

The Middie

The Mid-Month Newsletter of District 5240

Volume 3 Issue 7

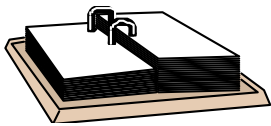
January 15, 2010

Table of Contents

Why I'm a Rotarian	1	Mar 13 Foundation Gala, TBA
Edditor's Musings	1	Mar 20 MPRLS 4 (Situational Leadership), Carney Business Center, Bakersfield
Santa Paula's Christmas Project	2	Mar 26 Basic PRLS, CLU Oxnard
Christmas in Santa Barbara	3	Mar 27, 2010 District Assembly, South County
District Water Conference	4	
District Grants Log	5	
Haiti Contributions	6	
Attendance and Membership	7	



District Calendar



February – World Understanding Month

- Feb 2 - 13 District NID Trip to India
- Feb 7 India National Immunization Day
- Feb 13 District Water Conf., CLU, Thousand Oaks
- Feb 19 – 21 SoCal/Nevada P.E.T.S., LAX Marriott
- Feb 20 Basic PRLS, Carney Business Center, Bakersfield

March - Literacy Month

- Mar 06 MPRLS 3 (Facilitation Skills), Carney Business Center, Bakersfield



Why I'm a Rotarian

By Andre Brandmuller
(Middelburg, South Africa)

Rotary is the one place where it does not matter who you are, other than in how you can use your skills, knowledge and abilities to be of service to others.

My greatest joy as a Rotarian has been to see the smiles on the faces of those that we have been able to help in some way - big or small.

Those smiles on the faces of hungry children, poor old people, and the hapless many we are involved with are the reward which I and every Rotarian cherish, and keep us going in this wonderful organization.



We would probably all agree that it's important to share the good news of Rotary with other qualified people, but mostly we don't have anything to do with it.

Let me suggest that few of us, if any, made it a New Year's Resolution to sponsor at least one new member this year.

Who are we dealing with here? We're dealing with two kinds of people:

- Those who have already been members of Rotary or a similar organization and don't see that the experience should be part of their future.
- Those who have never been a member of this or any other service organization and want to experience it first hand.

It seems to me that separating the two types is a fairly simple operation.

We want you to go into your sphere of influence to try the

waters. At least give people a choice. Well, how can you believe in something you've never heard of? People need to see or hear about something before they're able to believe.

How about this to get started: Concentrate on Rotary for ten minutes a week, thinking what you'll say. That pitifully small period of time will cause your committed spirit to go to new people with new faces and new talents. What will happen? You won't be tongue-tied, you'll have a tongue of fire!

In olden days, messengers took the news, both good and bad, from place to place. Can't you hear the messengers' feet pounding up the street? The people receiving the news never knew what kind it would be. You are the messenger of Rotary. You are bringing the good news. Let's hear your feet!

Ten minutes a day.



Santa Paula's Christmas Basket Project

By Scott Rushing, Project Leader

The project goal was to serve needy families with a "Christmas Basket," actually a cardboard gift box, on Christmas Eve. For 2009 the Club decided to serve 500 Santa Paula families.

The project is almost as old as the Santa Paula Rotary Club itself. Historical records indicate the club has done a service project during the Christmas Holiday for the needy since the 1920's.

The process for 2009 began in November with Press Releases in the local newspaper announcing the kick off of the fundraising and the application requirements. The Santa Clara Valley Boys and Girls Club was responsible for coordinating the hundreds of applicants desiring to receive a gift basket.

Applicants had to provide proof of their income and that they resided in Santa Paula. A club committee created a data base from the applications to both to select the recipients and to determine the number, gender, and age of any children in the selected families.

Over 1000 letters were mailed in early December to solicit donations. About \$12,500 was raised.

Canned food drives began December 1st in the school systems with a goal of 10,000 cans to be collected.

Community organizations donated money and toys, and collection stations were set up at the local police and fire departments and several prominent businesses

The club purchased \$5,000 worth of toys, (keeping in mind the age/gender-appropriate toys needed) through the Mattel Toy Foundation, at a significant discount, and these were picked up by volunteers at a warehouse in Los Angeles, to be stored in a warehouse in Santa Paula.

An application for toys had been made in September to the Marines "Toys For Tots" program, and on December 21st the club got a call from the Marines, based in Port Hueneme, confirming they

could help the club with toys to fill our baskets. Rotarians worked with the Marines at the base to collect the toys and bring them to Santa Paula.

