

**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. 7

Governor Margaret Cooker

January, 2002

FROM "De Guv"

Margaret Cooker

"War cannot go on forever. Peace must and shall come. The years ahead reserve for Rotary a most difficult and arduous task. To heal the wounds of a war-ravished world; to substitute for hate, mutual understanding and tolerance; to create affections where rancor exists; to change enemies into friends and replace excited passions and armed struggle by good will and international peace.

This is the superhuman task we must undertake. This is a task in which Rotary will labor with all its strength, in spite of the fact that . . . we have no instruments other than our principles, nor more strength than our enthusiasm. We are sure of victory because of the great faith that all us Rotarians have in humanity."

These words and wisdom of Paul Harris were printed in "The Rotarian" of May 1942 and yet seem fresh and new today as we go into the second year of the new millennium.

I challenge you to look at your community - local and international - to see what you can do to make the world a better place and to promote world peace and understanding. Look, too, to your community, business, professional and personal associates and acquaintances and identify those whom you feel would make good Rotarians and/or bring new perspectives to your goals and objectives. Ask them to join you at a Rotary meeting, social event or community project. Remember that if you do not ask the answer is ALWAYS no!

Highlight family values by a club project and publicity during Rotary Family Values week, February 3-9, 2002. Check the district web site for some ideas that you might want to utilize. Send me your own ideas that we may share them - let's not re-invent the wheel! So many of us are doing so many worthy and worthwhile things - we can start several leaps ahead!!

Plan to hear RI President Rick King as the keynote speaker at the Valentines Day luncheon at the LAX Marriott. Bring a new member to be inducted personally by the RI President!

Another opportunity coming up is the PRL Seminar - find out how you can grow your business and Rotary by gaining understanding Generation X-ers. We will be convening on Saturday February 16, 2002 - plan on registration at 8 am, starting sessions at 9 am and ending at 4 pm.

To get your PRL pin you also need to go to a RYLA facilitator training - plan to go to the one closest to you January 8, 10, 15 or 17, 2002. Bring your Rotary partner - this year we have a new PRLS pin for Rotary partners (Partners of Rotarians Leading in Service).

So much happening in our lives - God and family come first but Rotary is right up there. Make a difference. Enjoy Rotary. Have fun.

Tony joins me in wishing every one of our extended Rotary family a blessed and prosperous New Year with good health and happiness and a smile every day! :-)

"A Spin Around the Wheel"

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 you 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 **Chino** and **Ontario Clubs** have joined with the **Rotary Club of Bogotá, Columbia** to establish a fund to provide loans to local artisans in one of the poorest parts of Bogotá. The fund will be used for training, equipment and supplies required to set up and maintain successful micro-enterprises that will produce items such as shoes, leather goods, clothing and other craft items. It is anticipated the loans will allow hundreds of men and women in the village of Rincon del Valle to become self-supporting in the years ahead.

Las Vegas Rotarians served as shopping chaperones to 50 needy children as they shopped for new clothes at a local J.C. Penney store. Rotarians helped coordinate transportation, shopping, feeding, entertainment and gifts for the children. After shopping, the chaperones and children traveled to the University of Nevada Las Vegas for lunch with student athletes. Club members donated more than \$1,000 to the event.

Las Vegas University Rotarians helped make the holidays a bit brighter for 30 at-risk children by providing toys and clothing.

Members of the **Henderson Club** helped the Salvation Army this holiday season by serving as bell ringers at collection sites. Members raised a total of \$1,007.

The **Covina Club** helped with the staging of floats and the building of a club float for the annual Covina Christmas Parade.

The **Altadena Club** joined with the Altadena Sheriff's Department this holiday season and helped supply toys and food for the less fortunate in the community. The club's donation helped fill the needs of 165 families including 478 children.

The **Victorville Club** presented 56 local teachers with mini-grants worth a total of \$17,385. This is the largest amount raised for mini-grants in the club's history.

The **Alhambra Club** donated \$404 to the American Red Cross for disaster relief. Members also raised over \$3,400 for their participation in an Alzheimer walk.

Pahrump Valley Rotarians donated more than 85 units of blood at a recent blood drive.

The **Monrovia Club** made a donation to the local YMCA.

Change in Date for President's Advance

Christine Montan, cmontan@hotmail.com

Bad news and good news – District 5300 USA. A double-booking problem at the Primm Valley Resort, Casino and Conference Center caused us to move the event from January 18-20, 2002. The good news is that we have re-scheduled the event for the three-day President's Day weekend, February 15-17, 2002. What could be more appropriate? This allows more club Presidents to register by the deadline of January 21, 2002.

The President's Advance is a District 5300 tradition – a mid-year retreat for Presidents and their partners to recharge batteries, get updated information, exchange ideas on successful programs and projects, problem solve areas of difficulty, and renew friendships with other District Presidents.

All this takes place at the beautifully renovated Primm Valley Resort at the CA/NV border. There's ample time for relaxation and enjoying the time away. The event runs from 3:00 p.m. Friday afternoon through 12:00 noon on Sunday. And Monday is a holiday for many Rotarians.

To register, go to the District home page at www.district5300.org and click on the link for forms – President's Advance.

Send the registration forms with a check payable to District 5300. The cost is \$295 for a single and \$495 for a double occupancy, all-inclusive.

Questions? Email Chair Christine Montan at cmontan@hotmail.com or call (B) 626.570.5065. See you there!

Float Designer Visits Diamond Bar

The Rotary Club of Diamond Bar was pleased to welcome Raul Rodriquez, Rose Parade Float Designer, as a speaker for December 11, 2001.

