conjunction with the Community Services Department of the City of Chino. The program is designed to help high school aged youth gain skills in sports-related fields that will help them gain jobs in the future. Participants learn skills such as coaching, refereeing, umpiring and scorekeeping in baseball, basketball and football. The hands-on training is done through Recreation Department sponsored leagues and frequently results in the participants being hired later by the City of Chino.

The \$600.00 check from the ***Charitable Foundation of the Rotary Club of Chino*** will allow six youths to complete the training program that requires them to work three times a week for a minimum of two months. Throughout the month of September, Rotary will provide support to various youth programs such as the Youth Boxing Foundation, the Chino High School Interact Club, Boy Scouts and Hillview Acres.

**Contact:** Chief Gene Hernandez, Community Services Director at 909-591-9851 or Craig Watkins, Club President at 909-591-4761

<b>Don't forget to checkout the latest news at:</b>
<b><a href="http://www.roti.org/news/">http://www.roti.org/news/</a></b>
<b>-- Serviced by ROTI (Rotarians On The Internet) --</b>