



## NEWSLETTER FOR ROTARY DISTRICTS & CLUBS

March 2012



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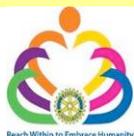
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**HELPING Districts to  
HELP Clubs to  
HELP Build a Stronger  
ROTARY**



**St. Patrick's Day** was my Dad's second favorite holiday. He always wore gaudy socks (at least to a high school girl), a green tie and a shamrock pin on his lapel. My mom had a great stash of those pins for all of us to wear. We always had green bread in our lunch on March 17 (the thought still makes me nauseous). My family is 100% Irish...and proud of our heritage. We always heard historical family stories around the dinner table. When the extended family was together, we heard even more stories, and loved every minute of them...no matter how many times we had heard them before.

**We just celebrated Rotary's 107<sup>th</sup> birthday.** I hope that all of our Rotarians enjoy hearing the stories of those who formed our organization, no matter how many times we've heard them before. I hope we continue to share those stories with the new members of our Rotary families, so that our history is never lost.

Rotary, in many ways, is just like my Irish family. If we continue to engage those who join us, they will always appreciate how our history has formed us. They will appreciate that our prophetic founder, Paul Harris, would be proud of where Rotary is today and supportive of the direction in which Rotary is headed.

### **MARCH is Literacy Month**

At first blush, we think that "illiteracy" is a problem relegated to our international neighbors. As we think further, we realize that the problem of literacy exists in our own communities, in one way, shape, or form.

**Homelessness:** This current economic and societal challenge is detrimental to many children in our communities. In addition to the stress of not knowing where you might be sleeping each night, homelessness also strains our educational system. A child may be in a class on Monday and Tuesday, but, do to his/her parent's situation, that same child may miss Wednesday, Thursday or Friday...at least in the same school. Think of the "misses" in those children's education.

**Immigration:** Let's set aside the political issue and focus on those impacted by their situation. Children come to our country with little or no knowledge of our language. How are our educators supposed to teach their classes when a portion of their students are understanding little or none of what they are saying.

March is Literacy Month (continued)

**English as a Second Language:** We have many who have come to the USA as adults. Most of our communities have community centers that offer courses to help these adults acclimate to their new homeland. Language and reading courses are the core to helping these adults not only learn the language, but also to be able to read to their children.

## **What can we do as Rotarians and Rotary Clubs?**



**Serve as tutors in our elementary and middle school classrooms**

**Offer a mentoring program, after consulting with our School Districts, to identify their greatest needs**

**Provide assistant to existing community-based services with our member volunteers**

**Invite students of all ages, to our Rotary Club meetings and seat them with members interested in helping**

**Create a STRIVE program**

**Consider providing scholarships to those student who aren't on the "A-list"**



## **American Girl ★ 2012**

### **"McKenna" aims to boost literacy**

McKenna is described as a fourth-grade gymnast in the Seattle area who has trouble with reading comprehension. A wheelchair bound tutor helps her deal with her problems.

"One issue that came to our attention was something called the fourth-grade slump. It affects many children as the focus in the classroom switches from learning to read to reading to learn," said Julie Parks, American Girl spokesperson.

This character is about focusing on your strengths and using your strengths to get over some difficult challenges. That's a life skill that's good to learn early and continue to use throughout your life," Parks said.

Parks said American Girl has been providing books to the Save the Children Foundation since 2010 "to help kids who are in poverty learn to read."

## **Rotary District 5960 STRIVES for Excellence!**

Youth mentoring is a key part of many Rotary clubs' service efforts. What better way have we to make an impact upon our communities, an impact that will last for generations to come!

STRIVE is a youth mentoring program that was developed right here in our own district. White Bear Lake Rotarian Don Mooney started the program in his local high school, and soon thereafter his Rotary club picked up on it. Since that time STRIVE has migrated to Rotary clubs throughout the world.

While STRIVE and other youth mentoring programs will vary from club to club, a common STRIVE model includes:

- inviting the academic bottom third of the high school senior class to be matched with a Rotary mentor,
- meeting at a STRIVE group at the school monthly,
- awarding scholarships based upon % improvement in cumulative GPA
- holding an awards banquet for STRIVE students and their families.