Mr. Rodriquez is an artist of international acclaim that has pioneered hundreds of magnificent, award-winning floats for the Tournament of Roses Parade in Pasadena. He has won more awards than any other designer in the history of the Rose Parade. He was named *Hispanic Artist of the Year*, *Distinguished Alumnus for the College of the Arts* (from CSULB, his alma mater). Also, Lions Club recently named him *Citizen of the Year*.

To Rotary International Mr. Rodriquez is indeed special. He is the designer of the Rotary International float and has been for many years. Last year the Rotary float was one of the award winners of the parade.

Ambassadorial Scholarship Applications

Ambassadorial Scholarship applications for the 2003-2004 year of study are now available. If you, or someone you know are interested in receiving an Ambassadorial or World Peace application, e-mail Sylvia Whitlock, Scholarship Chair at sylvia5@msn.com or write to her at 1637 Lemonwood Street, La Verne, CA 91750. Completed applications and accompanying documents will be due about the middle of March 2002.

To: All 2001-02 District Youth Exchange Chairpersons

Richard D. King, President

Dear Colleagues in Service:

In light of current world affairs, international understanding and goodwill is more necessary than ever. To celebrate differences in culture and further world understanding, I would like Youth Exchange students and Youth Exchange Officers to fully participate in the **2002 Barcelona Convention**.

As I travel around the Rotary world, I am always impressed by the vitality that Youth Exchange students bring to Rotary functions. We need to incorporate this youthful vitality and life into our Rotary membership at large. With this in mind, I have entitled a Plenary session at the Barcelona Convention, "Rotary's Next Generation."

The 2002 International Convention program has been designed to highlight the Youth Exchange program and other youth programs. The Youth Exchange Officers' meeting will be held 22-23 June 2002. The Plenary session titled, "Rotary's Next Generation" will be presented on the afternoon of Monday, 24 June 2002, followed that evening by the Youth

Exchange Officers' Banquet and, on Tuesday and Wednesday afternoon, by the Youth Exchange Students' Convention.

I am considering the possibility of having one or two Youth Exchange students address the convention in the afternoon plenary session on 24 June 2002. Please forward the names and accomplishments of exemplary Youth Exchange students in your district to Abraham Kuttothara, Chairman of the 2001-02 Youth Exchange Committee, who will share them with me.

I am requesting each district either sponsor or send three of their finest Youth Exchange students to participate in the 2002 International Convention. I am also requesting that, if possible, student trips in Europe currently scheduled for early 2002 be rearranged to coincide with the Convention in Barcelona. Please do your best to allow the Youth Exchange students in your district to participate in this important event. Prior to 31 December 2001, Youth Exchange students may register for the International Convention at the low rate of US\$20 and US\$30 prior to 31 March 2002. Please note the fee for students increases to US\$40 on-site.

Student presentations, demonstrating their enthusiasm and insight into the world, are often the highlight of Rotary meetings and conferences. By fostering this cultural understanding, these students are poised to become future Rotarians. They represent the future of Rotary and the future of our world.

I look forward to seeing you and the Youth Exchange students from your district at the 2002 International Convention in Barcelona, Spain where we can show the world that ***Mankind is Our Business.***

Polio Comes Closer To Eradication

Rotary has worked long and hard on the eradication of Polio throughout the world. Let us not rest upon our laurels! Even though the Northern Hemisphere is polio free, there is still work to be done in the rest of the world. Much money and efforts are needed to reach the last pockets of endemic disease - a disease that is not kind - that more often condemns a child to a life time of indignity as a "crawler" than kills.

District 5300 will be assigning some DDF (District Designated Funds from our Foundation share - the 60% that comes back to us after 3 years in the bank so that 100% of our giving is available to be used to further Rotary's goals and objectives) to the Rotary Polio Plus campaign.

Please open your hearts and your pocket books to give to the Foundation - even as little as \$2.00 a week makes a HUGE difference in a third world country. 100% of your contribution will be used as you intend.

Make RI a beneficiary or additional insured in your life insurance policy and/or will - you will be creating a legacy of good work forever, as 100% of the interest generated will be used in the years to come.

**You're Invited!!!
From Governor Margaret Cooker**



Here's your invitation to hear RI President Rick King at a Membership Workshop and/or luncheon at the Marriott LAX on Valentine's Day, 14 February 2002. Rick will also induct any new members into your club during the luncheon. What an honor that is!!!

Membership workshop and luncheon tickets are \$25 per person which includes continental breakfast, workshop, luncheon and free parking. The Chair requests we sell tables of 10 at \$250. They will be the best seats in the house. We (the outside districts) will have approximately 400 seats available on a first come, first served basis. Folks outside the host district may choose to either attend/not attend morning workshops.

A major induction ceremony will be the highlight of the event. It will be held for all new members who will be inducted by our own President Rick.

I encourage all of the 5300 clubs to bring their new members to this very special ceremony. This may truly be a once in a lifetime opportunity.

Agenda for the day looks like this:

- | | |
|-------------------|--|
| 8:30 – 9:00 a.m. | Continental breakfast and fellowship |
| 9:00 – 11:30 a.m. | Workshop |
| | A. Presenters from a small, medium and large club. What's working! |
| | B. Rotary Membership Power Point Programs |
| 11:30 – 12:00 | Short break |
| 12:00 - 2:00 p.m. | Lunch |
| | Special Induction Ceremony |
| | Keynote Address by Rick King |

The room holds approximately 900 people and because it is Valentine's Day, I'm told that the ladies will receive something special (?).

Contact Margaret with numbers and tickets needed.
760.243.5928
760.243.8012 fax

Family Values Week February 4-10, 2002

It is often said that children are the future of the world. Healthy and happy children are key to achieving Rotary's goal of building international understanding and peace in the world. There is no better place to nourish a young mind than in a family whose basic needs have been met and who can spend time together.