On December 21st, Rotary Club members and volunteers put together over 500 cardboard boxes and prepared them for filling and sorting at the Santa Paula Community Center. Canned food from storage and collection stations, over 10,000 cans, along with about 3,000 toys and games, were delivered to the Community Center.

On December 22nd, the food and toys were sorted by club members and volunteers and the Christmas Baskets began to fill with age/gender- appropriate toys and 20-25 cans of food each.

The Rotary club also purchased approximately \$10,000 of fresh food to be placed in the baskets prior to their delivery. In addition to the canned goods and toys, each box had ten pounds of potatoes, ten pounds of rice, ten pounds of beans, two frozen chickens, plus donated fresh fruit including oranges, apples, onions, tangerines, mangos, lemons, and avocados.

At 6:00 AM on December 24th, a 30-degree, chilly morning, over 250 Rotarians, friends, and other volunteers gathered at the Santa Paula Community Center and loaded 18 trucks and trailers with the 500 gift boxes. Then these volunteers divided into 18 groups and personally took the role of Santa Claus to drive routes around town to deliver the Christmas Baskets directly

to the homes of the needy, anxious, families.

The entire team effort was directed by hard-working members of the Santa Paula Rotary Club. Members agree the project is challenging, but worthwhile.



The Work of Christmas

By Sister Christine Bowman
(President, Santa Barbara Sunrise)

Christmas has come . . . and gone, the New Year has dawned. A new decade is full of promises before us. What will it be for you?

A reflection I've often used in years past captures some sacred thoughts on "The Work of Christmas:"

"When the song of angels is stilled, when the star in the sky is gone, when the kings and princes are home, when the shepherds are back with their flock, the work of Christmas begins: to find the lost, to heal the broken, to feed the hungry, to release the prisoners, to rebuild the nations, to bring peace among brothers and sisters, to create anew the lives entrusted to us, to change lives, to comfort the dying, and yes, to make music in the heart!"

This sounds just like Rotary, doesn't it?!

I recall Percy R. Hayworth's "The New Year:" "I am what you dreamed to be but did not dare; I am what you hoped to do but did not will; I am the distant country of achievement which you saw afar but the path to

which you have not found; I am the fellowships you have been too busy to form; I am the books which, in spite of plans, you didn't take time to read; I am the habits of yesterday crystallizing into the character of tomorrow; I am the decisions of the old year coming back into your life to empower or imperil those of the new; I am the vigor of a new purpose putting life into your half-formed ambitions; I am the Eternal Will of God at work within you; I am the New Year."

May 2010 come to be the fulfillment of the hopes and dreams in your hearts.



Rotary Critics

Knowing what we know about Rotary and its achievements over the past century, you might think that an organization with our noble agenda would be universally praised. It wasn't and it isn't! In fact, it had many early critics, some of whom were highly regarded academics and writers, who seemed to believe that high moral principles and objectives must be a front for less noble goals. Yet, despite their criticism, some of it vicious, Paul Harris tried to be fair and to understand their perspective. *"It would not be fair to the critics of Rotary, who include some of the most brilliant of the British and American writers, to charge them with prejudice."*

(Paul Harris, *This Rotarian Age*, page 1)

His conclusion was that their cynicism prevented them from believing that anyone could aspire to the principle of *Service above Self*.

We still have our critics today, and many of them are members of our organization. Despite years and years of great example of selfless contributions to the betterment of the world, the critics get out in full force sometimes to denigrate what we do.

Let 'em! We know what we do! Ignore the nay-sayers and trust that reasonable people will place their remarks where they belong: in the trash cans where we collect other useless bits.



**District Governor
Luz Maria Ortiz-Smith**
(Santa Barbara Sunrise)

**Editor
Jock MacKenzie**
(Westlake Village)

ROTARY DISTRICT 5240

GLOBAL DRINKING WATER
The Race to 2015



A Conference on:

- Drinking Water Projects Underway in District 5240
- Other Groups in Central CA at work on Drinking Water
- Where RI is going on Drinking Water Funding

When: February 13, 2010, 9:00 am – 3:00 pm

Where: Richter Hall, California Lutheran University,
60 West Olsen Road, Thousand Oaks, CA

Contact: Larry Siegel, Dist. 5240 Water Coordinator,
lesiegelxx@gmail.com

[Registration Form Attached](#)

