



Rotary District 5300
The Highlighter
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From the Governor

Roy York

Centennial Governor 2004-05

District 5300

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As I travel around the area that comprises District 5300 and visit the different clubs, it has become apparent to me that our district is like the landscape. By that, I mean each area seems to be a complete entity of its own, much like the clubs that I encounter, even though it has the same basic elements of trees, grass, roads, buildings, etc., it is the individuality of each that gives the area its personality. I find it is the same with clubs.

Each is made up of individual members that comprise the tapestry and give each its own heart beat.

I have found a similarity of each club that follows the thread of the Rotary Family and it is with great joy that I sit back and watch as fellow Rotarians meet the other members of their clubs as they arrive at their various meetings. I enjoy seeing the camaraderie that accompanies the club members as they revisit their weekly fellowship with friends. And I especially enjoy the look of friendship I see in their eyes as they meet me for the first time and the warm, strong grasp of their hand as we greet each other in our handshake.

It was with this sense of Family that I had a chance to visit with my home club last week for the first Tuesday in a long time. I wasn't disappointed, because as soon as I walked down the steps leading to Hugo's Cellar at the Four Queens (where the Fremont Rotary Club of Las Vegas meets each Tuesday at 12:15 PM), I was greeted by friends whom I hadn't seen in a while and it was great. Lots of exclamations of "It's good to see you", and on one occasion one member who actually said, "Where have you been?" It felt good to be back in the friendly confines of my home club. It was, indeed, a homecoming and visiting with family.

Is this why I come back to Rotary each week? Why do I look forward to Tuesdays as Rotary Day and plan my day around it, instead of planning my day and then seeing if I can fit Rotary in? Isn't that what a lot of us do from time to time? "Of course we can meet for lunch. Where would you like to go?" isn't the answer this Rotarian gives when someone calls up and asks if we can meet for lunch. My stock answer for at least the past 10 years has been "Of course we can meet for lunch, meet me at the Four Queens at Hugo's Cellar at 12:00. It's my Rotary Meeting and I'll be able to introduce you to a lot of good friends.

How many of us miss this chance to take advantage of introducing another person to the good times we have at Rotary and the opportunity to allow them to see a great organization in action?

Plan your day around Rotary the day your club meets instead of the other way around. Give this a chance and see if your attendance improves, your opportunities increase and your attitude changes for the better. You just might be surprised. I was and still am amazed at the opportunities that have come my way through a chance luncheon speaker who had the answer to a question I had been seeking for weeks, or the chance meeting of a fellow Rotarian's father who gave me the opportunity to do business with him on a trial basis and has since turned into the largest single account I have. I'd like to believe it's because he knows he'll be treated truthfully, fairly and it will be beneficial to both of us. (By the way it has promoted good will and friendship, also). Amazing how this works isn't it?

Celebrate Rotary,
Centennial Governor Roy

GOOD PROGRAMS GET THE JOB DONE

**Susan P. Nunnery, Sierra Madre Rotary Club
Executive Assistant Governor, District 5300, 2004-05**

Recently, I sent these quick thoughts to help a local club. DGE Stew Anderson asked that I share them with our District. Enjoy! Feedback is always welcome.

Purpose of Good Programs: To retain current members, draw potential members, enhance community relations, and inform and entertain the audience. There is a very strong correlation between successful clubs and dynamic programs.

How to Get Good Programs: Always remember that good speakers are good potential members. They've been to your club, they know who you are and know of the projects you provide for the community and internationally. Scan your local papers for items of interest and keep a follow-up list. For example, contact a local physician to do a program on the West Nile Virus (check with your hospital); this is a very hot topic currently. How about a lawyer on some of the current legal cases (Arcadia Sunrise got the well-known TV reporter Manny Medrano and invited other local clubs). Check with your Chamber of Commerce for businesses in your area to stimulate ideas, and city officials on what's happening in the community. Check with other clubs in the area to see who they've had; consider repeating it or use it as an idea. Think who you'd like to hear from and what interests you and your community.

Book Ahead and Confirm: Keep a list several weeks out and publish it in your club newsletter, promote it to nearby clubs, run a piece (always free) in local papers to remind readers of the great speakers you have lined up. Always send the speaker a confirmation with address/timing details. Get a bio from him/her so that you can do proper introductions. Be sure to include your own members about every 6-8 weeks for craft talks.

Afterwards: THANK, THANK, THANK the speaker at the podium and send a card with the program/bulletin in which you've highlighted him/her. Have a gift ready at all times -- Rotary coffee cups are nice but books donated to local schools with your name inside and that of speaker are better, or money donated to Rotary for polio, etc. are great too.