This year the district will celebrate Family Values Week with three great events.

Rotary Day at Scandia Amusement Park Rotarian Family Essay Contest Community Family Essay Contest.

The local club essay winner will be forwarded to the district and one winner will be selected from the district for each essay contest.

Professional Rotary Leaders Seminar (PRLS)

Dr. Maggie Sizer

As a leader of your company, or as a Rotarian, you have constant critical communication responsibilities with Boards of Directors, the media, security analysts, associations, customers, and most significantly, with all your employees - from hourly workers to executives. PRLS training is designed to give you the edge that will add more impact to your leadership effectiveness, one-on-one or in large groups.

PRLS

Date Saturday February 16, 2002

Primmadonna Resort, Primm Nevada

Registration begins at 8 a.m.

Seminar starts at 9 a.m. - Ends at 4 p.m.

Join Rotary Club Presidents and District Leaders in a fellows hip lunch

Cost: \$ 29.00

Registration form is on the District Web Site.

Contact Maggie Sizer for more information.

Special room rates have been arranged for at the Primmadonna.

Mention Rotary when you call to make your reservation.

Leaders Seminar Topics Include:

Interpersonal Skills Training
The ABC's of Gen Xers
Conflict Resolution
Leadership and Trust
Personality and Emotions
Values, Attitudes, and Job Satisfaction

Why Take PRLS Training?

If you are looking for an experience that moves beyond the superficial, that reaches out to you as a unique and special person, that focuses on enhancing your natural abilities - not transforming you into something you're not....

If you are looking for professional analysis, key insights into strengths, constructive articulation of weaknesses – not cheerleading and flattery...

If you are looking for systematic skill building that teaches you critical fundamentals, solid techniques - not quick tips and gimmicks...

PRLS training will meet your goals and exceed your expectations.

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

Home Stay for DGES

Judy Prather, PDG

Very shortly, the incoming District Governors will arrive in Southern California for "basic training" at the International Assembly in Anaheim. Our seven Districts have always responded to the request for home stay and have supported the program with vigor. That is why I am appealing to you to make a special effort at this time so we can deliver the same level of hospitality as previously. Near the end of November, it looked as though we were right on track with just about the same number of guest and host applications. Then on the first two days of December, we were inundated with guest requests, and even though we have received a few more hosts, we are about 15 host homes short at this point.

District 5320 has volunteered about 25 homes, with other districts claiming between 3-5 each. So I need some Herculean efforts to recruit a few more hosts.

Remember, it is fine for a family to host in their home and have other Rotarians take them places during the day, or any other creative accommodation one might conceive. Please have your district chair for home stay contact some previous hosts, international service chairs, or others with international interests and good old-fashioned Rotary hospitality instincts.

If you call or e-mail me a name, phone, their e-mail, or fax, I will get them an application immediately and follow through. If you would like an application faxed, e-mailed, or sent, let me know.

Also, we need all districts to send in their \$300.00 portion of the budget for this event immediately, as was negotiated more than six years ago. I would appreciate having this as soon as possible. At this point, I have undertaken all printing, mailing, and support expenses, which is a considerable burden with five children in college. Please have checks made out to "District 5320" and note "Home stay Program" on the memory line. I only ask you to send it via me so that I will know the status of the budget.

Many thanks to Governor Margaret and all Rotarians who will be a part of the Assembly Home stay.

Warm Regards,
PDG, Judy Prather
Assembly Home stay Chair

The Importance of Giving to the Foundation

This open letter is from a fellow Rotarian with his thoughts about the Foundation.
Margaret

From Doug Vincent

Hi Ken and others:

I will comment below on each of your points.

At 12:04 PM 12/29/01 -0500, you wrote:

The \$100 per year presentation I heard was heavy on the obligatory emphasis and I think this is wrong. I do several RF presentations each year and have continual contact with the senior RF folks. To my knowledge, there has been no suggestion to use this approach you describe and I suspect it has come through the enthusiasm of the presenter or his chairman. Generally, there is a thrust to try to educate Rotarians to realize that TRF is a charity depending solely on their contributions. And much like one's church, we hope for regular and continuing donations to support the many humanitarian aid programs. A concern with the PHF in the past was that members would contribute their \$1000 and then think they had done their part with this "one shot" donation. That is why you see more emphasis now on MPHFs, Benefactor, Bequest and Permanent fund programs.

When demand exceeds supply, another solution is to monitor and prioritize demand. This is the exact thing that our RF Trustees did last spring when they reduced portions of our RF Programs because of budget constraints.

Positive incentives are more effective than stressing demands for increases. Offering a District who gives more, more RI programs The RF tries to provide a variety of recognition in appreciation of those in who's name funds are donated. Things such as the PHFs, Bequest and Major donor crystals are some. Regarding the District receiving more when they give more; this is what the DDF (District Designated Fund) does. 60% of a District's (3yr previous) contribution comes into the budget for distribution to RF programs, selected by the District leadership. That means a district can choose an extra GSE, Rotary Ambassadorial Scholar, or to do additional WCS/Matching Grant projects.

Making them feel inferior if they can't commit to a \$100 contribution is not productive. I agree that in no case should a member be made to feel embarrassed if they cannot contribute. Many members do not have financial resources, yet contribute to Rotary in many other ways through project participation or other good deeds. The key point is to have members involved and contributing in whatever was is best for them.

On the other hand, there are many Rotarians who can, but do not contribute; yet they might spend \$100 going out for dinner or on a few drinks, etc.

Rather than a specific amount, I often suggest members to consider a goal of "one day's pay" for the RF charity. This eliminates the concern for economic levels in different regions I travel to. Some of our senior RF leaders have the approach that we should all give what we can and try to give a little more each year, every year.