District Grants Log

By Lora Simonsgaard (Simi Sunrise)
District Grants Committee Chair

Grant Appl.#	Name of Grant	Submitting Club	Club/Contact
DSG 2009-01	Medical Supplies Sri Lanka	Simi Sunrise	Lora Simonsgaard
DSG 2009-02	School Project	Oxnard Sunrise	Jerry Dannenberg
DSG 2009-03	Smart Shoes	Oxnard Sunrise	Jerry Dannenberg
DSG 2009-04	HS Scoreboard	Cambria	Nancy Carr
DSG 2009-05	Dictionaries	Filmore	Don Gunderson
DSG 2009-06	School Grants	Ojai	Mike Caldwell
DSG 2009-07	School & Vocational	Simi Valley	Anil Garg
DSG 2009-08	Community Garden	Taft	Ray Hatch
DSG 2009-09	Jr H Scoreboard	Cayucos	Sherry Sim
DSG 2009-10	Satelite phone/Niger	Ojai	Bob Skankey
DSG 2009-11	Dictionaries	Paso Robles	Bob Lata
DSG 2009-12	Dictionaries	Santa Maria	Laura R. Mohajer
DSG 2009-13	Dictionaries	Simi Sunset	Karen Stewart
DSG 2009-14	Reading by 9	Simi Sunset	Karen Stewart
DSG 2009-15	Dictionaries	Santa Barbara Sunrise	Dennis Johns
DSG 2009-16	Drill Rig	San Luis Obispo de Tolosa	Timothy Cleath
DSG 2009-17	Orphanage Mexico	Thousand Oaks	Matt Lallo
DSG 2009-18	Mexico chicken coops	Santa Ynez	Bob Hinnrichs

Grant Appl.#	Name of Grant	Submitting Club	Club/Contact
DSG 2009-19	Textbooks Guatamala	Vandenberg Village	Suzanne Pehl
DSG 2009-20	Loaf & Fishes	Paso Robles	Bob Lata
DSG 2009-21	Bicycles	Simi Sunrise	Bill Fox
DSG 2009-22	Travel & clinic in Niger	Ojai	Kay Bliss
DSG 2009-23	Youth Leadership	Lompoc	Steve Byork
DSG 2009-24	Women's Shelter	Paso Robles	Bob Lata
DSG 2009-25	Wheelchairs	Conejo Valley	Diego Velasquez
DSG 2009-26	Youth Leadership	Lompoc	Steve Byork

Haiti

As we watch the news about the tremendous disaster in Haiti , our clubs feel the need to respond immediately to this tragedy. I would like to assure you Rotary and D-5240 is and will be in Haiti to provide assistance to the victims of the earthquake. Keep in mind we are not necessarily First Responders in these terrible natural disasters.

RRFC Brenda Cressey expressed “we may add extra stress on the recovery and relief efforts when we do not have the necessary systems in place to care for our volunteers”.

We recommend that you visit the RI Website at:

http://www.rotary.org/en/MediaAndNews/News/Pages/100113_news_haitirelief.aspx The Foundation established a Haiti earthquake fund to which U.S. Rotarians can donate to help with short- and long-term recovery efforts.

Donations contributed by your club, individual Rotarians or community members may be sent to the new Donor Advised Fund (DAF) set up by District 7020.

Another suggestion is to send your contributions directly to the District office - 2298 Bryan Ave. Simi Valley , CA 93063 - to keep track of the club and member donations. We want to ensure that member donations are coordinated and not sent to several different agencies or Rotary Districts.

The relief efforts will continue for a long time. Please take some time to look at your options and feel free to contact me with any questions you may have.

I thank you for your efforts in disasters like this. I am overwhelmed and moved by the responses from all the clubs and individual Rotarians in our district. You make me proud to be a Rotarian.

