



THE HIGHLIGHTER

The Official Monthly Newsletter of Rotary District 5300
Charles M. Barr, District Governor 2007-2008

LETTER FROM GOVERNOR CHARLES: *New Generations*



New Generations in Rotary. What does that mean?

I thought to myself, New Generations is talking about the future of Rotary. Vibrant organizations evolve. Rotary has done this in the past. It has changed from a social club that performed local acts of charity into an international organization that addresses humanitarian needs world-wide. Its membership has been strengthened by its expansion now into 160 countries by the admission of women into its membership and leadership ranks. In 1985 Rotary took on the visionary undertaking of eradicating polio from the globe. These are all evolutionary ideas that Paul Harris probably never dreamed of during his lifetime.

Rotary must continue to evolve. We cannot be content with the status quo, to let things go along as they have in the past. To address and serve the needs of our communities and the world, we must continue to revitalize our clubs with new members, including younger members. A recent survey showed that few of the Rotarians in District 5300 are between the ages of 30-40. We need youth to help us carry on our organization. We need their enthusiasm, their skills, their ideas, their visions, and their talents.

I was only 30 when I was invited to join Rotary. How old were you? I am grateful that someone had the insight to see in me the potential of a Rotarian at that young age. The organization has meant much to me throughout my personal and business life. I am glad that they did not wait to invite me to membership when I was in my 50's.

To attract young members into Rotary we need to examine how we as Rotary clubs do the business of Rotary. Are our clubs' programs and activities at meetings, in the community, and in the world such that they encourage young people to join? How welcoming are we to younger guests and new Rotarians?

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LETTER FROM GOVERNOR continued...

Do we listen to them and their ideas? Do we involve them in meaningful ways? How do we respond to the high pressures and demands of their vocations and professional worlds? Are our social and community service activities appropriate and meaningful to Rotarians with young families or to Rotarians who are single parents? Can they afford to participate?

For many years Rotarians were perceived as old men who wrote checks. That has changed, but many people still think of us in that vain. It is up to each of us to reach out to younger business and professional people, to tell them about Rotary and its ideals, and then to share membership in Rotary. They then can become a part of the world's oldest Service Organization.

The Rotary Foundation (TRF) Monthly Report

- **Giving.** Roughly \$700,000 was contributed to the Rotary Foundation by District 5300 Rotarians for the year just finished. Roughly \$540,000 was contributed to the Annual Program Fund, over \$100,000 was contributed for restricted purposes (e.g. polio, matching grants, scholarships), and over \$55,000 was contributed to the permanent fund. Under current procedures, 50% of the Annual Program Funds will be available for District 5300 Rotarians during Tom Novotny's year as Governor (2009-10) to be used for educational and humanitarian grant programs. District 5300 is notable again for the following reasons: (1) our giving to the Annual Program Fund of roughly \$540,000 make our District #25 in the world (there are 529 Rotary Districts), (2) our average giving of nearly \$200 per Rotarian to the annual fund puts our District in the top 20 in the world, and finally, (3) Jan Carlton (Las Vegas West), our Paul Harris Society Chair, reports that our Paul Harris Society membership for the last two Rotary years (this is the manner in which it is measured by the Foundation), ranks District 5300 #1 in the world. Just as important as all of the above accomplishments, we are pleased to report that the percentage of District 5300 Rotarians participating in giving to the Rotary Foundation increased last year. Everything mentioned above is a credit to the generous and thoughtful support of over 1,600 Rotarians in District 5300.
- **Humanitarian Grants program.** For this year, \$75,000 to \$80,000 (up to \$3,334 per Club at the present time) will be available for international matching grants and \$35,000 (\$500 to \$1,500 per Club) will be available for District Simplified Grants. Two grant seminars took place in August (August 11 at Etiwanda Gardens and August 25 in Las Vegas). This seminar provided an opportunity to understand how to identify potential projects, ways in which Clubs can work together on joint projects, the various types of grants that are available for a Club, the grant application process, and the stewardship responsibilities we all have to use these resources wisely. Over 50 people attended these two seminars.