Who oversees RI and the Foundation in determining application of funds? return on investments, etc.? This process is managed by a group of Rotary Foundation Trustees, on our behalf. They are often referred to in the Rotarian magazine and other Rotary material. Similar to our RI Directors, they monitor and manage the RF funds to ensure proper financial management and administration. They also determine our RF policies, procedures and programs. All members/clubs/districts are represented by both a RI Director and RF Trustee. Details about these representatives are listed in the front of the RI Official Directory.

The administration costs are paid by the return on investment if returns are ten percent, do I assume costs of administration ten percent? Actually, Ken, up until the last year or two, the return of our RF investments have been the envy of many. We have done quite well and this is one of the factors that has caused concern in recent months, the poor economy and resulting low investment income has cut into our funding of ongoing programs and projects.

Often, at a RF seminar you may hear that we spent 104% of our money. This merely means that if we made 10%, then our administration costs were 6% and we netted an additional 4% to go toward programs. I know from my personal involvement with many of our RF staff and Trustees that they work hard and are generally very successful in administering the work of our Foundation.

I hope this response is helpful in explaining and understanding the items questioned.

With best regards,
Doug V.



The Spirit of Rotary

Theodore C. Clarke

Over the last few years, I organized and participated in something quite remarkable. This experience would not have been possible without the international goodwill and brotherhood displayed by many Rotary Clubs in France. Let me explain.

Early in 1999 I had the idea to go to France to retrace the footsteps of Joan of Arc. I had read the History of Joan of Arc by Mark Twain and was much inspired. A month before departing on my 1999 exploratory trip, I sent proposals to 10 Rotary Clubs that lined the route I would follow, offering to give a slideshow lecture on the Galileo Mission to Jupiter, on which I had worked for 20 years. I mentioned in the proposals that what brought me to France was a personal interest in Joan of Arc. The response was fantastic. Seven clubs responded positively to my proposal. A member of the Loches Rotary Club translated a slide-by-slide script of the lecture, which I had written in English and e-mailed to him in before I departed the U.S. This translation was sent to the presidents of all the clubs in advance, and copies of the translation distributed to club members at the meeting. Furthermore, the various clubs arranged for me home hospitality, meetings with Joan of Arc experts, Curators of Joan of Arc museums, personal tours, meetings with pastors of churches in which Joan is known to have prayed, etc. The Rotary folks opened doors that were not open to the general public.

Subsequently I organized a commercial trip to retrace the footsteps of Joan of Arc and sample the wines of France along the way. My daughter Rachel and I co-hosted that trip this last April and May. The experience was just beyond description. It was marvelously successful. Again the spirit of Rotary was everywhere.

In November of 2001, I decided to drive from Pasadena to Seattle to visit my family. To make the drive interesting, I sent program proposals to Rotary Clubs along the way offering to put on a slideshow lecture program entitled "Joan of Arc and the Rotary Connection," and sent the proposals to Rotary Clubs on the West Coast. I ended up giving the program to the Astoria, OR (Nov. 19), Tacoma, WA (Nov. 20), and Southcenter (South of Seattle), WA (Nov. 26) Clubs. While I was at it, and since I am a licensed minister, I gave the sermon "Thanksgiving, Thanksgiving" to churches in Salem, OR (Sun. Nov. 18) and Bellevue, WA (Sun. Nov. 25). I enjoyed the long Thanksgiving weekend with my family (three kids and four grandkids).

I find Rotary brotherhood to be totally remarkable. My experience has been a love fest. Indeed, between the trips to France, I traveled in October 2000, to Ukraine and gave Lectures on the Galileo Mission to Jupiter to the Rivne and Kiev Rotary Clubs there. We talked seriously about starting a Junior Achievement program in Rivne. Again, the Rotary hospitality was absolutely remarkable.

Theodore C. Clarke, President-elect (2002-2003) Altadena Rotary
5000 Risinghill Rd., Altadena, CA 91001, (626) 798-6886

Technology to Support Rotary

Don Higgins

Fellow Rotarians:

Are you or someone in your club looking for help with technology to support Rotary? Rotary volunteers support the following services:

Join the Rotary District and Club Internet Communications Officer Support Network to help promote the use of Internet communications and related computer technology to support Rotary:

Home Page: <http://rotaryico.dsh.ac>

Yahoo Group: <http://groups.yahoo.com/group/Rotary-ICO/>

ICO Directory: <http://www.rotary6950.org/icomail/>

Club ICO Course:

http://www.frankdevlyn.org/technology/learning/resources/cico_files/frame.htm

Join the ROTI Computer Clinic email group for help with any kind of computer technology questions. A number of Rotarian computer technology experts are on the list and can answer almost any question or point you in the right direction for more help:

Home Page: <http://roticare.dsh.ac/>

Yahoo Group: <http://groups.yahoo.com/group/roticare/>

Volunteer Directory: <http://www.rotary6950.org/roticare/>

Join the ROTI WIZ Webmaster in Zones email group for help in learning how to develop and maintain a Rotary web site for your club, district, or other Rotary project. Over 60 Rotary volunteer webmasters across the 34 Rotary zones have volunteered to help.

Home Page: <http://rotiwiz.dsh.ac>

Yahoo Group: <http://groups.yahoo.com/group/roti-wiz/>

Volunteer Directory: <http://www.rotary6950.org/rotiwiz/>

Rotary Areas, Zones, and Districts (800+):

<http://www.rotary6950.org/rotiarea/>

Rotary Club Web Sites (900+): <http://www.rotary6950.org/roticlub/>

Contact your club or district ICO for more information. If your club or district doesn't have one yet, join the group and volunteer to help.