Each year those clubs managing a STRIVE program will experience at least a few real life-changing turnarounds for their students. One student, when asked by a Rotarian what about the STRIVE program worked for her, answered: "My parents knew I was a loser, my counselors knew I was a loser, my teachers knew I was a loser...but you didn't."

My church has an anthem they use every few years at Mothers' Day. There are few dry eyes when we sing it, and that's only partly because the choir is pretty bad, LOL. The poignant line is that "generations will be blessed by the love that you give."

Consider youth mentoring in your community. Generations will be blessed by the love that you give.

**Bill Brueck, Rotary 5960 STRIVE Coordinator, [bill@apluscomputer.com](mailto:bill@apluscomputer.com) 507/289-4824 days . 507/867-3238 evenings**

# Sample Timeline for STRIVE Rollout

**Bill Brueck, 5960 STRIVE coordinator**    [bill@apluscomputer.com](mailto:bill@apluscomputer.com)    507/289-4824

Let's assume a target of the first meeting with mentors and students in mid October. This gives us an (arbitrary) anchor point for planning a timeline.

## March – April

- Present to board, get board approval
- Present to membership
- Identify funding sources
- Establish key contact with local high school  
(start with Principal, probably be assigned a counselor to work with)
- Establish club STRIVE committee
  - Chair: Vocational Service director?
  - Fund solicitor
  - Mentor recruitment
  - Program person
  - Webmaster
- Start semi-monthly meeting process (later maybe change to monthly)

## May - August

- Establish a meeting place, dates, and times for monthly school meetings with students/mentors
- Establish topics for monthly meetings
- Establish offsite meetings/activities
- Schedule spring (April) banquet: date and facilities
- Recruit bulk of the mentors: club, families, co-workers, associates...
- Establish target program size (number of students)
- Establish budget
- Establish award rules

## September

- Send out invitation letters (must be sent from school, use Rotary letterhead: confidentiality issues here!)
- Continue mentor recruitment

## October

- Hold mentor orientation session(s)
- Match students and mentors
- First live meeting!

## November – March

- Monthly meetings
- Occasional (maybe about 3) planned outside activities
  - Pizza party
  - Christmas concert
  - Career day
- Each mentor responsible for bringing their student to one Rotary meeting and one service event
- Track grade progress as available (get help from school on confidentiality issues)

## April

- Final meeting at school
- Awards banquet

## May

- Program critique

## June

- Start all over again!

**Our thanks to Bill Brueck for sharing District 5960's program.**

*Sometimes...  
all you need is 20 seconds  
of insane courage  
& something good will come of it.*

-Matt Damon Character, "We Bought a Zoo"

## **20 Answers to the Question: Why Join Rotary?**

-Source Unknown

1. **Friendship:** In an increasingly complex world, Rotary fulfills a basic human need, the need for friendship and fellowship. It is one of the two reasons Rotary was founded in 1905.
2. **Business Development:** The second original reason for Rotary's beginning is business development. Everyone needs to network. Rotarians help each other and collectively help others.
3. **Personal Growth & Development:** Membership continues one's growth & education in human relations and personal development.
4. **Leadership Development:** Rotary is an organization of leaders and successful people. Serving in Rotary positions is like a college education. Leadership-learning how to motivate, influence and lead leaders.
5. **Citizenship in the Community:** Membership in a Rotary Club makes one a better community citizen. The average Club consists of the most active citizens of any community.
6. **Continuing Education:** Each week's meeting program is designed to keep us informed about what is going on in the community, nation and world. We have the opportunity to listen to a variety of speakers and topics.
7. **Fun:** Rotary is a lot of fun! Each meeting is fun; Club projects are fun; social activities are fun; and the service is fun.
8. **Public Speaking Skills:** Many individuals who joined Rotary were afraid to speak in public. Rotary develops confidence and skill in public communication and the opportunity to practice these skills.
9. **Citizenship in the World:** Every Rotarian wears a pin that says, "Rotary International." There are few places on the globe that do not have a Rotary Club. Every Rotarian is welcomed and encouraged to attend any one of 34,000 Clubs in 200+ nations and geographical regions. This means instant friends.
10. **Assistance when Traveling:** Because there are Rotary Clubs everywhere, many a Rotarian in need of a doctor, lawyer, hotel, dentist, advice, etc., while traveling, has found assistance through Rotary.
11. **Entertainment:** Every Rotary Club and District has parties and activities that provide diversion in one's business life. Rotary holds conferences, conventions, assemblies, and institutes that provide entertainment in addition to Rotary information, education and service.
12. **The Development of Social Skills:** Every week and at various events and functions, Rotary develops one's personality, social skills and people skills. Rotary is for people who like people.
13. **New Generations Programs:** Rotary provides one of the world's largest youth exchange programs and Interact and Rotaract Clubs for future Rotarians.
14. **Vocational Skills:** All Rotarians are encouraged to take part in the growth and development of his or her own profession or vocation; to serve on committees and to teach youth about one's job/vocation.
15. **The Development of Ethics:** Rotarians practices the 4-Way Test that governs one's ethical standards. Rotarians are expected to be ethical in business and professional relationships.
16. **Cultural Awareness:** Rotary is a cross-section of citizens from every background. Rotarians become aware of their cultures and learn to love and work with people everywhere.
17. **Prestige:** Rotary is the oldest and most prestigious service Club in the world. Its rank's include executives, managers and professionals-people who make decisions and influence policy.
18. **Nice people:** Rotarians above all are nice people.
19. **The Absence of an "Official Creed":** Rotary is men and women who simply believe in helping others.
20. **The Opportunity to Serve:** Rotary allows us the chance to do something for somebody else.