Family Film Night

For the past few years, the Glendora Rotary Club, in conjunction with the City of Glendora Parks and Recreation Department, has sponsored Movies in the Park.



These are free movies, which are shown in July and August. Our movies are shown in a band shell located in Finkbinder Park, which is located in the center of Glendora. All that is needed is a large movie screen and a good projector and sound system. An audio visual setup from a large school would be sufficient to run the movies. Although having the band shell helps, any public park which can be made dark enough to show a movie (such as in a grove of trees) would work as well.

The movies are free to the public, and start just after dusk. After one year of showing the movies on Saturday night, we moved the movies to Wednesday nights. This has roughly doubled the crowds. We draw somewhere between 300 and 500 people per movie, depending upon the title.

We obtain the movies from a company in St. Louis, MO that has the necessary licenses to show movies in public. You cannot just stroll into Blockbuster, rent a movie and show it in public. Our supplier has access to all large studios, and there are hundreds of movies to choose from. One note – Disney and its affiliated studios prohibit showing their films outside, so these are not available for film night. The movie rental is not inexpensive, costing about \$1500 for the five week run.

Our Rotary Club supplies the refreshments. We are fortunate enough to have access to a theatrical popcorn machine, so we sell lots of hot fresh popcorn. We also sell sodas and candy. All items are sold at a \$1 each for ease of operation. The products are purchased in bulk at Sam's Club or Costco. The project about breaks even in terms of cash flow. Due to the movie rental cost, it would be very difficult to use movie nights as a fundraiser without charging admission.

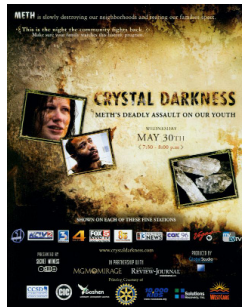
Only about 4-5 Rotarians are needed on a weekly basis to man the movie. It is a late, but enjoyable night. Rotary banners and literature are available at our booth, and the project has done a good job increasing awareness of Rotary in the community. Overall, this is a simple, easy to implement and totally fun project.



For more information, please call the Glendora Rotary Club at 626-388-2129.

A Community Against Crystal Meth

“Meth is slowly destroying our neighborhoods and tearing our families apart. It is time the community fights back”. And, in May, the Rotarians of Southern Nevada, at the request of the State of Nevada’s first lady, Dawn Gibbons and Secret Witness fought back and joined other community groups in the fight against crystal methamphetamine use by cosponsoring the May 30 ‘roadblock’ airing of “Crystal Darkness” on ALL local TV channels and many local cable channels.



Methamphetamine, specifically crystal methamphetamine produced in Mexico and imported into the state, has become the principal drug of concern in Nevada. Nevada leads the nation in crystal meth addictions, and the airing of the “Crystal Darkness” documentary was the first message to area residents that our community is not going to stand by and let this continue. The documentary educated the adults and youth in our community about the tragedies involved in using this terribly addictive drug and informed families and friends where to go for help. Over 330,000 Southern Nevada residents watched this program and many called in for immediate help.

How did the Southern Nevada Rotarians help in this effort? With the aid of a District Simplified Grant, all Southern Nevada Rotary Clubs came together and contributed a total of \$22,300 and paid for and helped distribute 1,000,000 flyers advertising this important documentary. The flyers were distributed in all newspapers, schools, churches, and high volume retail stores.

This was a very bold and worthwhile project proving what we can accomplish in our communities if we work together. This was just a first step. We are not done! Next we will assist in the production of a book that will be distributed to all Junior and Senior High School students. Southern Nevada Rotarians, working side by side with a coalition of area churches and other humanitarian organizations, will visit schools to educate the students about the catastrophic effects this drug will have on them if they use it just once. We have also been instrumental in a “Train the Trainer” effort educating over 400 parents, counselors, pastors, employers, employees, and more concerned citizens and organizations to recognize the signs of drug addiction and to provide people using this drug with information on where to go to get help to combat their addictions.