Additional technical resources:

Check out the ROTI Technical Reference Links including FAQ's, guides, references on Windows, Email, Security, web authoring, languages, shareware, standards, tools, training, etc. There are currently over 160 references indexed by major category searchable by any key word:

<http://www.rotary6950.org/rotitech/>

If you don't see your favorite technical reference or can't find a topic, send it in as a suggested addition.

Don Higgins
don.higgins@dsh.ac
Home Page - www.dsh.ac
727-541-5631 office
727-545-4127 home
727-541-4870 fax

A Benefit To All

Dr. Charlie Weems

Aloha! Honolulu Sunset Rotary Club has received approval from Rotary International to market a proof quality Rotary coin as a fundraiser. The sale of this coin benefits Rotary International, the Rotary Foundation, District 5000 (Hawaii), and EACH Rotary Club in the world. The coin is a minted, one Troy ounce .999 silver, proof quality, with the Rotary wheel on one side and the Rotary Foundation logo on the other side. This proof quality coin is minted as a limited edition of 100,000 coins. With 30,000 Rotary Clubs and 1.2 million Rotarians in the world, these coins will sell fast. Each coin comes with a numbered certificate of authenticity.

It will be marketed on the web site <http://www.inets.com/rotary/coin.htm> and on the Rotary International web site. A picture of both sides of the coin is on the above web site and if you click on the coin it will enlarge in size. The coin costs U. S. \$ 49.00 and YOUR CLUB receives \$ 12.25 for each coin you sell, District 5000 receives 1%, Rotary International and the Rotary Foundation receives 10-15%.

Payment is to be remitted with the order in U. S. dollars to: Honolulu Sunset Rotary, P. O. Box 17040, Honolulu, Hawaii 96817. Those clubs responding first will receive the lower numbers on their certificate of authenticity. For example, the number one coin and its

certificate of authenticity was auctioned off at the Honolulu Sunset Rotary Club and sold for \$ 1,500.00.

Coins ordered in the U.S. are shipped free to your club upon receipt of payment in U. S. dollars. Clubs outside the U.S. will be responsible for freight, customs duties, import taxes, broker fees etc. We want to thank you in advance for your support of Rotary and we anxiously await your order.

Dr. Charlie Weems, Co-Chair Rotary Coin Marketing Project
Ayman El-Dakhkhni, Co-Chair Rotary Coin Marketing Project

The Million Dollar Meal



At this festive time of year, when our tables are groaning with food, let us think of those less fortunate than ourselves.

A suggestion that has been going strong in Rotary since 1961 is ***The Million Dollar Meal***. Here is how it works. For one Rotary meeting, serve a light meal of coffee and a roll or sandwich, but charge the regular amount. Make out a check for the difference and send it to the Rotary Foundation! Simple and painless! If all Rotarians in the world did this, just imagine the amount that could be sent to the Foundation! Much more than a million dollars!

Walnut Valley Rotary Club Annual Food Drive

Joe Ruzicka
President
Walnut Valley Rotary Club

Mr. Lu DeSylva, a Principal in the Roland Unified School District, and a member of our Club, coordinated this event, which garnered a little over nine tons of various food articles ranging from canned goods to frozen food. The club also made purchases and received donations of goods and services. All in all there was a huge collection of canned goods of every variety, cereals, baby food and pasta. We also collected, purchased or had donated over 400 frozen turkeys, 100 canned hams, 4,000 pounds of potatoes, 1,000 pounds of oranges, 1,000 pounds of apples, 500 loaves of bread, 500 stalks of celery and then some.

The day began at 7 AM with the folding of prefabricated boxes that would later be filled with food. Then a tramway was set up in the school gymnasium for the movement of boxes each loaded with a variety of canned goods and other grocery items. Each one of these boxes was emptied and sorted into individual categories for packing. The actual dissemination of food to needy families began at 3 PM and lasted until about 7 PM.

All this activity took place on one day, December 22, thanks to the energy and enthusiasm of the young people in our Interact Clubs and our Youth Act club representing Walnut High School in Walnut, California, Roland High School in Roland Heights, California, and Lorbeer Middle School in Diamond Bar, California. Each one of these clubs operates under the auspices of the Walnut Valley Rotary and each has about 80 members. About 20 members from each club attended this function. We depend on them and they take great pride in the work.

The Walnut Valley Rotary Club has 20 very active members, and 10 were on hand lending their help for this event, which was also attended by our District Governor, Margaret Cooker, who did yeoman service on the production. She needed no guidance. She saw what had to be done and pitched in and helped.

This drive provided enough food to feed over 40 families for more than a week. At Christmas time, this is most important.

The Centurion Program

PDG David Wastchak
District 5490, Arizona

I have been reading with interest the various ways Rotary Clubs have gone about "AWARDING" Paul Harris Fellowships to Rotarians and non-Rotarians.

I would like to suggest to all of the Rotary Clubs that they should ONLY award these PH Fellowships to outstanding individuals who have a "Rotarian mind, heart and pocketbook" and have done some outstanding community service, BUT have not been asked to join the local Rotary Club. Maybe by honoring them with a PH Fellowship, their eyes will be open, and they will see the virtue of joining that Rotary Club.

As far as a Rotary Club honoring one of their members, this should be reserved for that Rotarian who HAS DONE outstanding, continuous work for his/her club or community, and who, by the nature of his/her work cannot afford to obtain a PH Fellowship on their own.

In my 24+ years as a Rotary and multi-PHF, I can only think of one Rotarian who I would have voted to have a PH Fellowship provided to them because of financial circumstances.