Warm Regards,

Luz Maria Ortiz, District Governor 2009-2010

District 5240 Dec 31, 2009 Membership & Attendance Report						
Club Name	7/1/2009	12/31/2009	Year	% - Mo.	Year	Rank
Arroyo Grande	53	51	-2	66.67%	67.8%	58
Atascadero	72	69	-3	85.00%	90.0%	8
Bakersfield	180	180	0	55.88%	63.5%	64
Bakersfield Breakfast	69	77	8	92.86%	88.4%	12
Bakersfield East	75	76	1	68.60%	76.4%	49
Bakersfield North	47	47	0	75.00%	78.7%	45
Bakersfield South	33	30	-3	78.00%	80.2%	41
Bakersfield Twilight	21	22	1	91.00%	86.9%	17
Bakersfield West	86	90	4	83.00%	85.5%	20
Buellton	16	16	0	56.25%	63.0%	65
Camarillo	72	75	3	80.00%	75.3%	51
<i>Camarillo Breakfast **</i>	<i>31</i>	<i>30</i>	<i>-1</i>		<i>16.7%</i>	<i>72</i>
Cambria	62	62	0	78.82%	79.1%	44
Cambria Sunrise Cent.	18	18	0	80.56%	83.7%	30
Carpinteria	41	42	1	82.00%	80.2%	42
Carpinteria Morning	39	40	1	90.00%	85.0%	23
Cayucos Seaside	17	16	-1	66.70%	78.6%	46
China Lake	53	54	1	80.74%	82.0%	35
Conejo Valley	24	21	-3	77.27%	78.3%	47
Delano	11	11	0	70.00%	74.1%	53
Fillmore	17	15	-2	75.00%	61.2%	67
Fillmore Sunrisers	15	15	0	88.00%	84.8%	24
Frazier Pk & Mtn. Comm.	14	14	0	93.00%	75.7%	50
Goleta	21	21	0	76.00%	80.5%	39
Goleta Noontime	23	24	1	90.3%	73.8%	54
Grover Beach	23	29	6	82.72%	84.3%	27
Inyokern	8	10	2	75.00%	88.2%	13
Kern River Valley	17	19	2	85.00%	88.5%	11
Lompoc	53	52	-1	69.80%	69.1%	57
Los Olivos	35	37	2	69.00%	81.2%	38
Los Osos	23	23	0	90.00%	89.7%	10
Montecito	36	37	1	81.00%	86.7%	18
Moorpark	48	49	1	89.50%	83.6%	31
<i>Moorpark Morning **</i>	<i>19</i>	<i>22</i>	<i>3</i>		<i>58.8%</i>	<i>70</i>
Morro Bay	66	70	4	52.90%	62.4%	66
Newbury Park	32	32	0	58.00%	64.8%	61
Nipomo	37	38	1	84.03%	87.3%	15
<i>Ojai **</i>	<i>81</i>	<i>81</i>	<i>0</i>		<i>60.2%</i>	<i>69</i>
Ojai West	47	49	2	80.00%	83.9%	28
Oxnard	43	44	1	80.00%	82.8%	33
Oxnard Sunrise	20	24	4	63.00%	74.5%	52
Paso Robles	104	103	-1	82.40%	87.3%	16
Paso Robles Sunrise	28	24	-4	91.67%	86.5%	19

Pismo Beach / Five Cities	55	57	2	86.83%	89.7%	9
District 5240 Dec 31, 2009 Membership & Attendance Report						
Club Name	7/1/2009	12/31/2009	Year	% - Mo.	Year	Rank
San Luis Obispo	112	118	6	91.00%	92.8%	5
San Luis Obispo Daybreak	52	50	-2	89.00%	93.5%	3
San Luis Obispo de Tolosa	84	86	2	79.16%	81.8%	36
Santa Barbara	146	138	-8	68.85%	60.4%	68
Santa Barbara North	43	43	0	93.52%	85.1%	22
Santa Barbara Sunrise	54	59	5	98.81%	96.3%	1
Santa Maria	58	59	1	64.00%	63.7%	63
Santa Maria Breakfast	65	68	3	90.00%	90.2%	7
Santa Maria South	30	27	-3	85.19%	79.6%	43
Santa Paula	78	77	-1	74.60%	66.2%	60
Santa Ynez Valley	56	56	0	61.31%	71.9%	56
Shafter	25	25	0	69.33%	58.7%	71
Simi Sunrise	121	126	5	80.31%	84.3%	26
Simi Sunset	20	21	1	80.90%	93.8%	2
Simi Valley	57	65	8	74.36%	72.9%	55
Solvang	62	60	-2	83.99%	81.6%	37
Taft	38	38	0	100.00%	87.7%	14
Tehachapi	22	22	0	87.74%	80.2%	40
Templeton	28	25	-3	82.00%	64.2%	62
Thousand Oaks	133	139	6	85.19%	83.7%	29
Vandenberg Village	29	25	-4	92.00%	92.2%	6
Ventura	133	131	-2	89.61%	93.0%	4
Ventura East	50	51	1	92.60%	84.7%	25
Ventura Marina	8	8	0	82.00%	85.2%	21
Ventura South	39	40	1	75.00%	83.0%	32
Wasco	44	47	3	81.91%	82.7%	34
Westlake Village	69	66	-3	76.76%	76.9%	48
Westlake Village Sunrise	60	58	-2	75.31%	66.6%	59
Totals	3601	3644	43			
** Club did not submit information						