# **Why Rotary is Important in my Life**

**-[www.rotary.org/AboutUs/Joining Rotary](http://www.rotary.org/AboutUs/JoiningRotary)**

"Being a Rotarian means serving your community, networking, making friends, and building international relationships." -Mercy Bannerman, Rotary Club of Accra-Airport, Ghana

"Rotary creates the perfect venue for me to give back to the community I live in while enjoying the camaraderie of positive and active individuals." -Tom Brand, Rotary Club of Kenosha West, Wisconsin, USA

"Rotary is a tremendous network. Leaders in the community can connect and reach out to people in need." -Russel Honore, Rotary Club of Baton Rouge, Louisiana, USA

"Rotary provides an environment for developing strong friendship and business relationships." -Pete Sinsky, Rotary Club of Kenosha West, Wisconsin, USA

"Leadership is a key focus of Rotary. Through Rotary, you have the opportunity to expand your leadership skills and achieve your goals." -Norma Madayag-Reilly, Rotary Club of Newark, New York, USA

"A week doesn't go by that I don't learn something new from the speaker at our Club or just from working on projects with people. It's an opportunity to grow indefinitely." -Steve Brown, Rotary Club of La Jolla Triangle, California, USA

"I've become more internationally focused, and understand that there's so much more I can do as part of a bigger whole than I could ever do on my own." Toni McAndrew, Rotary Club of Mid-Valley (Dickson City), Pennsylvania, USA

"If you truly want to give back to the community-and to the world at large-you join Rotary. It has an arm that reaches across all barriers. To be a part of that is very powerful." -Aruna Koushik, Rotary Club of Windsor-Roseland, Ontario, Canada

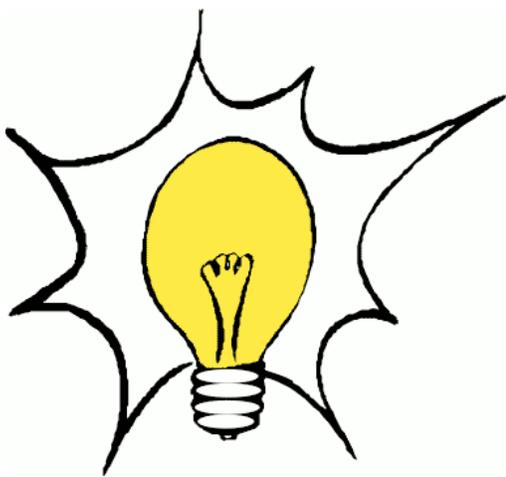
"Every Rotary Club in the world, no matter how big or small, has one thing in common: friendship. And it's from this base of friendship that we serve our community." -Kemal Attila, Rotary Club of Ankara-Tandogan, Turkey