To have a committee spend time each year to select "a" Rotarian to receive a PH Fellowship is time wasted. EVERY Rotarian should be a PH Sustaining Member and should give at least \$100 each year to our RI Foundation without a second thought. If every Rotarian did that our RI Foundation would have over \$100,000,000 US EACH YEAR!!!

In the USA, various Rotary Clubs and Districts have adopted a newer version of the "Sustaining Member" portion of the PH Fellowship called the CENTURION PROGRAM.

We need to have ALL Rotarians give 28 cents US per day, which adds up to \$2 per week or \$100 per year. That is what the CENTURION PROGRAM is all about. CENTURIONS will give each year they are in Rotary a minimum of \$100 to the RI Foundation.

There are CENTURION banks available for each Rotarian to put his/her pocket change into each day. If every Rotarian used a bank, our RI Foundation would have \$100 million each year. We would not have to cut out valuable programs like our District GSE team being funded every other year. There are some Rotary Districts in developing countries who can only send a team if the RI Foundation pays for it. No Rotary matching grant should be refused because our Foundation ran out of money.

I would like to hear from all Rotarians regarding why they would not give 28 cents a day in support of the wonderful work of our RI Foundation.

West Covina Rotary Clubs Hold Anti-Drug Rally

Ken Lund PP



Just a few short weeks ago, on a Saturday morning, the lunch and sunrise Rotary Clubs of West Covina held their annual “Red Ribbon Rally.” Since they invited their friends, more than 5,000 people attended this celebration of family and commitment to a drug-free community. The friends enjoyed a complimentary pancake breakfast, entertainment, demonstrations and exhibits presented by various community organizations.

While the “Red Ribbon Rally” has grown steadily over the past decade, the turnout this year was the largest ever. Under the leadership of Rotarian David Alfaro, the organizing committee worked for months to ensure every detail. Rotarian Andy Khan and the 7-11 organization, which donated much of the food, played a special role in the success of this event.

The young performers of the “Future America” provided stage entertainment. Mac Gruff the Crime Dog entertained the crowd who were also treated to clowns and a petting zoo. The police and fire departments, along with a local Boy Scout Troop provided demonstrations and exhibits. Rotarian Forrest Tennant displayed his collection of classic automobiles.

Many Rotarians from both clubs rolled up their sleeves right alongside a large number of members of the Rotary Interact Club of West Covina High School.

The “Red Ribbon Rally” accomplishes not only a worthwhile objective, but also brings together a broad spectrum of community and city organizations and family foundations as active sponsors who work side-by-side.



Rotary Reflection Garden

Mark Stewart, Las Vegas Fremont Club, stewart@battleborn.com

In September 2001, the Las Vegas Fremont Rotary Club began construction on the Rotary Reflection Garden. This project was developed for the benefit of the Nevada Association for the Handicapped, now known as Endeavor. It was dedicated in November with "De Guv" Margaret on hand.

LV Fremont has a long history with Endeavor. In 1988, the club was responsible for the planting and construction of a courtyard, which today boasts the most beautiful Mesquite tree in town, according to President Mark Stewart.

The 24-member club began the Rotary Reflection Garden project in July 2001 with a luncheon at the Endeavor facility. Project leadership included Community Service Chairman Andrew Levy, Project Chairman Jim Main, eight to 10 seriously committed members who toiled beyond the call of duty and the support of the entire club. The club worked with one of the city's most respected landscape architect Jack Zunino who created a socially responsible project that uses only drip irrigation, no sprinklers.

The following will give an idea of the size of the Rotary Reflection Garden. The project was 10,000 square feet with seven seating areas. One hundred yards of fill dirt was brought in, 65 tons of path material and rock cover, 10-20 tons of boulders, 25 trees, 230 plants and 10 yards of planting mulch. More than 1,000 hours of time was spent at construction and countless hours were spent on fundraising and planning.

The Club raised about \$19,000 for this project and received community support from Star Nursery, Southwest Gas, Bat Rentals, Jack Zunino and Las Vegas Rock. According to Zunino, the project should have cost approximately \$40,000. Other experts believe the project cost is much higher.

According to President Stewart, he is very proud of the club members who he calls "weekend warriors." He is pleased the garden will provide comfort and beauty to all the friends he and the club have made at Endeavor. "This is a gift that will grow and only improve with time."

Editor's Column

Rose Ann Rabiola Miele
Rotary Club of Boulder City

A happy, healthy and exciting New Year to all of you, my fellow Rotarians! I can hardly believe the first half of the Rotary year is behind us. From all the articles I have received and placed in the Newsletter, we have done much and enjoyed it. I look forward to the remainder of the Rotary year since there is always so much to do.

Because I've taken on the task of editing our District Newsletter (and I have De Guv to thank for that, seriously, no kidding), I've gotten to meet many of you and I hope to see all of you in Primm in June. I'm organizing pictures I've received from all of you so we can enjoy them in person come the District Conference. "De Guv" thought it would be a good idea to have a continuous presentation running in the house of friendship area. So here's what you do: send me either an entire group of pictures on a CD (R. Miele, 701 Capri Dr., Unit 9 B, Boulder City, NV 89005) or send pictures in JPG format to my office address which is Rmielebcnv@earthlink.net. I'm going to put a power point presentation together for the auspicious June occasion. Oh, and please add captions since I haven't been able to learn the names of all the district members yet!

To all of you who haven't e-mailed info for the District Newsletter yet this Rotary year, please do. If you want to mail items and/or clippings from local newspapers, that's fine too. Let's get items from every single club so we can see what everyone is doing.

The following paper by John Jacob Gardiner was sent to me by Governor Margaret. I really enjoyed reading it and hope you do too.