We know our communities are in for a long and sustained fight against this drug. And Rotarians joining with other community groups are making a difference in the fight!! I have been a Rotarian for 25 years and efforts like these make me extremely proud of who we are and what we do! Thank you Rotary District 5300 and all Southern Nevada Rotarians!

Charge to Action at the Presidential Membership Conference

Rotary International President (2007-08) Wilf Wilkinson gives the “Charge to Action” at the Presidential Membership Conference held in San Jose on Friday, August 17 and Saturday, August 18, 2007 with over 615 Rotarians in attendance from California, Oregon, Washington, Hawaii and Nevada. The conference was co-chaired by Past RI Director, Sam Greene, RC of Westlake Village and Past Regional RI Membership Coordinator, Brenda Cressey, RC of Paso Robles Sunrise, both from RI District 5240.

The speakers presented new and innovative approaches to membership including volunteering trends and demographics. Effective membership tools are now available on the RI Website. Clubs were challenged over and over to really think about what they are doing and how they might begin to change. In a speech entitled “Friendly Fire”, given by Past RI President Cliff Dochterman, in his usual humorous way, clubs were asked to think about why it is they are losing so many potentially great Rotarians each year. Membership loss each year continues at a rate of 12 to 15% or higher and if we can find ways to reduce that percentage we won't have a membership problem and can then concentrate on serving others.

The conference also featured many interactive round table discussion opportunities to exchange ideas and best practices having an overall theme that clubs must establish strong membership committees and long term membership strategies that will ensure strong effective Clubs by reducing membership loss and increasing membership by truly representing the diversity and cultures in our communities.

In taking a program theme from The Rotary Foundation, it's time that “Every Rotarian, Every Year” become involved in membership. It is a responsibility of our own membership and we must identify and induct quality new members on a consistent basis.

Rotary membership continues to spiral down in the US over the last 5 years and in the words of one of our attendees about the conference, “It's time to throw out the old ways of doing things and ask the difficult questions. I only hope that we can keep this type of self assessment going into the future.”

Rotary Program Seeks to Inspire Students to Succeed

Some children have ambitious dreams. The Rotary Club of Las Vegas Northwest has partnered with two at-risk elementary schools -- Booker and Ronzone -- to show fifth-grade students those dreams can come true.

The after-school program that the Rotary supports is called Kideract, a combination of the words "kids" and "interact." Every couple of weeks, the Rotary sets up a new speaker for the Kideract students.

A recent speaker was state Sen. Steven Horsford, D-North Las Vegas, who met with nine Ronzone students on July 6. He also is chief executive officer and president of the board of trustees for Nevada Partners, a nonprofit organization that gives job training to roughly 3,000 people a year. Horsford explained how his early life was not so rosy. He was brought up by a single mother who struggled to make ends meet. "And when I was 19, my father was shot in an incident involving drugs," he told the students. "Life happens." Then he told of going on to college, earning a degree in political science and running for office to serve his community.

The students had their own ideas for the senator, like enacting laws to forbid smoking in casinos, making schools safer and protecting the environment. Krista Moore, 12, said she had never heard of Horsford before, but if she saw him on the street, she would think he was a lawyer. "The coolest part was when he showed us the picture of all the people in the state senate," she said.

"I think what happened with his dad made him stronger," said Karina Salas, 11. All the speakers stress how important school is.

"He hasn't stopped his goals," said Joe Germain, president of the Northwest Rotary. "He plans to go back to school to become a lawyer to better represent us." Earlier in the year, the Rotary brought in a jeweler, a chef, and city Councilman Larry Brown as speakers for the Kideract program.

"The best one was the computer guy. He showed us how to make a Web page," said Braylene Alsup, 11.