"I found a fellowship where every nation, every color, of all humanity can be like a family. I've got a place where I can serve my people and serve the world." -Ailinda Sawe, Rotary Club of Dar-es-Salaam-Mzizima, Tanzania

"We want families with children to join Rotary, so we try to be very flexible. Family commitments always take precedence." -Wendy Scammell, Rotary Club of St. John's Northwest, Newfoundland, Canada

"There's so much diversity in the work Rotary does. It can give you exposure to so many different areas and help you find what your interests really are." -Andrea Tirone, Rotaract Club of University of Toronto, Ontario, Canada

"A great tool Rotary has is its educational programs. I was an exchange student (Rotary Youth Exchange) in Switzerland in high school. That's how I got involved and what made me want to give back." -Jorge Aguilar, Rotaract Club of Chicago, Illinois, USA



## **Six Ways to Bury a GOOD Idea**

- 1. It will never work**
- 2. We can't afford it**
- 3. We've never done it that way before**
- 4. We're not ready for it**
- 5. It's not our responsibility**
- 6. We're doing fine without it**

## Rotary "Attraction" Moments

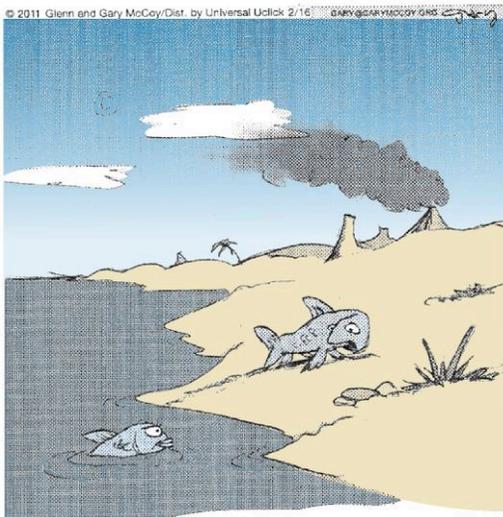
-Source Unknown

Following are some ideas to share from outside Rotary... that we can make use of as tools in our efforts to attract new members. In the descriptions that follow, "partners" may be employers, other organizations in the community, and/or organizations to whom we may have provided funds or support over time.

- ◆ **Study the trends-** Look at all new members from the past five (5) years to see where and how they came to be Rotarians.
- ◆ **Fill holes-** Geographic, vocation, areas of interest, gender, age that are not currently met in your Club.
- ◆ **Partner Connections-** Use partners to identify possible candidates. They can also provide invitations and introductions.
- ◆ **Be flexible-** Don't limit yourself.
- ◆ **Work your members talents and connections-** Every Rotarian should be seeking to attract new members, not just the Club Membership Chair.
- ◆ **Get information to the community via any means-** Don't stop at just one mechanism. Use website, Facebook, events, personal contact, etc.
- ◆ **When you have a guest-** Put your most influential and experienced Rotarian next to the guest and let the conversation flow.
- ◆ **Nurture your partner relationships-** Invite to events, go to their events, maintain contact.
- ◆ **Measure success-** Be prepared to evaluate and modify what you're trying.
- ◆ **Celebrate success-** When you succeed, make a big deal out of the success. Recognize your new members at a meeting. Give them preferred seating, make them feel wanted and welcome.
- ◆ **Analyze failure-** Take it apart. See where it failed and correct that flaw in the process.
- ◆ **Keep the process simple-** The more complicated it is, the more likely it will fail. What is Rotary and why should your prospective members be interested?
- ◆ **Have fun in the game-** Make sure your meetings are lively, that your guests see and sense your Club member's involvement.
- ◆ **Know when to ask for the order-** We often go right by what your potential new members may have wanted and overload the process, which can turn off some of our greatest prospects.

### THE FLYING MCCOYS

GLENN & GARY MCCOY



"IT HAS NOTHING TO DO WITH EVOLUTION,  
EDNA. I'M REINVENTING MYSELF."

## Are we RELEVANT?

- Are we attractive to the "next" generation?
- Do we listen to our member's concerns?"
- Do we look at our members as our customers?
- Are we interested in what our new members have to say?
- Are we concerned when members leave Rotary?
- Do we welcome guests and visitors with open arms?