GROWING LEADERSHIP CIRCLES FOR ROTARY'S EMERGENT FUTURE

**Paper presented at the
Annual Meeting of the International Leadership Association
Miami, Florida
November 3, 2001**

John Jacob Gardiner
Professor of Leadership
Seattle University
Assistant Governor District 5030 (2001-2002)

The Context

The District Leadership Plan (DLP) has been adopted by the Rotary International Board as the best response to the question of how the goals of districts and their clubs would be best achieved in the 21st century. In RI's "Guidelines for the District Leadership Plan" (245-EN-1199), two major concerns related to the district were described: "the accelerating costs associated with the significant increase in new clubs added each year had put the effectiveness of district organization at risk" and "a growing need to reduce the demands of time and direct supervision expected of volunteer district governors in order to ensure that the office would be filled annually by the best qualified persons." The Strategic Planning Committee that proposed the reorganization plan to the RI Board challenged Rotary to "achieve maximum efficiency, effectiveness, and cost containment" by revising the internal district organization. The resulting RI Board policy was called the DLP.

The DLP in essence called for the reorganization of the way districts operate "by appointing several assistant governors in each district and redistributing much of the governor's administrative overload among these assistants." The assistant governors were the key to the success of the plan and their development as trainers of leaders would make or break the DLP as an organizational model for Rotary's future. The person who would develop the assistant governors as district leaders was designated as the district trainer. While the DLP did not address team-building as a priority need at first, it would soon become apparent to the RI Board that the district trainer would also need to help the new governor develop a leadership team for her or his year at the helm of the Rotary district. In fact, in the February 2001 issue of *Rotary World*, General Secretary's Memo, entitled "Improved Leadership Training," Ed Futa noted Rotary's "increased emphasis on team-building" would apply to both clubs and districts in the future. The R.I. Board, it was announced in the memo, had recently implemented two new district training meetings, beginning in 2001-2002: the District Leadership Seminar open to all Rotarians interested in serving as district leaders and the District Team Training Meeting which will bring assistant governors and district committee chairpersons together to plan for the coming year with the district governor. The January 2001 issue of *The Rotarian* (p.68) reported about the development of a Club Leadership Plan that will be 'test-marketed' with selective clubs in 2001-2002. The model of shared governance with a district governor as leader of a team of assistant governors and district committee chairpersons would be transferred to the club level as RI committed itself to a future of leadership circles at the district and club levels.

Why propose to change the language from "leadership teams" to "leadership circles"? Leadership teams model the old competitive frame in a world of scarcity. New metaphors are needed by the world and by Rotary International to emphasize the reality of relational contexts. Teams focus on scarcity circles on abundance. Circles remind us that we are all leaders. Circles promote life, discipline and sacrifice for the common good. In dysfunctional organizations, circles help people to heal themselves. Circles promote standing up to structures that are oppressing people. Circles remind us of the great energy that comes from our common stories together. (In the writer's enthusiasm for leadership circles, let him not forget to mention that much good research on leadership teams can be applied to the emergent metaphor, but with care regarding the removal of old assumptions and ways of thinking.)

The Four Pillars of the New Rotary Club

The four elements of effective clubs under the new RI Board re-organizational plan (DLP) follow. Effective clubs are able:

- 1) To sustain and grow membership;
- 2) To implement successful service projects;
- 3) To support The Rotary Foundation; and
- 4) To develop club leaders for beyond club-level.

These four pillars may at first seem familiar, but the renewed club emphasis on developing leaders for the district level is a responsibility that is now on the same level as membership, The Rotary Foundation, and service projects. This is essential for the new governance model. In fact, more and better-prepared volunteer leaders will be needed for the DLP to work. More people will be required in each district to assume assistant governor positions with increased administrative work and multiple (at least 4) visits to each club under their charge. District committee chairs will assume more serious responsibilities as part of the Governor's leadership circle. The new District Governor will need to become more proficient as a circle or team leader. The district trainer, a new position created by the DLP, will need to be a volunteer who trains presidents and assistant governors as well as one who conducts training for district leadership teams and the district governor in her or his new role as team builder/ circle convener.

This brave new world, it must be understood, is initially fraught with many challenges including the following: no official RI status for Assistant Governors who are not officers of RI (though they will function in evaluative roles with clubs); inadequate funding for Assistant Governor expenses (though RI is providing some support for their training); and an additional bureaucratic layer distancing RI from the individual Rotarian who -- in the radical thinking of the author-- is the true organizational unit of the Rotary enterprise. Rotary International's Board of Directors is committed to this bold journey ... and it is the job of loyal Rotarians to do all we can to make the bold experiment succeed.

The Individual Rotarian: True Heart of the Enterprise

The individual Rotarian is the true organizational unit of Rotary. While that thought may give some people working at One Rotary in Evanston a vision of chaos, along with their traditional counterparts throughout the Rotary world, it remains a fact. The individual Rotarian is the heart of Rotary. While the rhetoric of Rotary concedes that districts serve clubs, it stops short of asserting that clubs should serve the many dreams and hopes of individual Rotarians. In fact, a Rotary club exists to serve individual Rotarians in manifesting their dreams for local and international service. The club should serve its members -- not the other way around... and that radical thought will profoundly challenge any movement toward increased centralization that dares to suggest otherwise. Rotary is here to help serve and focus the energies of individual Rotarians. Until this

thought is accepted within the Rotary community worldwide, the organization will serve itself more and the multiple goals of humankind less. The more global and interconnected the world becomes, the more power and energy reside within each individual player. Any great human enterprise, which forgets the individual member whose hopes and dreams it serves, will not rise to its greatest potential. As global needs grow, solutions will increasingly lie in the hands, hearts, minds, and might of individual Rotarians who will gain commitment and support from their clubs and districts to implement varied responses to human needs and wants on a local, then global, basis. Rotary's future lies in the hands of *individual* Rotarians.