Share the Work: Get a committee (2 or 3) to help you identify speakers well ahead of time. Never have a meeting without a speaker planned; have a back up for emergencies (when someone lets you down -- it'll happen once a year or so). Back-ups can be Rotarians known in the district as good speakers with good topics (Foundation, Polio, Membership, etc.). Have a portable TV with Rotary cassette (about \$10 on line at Rotary) ready to use for a last-minute program. Never a good idea to have a meeting without a program - why did someone just spend 2 hours eating lunch with friends when they expected more?

Beware: Be careful of the self-promoting businessperson and the political candidate -- they do slip through. If you're doing the political candidate, make sure to get all sides at the same time, for a forum. If you have a local computer guru to talk about viruses, etc., it's fine as long as members learn from the talk. If he/she gets business later, that's fine, but the message MUST be informational and useful to the audience.

All this I learned in '99 when I was Program Chair (I joined Rotary in '97 and became Sierra Madre's first woman president in '00). These ideas I carry into my work every day and I strongly believe I have become more successful and a better person because of them.

The 1st South American Project Fair is only a month away!



What an opportunity to CELEBRATE ROTARY! We know your district and clubs want to REALLY do something great this anniversary year. We have made it easy for you, bringing the mountain to Mohammed.

A quick trip to Fort Lauderdale the weekend of October 29-31st (stretch it if you like) and you get to see projects from eight countries, and meet the Rotarians who want to help the people who so badly need it to survive.

There's plenty of time to do the project this Rotary year if you just have representatives at the Fair to select what they want, bring it back to your d club, get Board approval, and ask for the finished MG which will be signed in the project country and back in your hands before you know it.

Our website tells it all: www.rotaryprojectfair.com. A registration form is included and you can make your reservation at the Hotel Westin by going to their website: www.westin.com. Just mention you are a Rotary Project Fair visitor and you will get a room for \$110 per night, includes tax and service for a single or double. Don't miss this opportunity to help Rotary help the poor and disadvantaged while gaining knowledge and new friends.

Make this the greatest Rotary year ever!

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MOBILE: (511)9965-0972



Palmdale Noon Club

The Palmdale Noon Rotary Club commissioned Ben Joyce, great grandson of a PDG and a fine young artist, to sculpt a freestanding, bronze, drinking water fountain depicting the 4 Way Test, Rotary gear, the club name, number, charter date and district.

Fourteen donors cast their names near the fountainhead. For all time these generous people will display their support for what Rotary is. Their

donations paid for two fountains with a little left for a fundraiser too! The foundations were mounted in two new city parks for public display during this Centennial Celebration Year of Rotary.



If you want to use the mold, it can be customized for your club and cast in 120 days. Here's a link to a brochure full of information: <http://www.joycemediainc.com/benjoyceart/index.html>

Palmdale Noon Rotary Centennial Committee:
Terrence Baird, Fran Evinger, Mike Evinger, John Joyce, David Maddox, Chuck Medicus

Moapa Valley
Bruce Hollinger
Centennial President, 2004-2005
Rotary Club of Moapa Valley



The Rotary Club of Moapa Valley served almost 200 breakfasts of pancakes, sausage, eggs, fruit and juice during its annual "Teachers Appreciation Breakfast" for the four Moapa Valley schools' teachers, staff, and administrators on Wednesday morning, August 25.

The club serves its breakfast when all the schools' staffs are together for the annual Moapa Valley K-12 Teacher Articulation Meeting.

The Rotary Club, with youth as its most important service group for its philanthropic work in the valley, commits one half of its available annual resources toward youth programs and activities. Since the schools provide a third of the daily environment for every child of school age, educators, particularly the teachers, play a vital role in shaping the lives of our youth. The club provides the "Teachers Appreciation Breakfast" as a way for the club to show that it recognizes those important contributions to the youth of Moapa Valley.

Rotary Club members started cooking at 6 AM and had breakfast ready to be served by 7:30 AM. James Oscarson, the club's head chef, led the breakfast preparation team, using the club's "kitchen on wheels". Alice Crites led the breakfast service team to see that everyone received breakfast in a fast but orderly manner. Bruce Hollinger, club president, expressed the club's thanks and sincere appreciation for the valued service that our educators provide to the Moapa Valley community.

Greetings from Apple Valley
Doug Fowler

The Rotary Club of Apple Valley received an inquiry from Puruandiro, Michoacan, Mexico to help a local young lady with a prosthetic leg. This lady named Maria Guadalupe Lopez-Ruiz is 23 years old. About three years ago she and several family members were involved in a fatal automobile accident that killed all but Maria. She was in a coma for over 30 days and woke to find the physicians had to amputate her right leg. After another 30 days in recovery she was sent home to her rural community. Getting by with just crutches, she has been able to help support herself and mother and currently works in an auto parts store. Over the past 3 years she has tried to raise funds to help acquire a prosthetic that would allow greater mobility and possibilities of a better paying job.

She was turned away by several organizations and service clubs throughout her State. She did find success with the Priest at her church that help solicit a fund for her endeavors. Because Apple Valley Rotary helped Puruandiro a few years ago with a matching grant program that resulted in three fire trucks for their community, Apple Valley Rotary again took up the challenge to help this community by coming to the aid of one of their own.

After several attempts our club found a local prosthetist that was willing to donate his time to manufacture a prosthetic for Lupe. After writing letters and making travel arrangements our club hosted Lupe and her interpreter Manual Hernandez for a week. This was a young lady who had never been far from home let alone on an airplane to the United States. As the process neared completion she was introduced to the club members at our regular Thursday lunch. After what turned out to be a very emotional presentation, our club warmly accepted Lupe as part of our Rotary Family. We are currently looking to bring her back to adjust her prosthetic. Word from Puruandiro is she is seen walking better every day.

WHERE DOES YOUR MONEY GO?

Important differences between contribution types: Contributions to The Rotary Foundation support a wide variety of programs. The following summary outlines important differences between contribution types. If you have questions, please contact the District Foundation Chair, Margaret Cooker at pdgcooker@verizon.net; Donor Services Section in Evanston, IL, USA at 847/866-3000 or the Rotary International office that serves Zone 24.

ANNUAL GIVING

- All contributions support SHARE
 - 50% to District Designated Fund
 - 50% to World Fund
- Counts toward District Annual Giving Goal
- Counts toward Annual Giving Per Capita
- PHF recognition available

RESTRICTED GIVING

- Supports program selected by donor
 - Matching Grants
 - PolioPlus
 - PolioPlus Partners
 - World Fund
 - Other Approved Programs
- Does not count towards District Annual Giving Goal
- Does not count towards Annual Giving Per Capita
- PHF recognition available

PERMANENT FUND

- Contributions are never spent
- Earnings are spent on programs
- Donor can designate earnings for
 - SHARE
 - World Fund
 - Other (major gifts only)
- Benefactor recognition available

Margaret Cooker, RN
PDG 2001-2002 Rotary International District 5300
District Foundation Chair

Rancho Cucamonga Rotary Clubs Donates 25,000 Books to Kenya

Dee Matreyek, Ph.D.

deefmat@earthlink.net

909-946-6092

On August 20, 2004 the Rancho Cucamonga Rotary Club completed its "Books for Africa" project in which 25,000 books were delivered to Empowering Lives International for distribution to schools and libraries around the rural villages of Eldoret in the Rift Valley. The Rancho Cucamonga Rotary Club donated the \$9,000 needed to ship the books in a 20 foot container to Nairobi, Kenya. The books were donated by the non-profit organization Books for Africa, based in Minnesota, who collects new and used books for the sole purpose of sending books to Africa.

The books, 505 boxes of new and used books appropriate for pre-school through post-secondary school and covering every topic imaginable, were met in Nairobi by Dee Matreyek of the Rancho Cucamonga Rotary Club and delivered to Ukweli Training Center (a project and orphanage of Empowering Lives Int'l), a days drive from Nairobi (approx 250 km). During the book presentation ceremony it was expressed over and over again by the local dignitaries that this book donation would go a long way in alleviating the book shortage in Kenya (typically books are too expensive to buy by individuals), would help to encourage a culture of reading, and most important would educate a rural population out of poverty. But, one shipment of books is not enough to feed the educational needs of a population of 32 million. A population that is becoming devastated by HIV/Aids and leaving too many children orphaned without prospects of an education.

If any other Rotary club in the district would be interested in sending their own shipment of books to Kenya or other countries in Africa, please contact Dee Matreyek at 909-946-6092 or go to www.bookforafrica.org for more information.

Status of Blane Immunization Grant Monies

The Rotary Foundation Blane Immunization Grants provide up to \$1,000 from TRF (The Rotary Foundation) for a club to identify and work with a local coalition to meet their communities' immunization needs. \$500 from the club + \$500 from the District (ddf) + \$1,000 from TRF = \$2,000 for you to make an impact.

At this point no applications or inquiries have been received for these grants. If there is no intent to utilize these ddf funds I plan to move the funds to an area where they will be used. More information and applications can be found at: <http://www.rotary.org/newsroom/downloadcenter/foundation/humanitarian.html#blane>

Contact Margaret Cooker at pdgcooker@verizon.net if your club wants to do an immunization project this year. Note: A club can only receive these funds one time.