Growing Rotary Leaders: The District Trainer's Role in the Future of RI

As described in the *Guidelines for the DLP*, the role of the district trainer will be to “coordinate efforts with appropriate past district leadership in the training of assistant governors in addition to his/ her training duties at PETS and the district assembly.” The most important responsibility of this new district volunteer leader will be the development and implementation of a program to train assistant governors. In response to the new governance understandings, the district trainer is being also asked to develop a workshop for building district leadership teams. The early ideas developed in *Guidelines for training assistant district governors* offer an outline of possible objectives and methodologies. Problems anticipated include the unique nature of the position of assistant governor within each district and the nature of responsibilities and governance perspectives as interpreted by each new district governor. This concern also makes it more difficult to develop one set of PowerPoint presentations that will work across all districts of Rotary International. The need for assistance is apparent, however, if Rotary's new model of a district leadership team consisting of governor as leader, assistant governors and district committee chairs as members is to succeed. Ultimately, RI guidelines for the structure will be modified and more universally accepted, but until then there is a need to accept broad variation in materials and methods of leadership development.

Growing Leaders

Increasingly, the fourth column of an effective Rotary club will need to be emphasized in the RI world: developing club leaders for beyond club-level. Clubs will increasingly need to provide district leadership on an expanding basis as the district leadership plan will work only if clubs commit to such development activities. One of Rotary's early responses to that call is the District Leadership Seminar that will on an annual basis introduce Rotarians to RI at the district and beyond levels. The seminar might be attached to the end of the district conference—a workshop for new district leaders -thus making the governor's call for attendance at the District Conference more and more important to the overall growth and development of Rotary International.

Another initiative that should be considered throughout the Rotary world is one that we are experimenting with in District 5030: The Rotary Leadership Academy. This initiative serves to develop knowledgeable Rotarians more and more grounded in Rotary understanding and thus better prepared for Rotary leadership. Past District 5030 Governors Dick Clarke and Jim Hathaway

developed a ten-session seminar, which should be considered throughout the Rotary world as a process for developing knowledgeable leaders beyond the club level.

Growing Leadership Circles: The District Governor's New Role

“Groups can serve as hierarchical leaders of other groups” (Leavitt, 75). Leadership tasks can be shared by several individuals who are part of a group, or a single person can handle them. In fact, as John W. Gardner noted, Attention to leadership alone is sterile- and inappropriate. The larger topic of which leadership is a subtopic is the accomplishment of group purpose (xii). Robert K. Greenleaf added that “to be a lone chief atop a pyramid is abnormal and corrupting. None of us is perfect by ourselves, and all of us need the help and correcting influence of close colleagues (63). Leadership circles offer institutions better information integration, more useful interaction, and more responsive decision-making. If Rotary has indeed chosen wisely in its district leadership team model (which I believe it has), then the future will include leadership groups with the district governor and club president as servant leaders. If district and club leadership circles are the future of Rotary (which I believe they will be) then the district governor and club president as servant leaders will emerge as the leadership model of Rotary International.

Leadership by example sustains trust. The sublimation of ego and the goal of service often elude us, but it is possible to strive to reach beyond oneself. Team leadership requires listening, patience, and accepting rather than fearing criticism. It empowers leaders to nurture the development of others, to see that leadership is dispersed, and that there is new talent in the making. Commitment, not authority, will produce the best results in an information society. Leadership by example and persuasion will increasingly point the way. In fact, pursuing a model of team leadership, the district governor or club president, in Rotary's future, will be viewed as servant first. This change in orientation will strengthen the governance of Rotary at all levels of the enterprise.

Strategies for the Great Transformation

Effective team building (circle growing) depends on the communications, human relations, and consensus-building skills of district governors and club presidents. If an organization has the concepts and criteria to analyse its effectiveness, it will find ways to improve itself. It becomes the job of RI through district governors and assistant governors to constantly assess and communicate district and club effectiveness.

The model works on the assumption that the individual Rotarian, whether member, officer, president, assistant governor, governor will strive to improve his situation. It works on an assumption that people are basically good and interested in improving themselves.

District governors, assistant governors, and presidents will need to be on the lookout for a lack of shared vision, unnecessary duplication of effort, competition, low morale, and poor

communication. These symptoms will signal the need to regroup, to refocus attention on the fundamentals of team/circle development.

The fundamentals of team/circle development include goal setting and problem-solving consultations, assistance in improving interpersonal relationships among members, role definition and negotiation, and more integrated consultative approaches (Hackman, 13). Programs include development of challenging goals and objectives, exercises in human relations, listening, consent-building, role clarification, and problem solving, as well as consideration of alternative reward strategies based on group productivity.

One important strategy that should be implemented at the district and club levels in Rotary's future is a two or three day retreat using an agenda generated earlier by participants. The district and club retreat is an essential component of a comprehensive team/circle building plan. The district governor and club president will be tested as servant leaders in this new ongoing format of sharing leadership in Rotary. The governor or president will be viewed as servant first; she or he will increasingly embody Rotary's motto of "Service above Self."

Service above Self: Renewing the Vision of Rotary for the New Millennium

Wholeness is our natural state. Transcending the sense of separation is the key to the most important of human transformations. This, I believe, is the metaphysical message of Rotary's "Service Above Self." Rotary International offers humanity a chance to transcend self through service to others. In that transformation lays the hope of humanity to live at peace. Through service to others, Rotary International creates a path to world peace and understanding, one person at a time, one person helped, one person helping, one Rotarian changing the world one action at a time. Growing leadership circles at the club and district levels points the way to Rotary International's emergent future of servant leadership around the world.

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