Margaret Cooker, RN

PDG 2001-2002 Rotary International District 5300

District Foundation Chair

High Desert Clubs' Foundation Event

Saturday, Nov. 6th

Steve Stewart, Barstow Rotary Club

In its third year, this event has Past RI President Rick King as the featured speaker.

A silent action will allow successful bidders to have their winning bids go to the Rotary Foundation in their name. Items this year so far include a Trip for Two on a private rail car; Breakfast with the Kings; Private plane ride with dinner; Timeshare in Hawaii; and many more.

There is also a live auction for a big screen TV and a number of silent raffles. Attendees will receive Paul Harris recognition from PRIP Rick King that evening if the accumulated total is \$1,000 or more!!

There are still a few tables left. Contact Jeff Guerton, Registrar. PO Box 1264 Apple Valley, CA 92307, 760-247-8052.
Email: jguertin@farmersagent.com.

Date: Saturday November 6 2004

Pricing

\$2,500 a couple or \$1,250 single sit at PRIP table and also receive 1-2

PHFs that night + D-5300 Paul Harris Society membership; open bar \$2,000 table (seats 8) a PH Fellowship as you designate - can divide up or make one presentation; open bar and first rank seating

\$1,500 table partial PHF donation; second rank seating

\$255 a person or \$500 a couple; first rank seating; open bar - donation to PHF

\$190 per person or \$375 a couple; second rank seating; wine on table – PHF donation

\$125 a couple; third rank seating

Green Tree Inn, Victorville (right off I-15 at Palmdale Rd exit - SE corner - Best Western)

Foundation Giving

Congratulations to the following clubs for their commitment to the Rotary Foundation and its mission of bringing about International Peace and Understanding by their donations through August in the Rotary Year of District Governor Roy York 2004-2005. Top giving clubs in 2004-2005 will be invited to provide representatives to the District TRF Committee 2005 through 2009 and to review District Simplified Grants in three years time.

The Rotary Foundation
Monthly Contribution Report
Period: From 1 July 2004 to 31 August 2004
District: 5300

Top Clubs Ranked by Total Annual Giving

Club Name	APF Amount
Claremont, CA	\$6,517
Five Points/El Monte, CA	\$6,000
San Marino, CA	\$3,287.50
Arcadia, CA	\$3,091.68
Barstow, CA	\$3,000
Alhambra, CA	\$2,100
South Pasadena, CA	2,020

SHARE SUMMARY

2004/2005 District Annual Giving Goal: \$281,552.00 - from individual club goals
2004/2005 Annual Giving for Period: \$35,660.05 (<10 % achieved)

Distribution of Share Funds (in three years time)

2004/2005 Permanent Fund Earnings Designated to Share: \$0.00
2004/2005 Share Total to District Designated Fund: \$17,830.03 (50%)
2003/2004 Share Total to World Fund: \$17,830.03 (50%)

In three years time, the year following District Governor Chris Montan's year, we will have \$17,830.03 in DDF (District Designated Funds) to distribute among the programs of the Rotary Foundation that we choose to support; currently - World Peace Scholar, Ambassadorial Scholars, Grants to University Teachers (Rotarian or non-Rotarian), Group Study

Exchange with Europe, Blane Immunization Grants, District Simplified Grants, Individual Grants, Matching Grants and Polio Eradication.

Thank you for your support of TRF
District Foundation Chair, Margaret Cooker

Fourth Class of Native American Students completes Rotary Entrepreneurship Workshops

C. Ray Carlson



Pasadena Sunrise Rotary was host to District 5300's fourth graduating class of Native American students on September 2nd. Native program director and instructor Jennifer Villalobos introduced five students who gave brief presentations of their business plans.

Tongva/Gabrieleno Tribal chairman Anthony Morales was on hand to commend his youth and to thank Rotary for giving this opportunity to learn about business and how to write their own business plans. American Indians really need to learn how to become business managers and entrepreneurs and thereby create jobs, especially as casino profits are becoming available for some tribes to invest in Indian-owned businesses.

President Pam Hall gave out plaques, Ellie MacMullin awarded graduation certificates, Tom Polenzani gave commendations from State Senator Jack Scott, Teresa Lamb Simpson gave commendations from U.S. Congressman Adam Schiff, and Katy Klotz gave mini-grant checks provided by Altadena Rotary.



Previous class graduating ceremonies were held at Rotary Clubs of Arcadia, Montebello, and Altadena, which, together with Pasadena Sunrise, provided funds that were supplemented by a Community Assistance Program grant from Rotary Foundation in 2001 during PDG Sal Briguglio's term in office.

A new fund-raising program is underway to continue this Native American outreach that has proved so successful and is unique

within the Rotary world.

Carlson is coordinating the program.

