



# Rotary 5960

## Newsletter



[www.rotary5960.org](http://www.rotary5960.org)

**October/November 2009**

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November is Rotary Foundation month. As a district, we will have our Annual Foundation Celebration on November 7, a time to celebrate the opportunities we provide through our Foundation. We are very fortunate to have former Ambassadorial Scholar and now General Manager of the Rotary Foundation, John Osterlund, as our keynote speaker. This is going to be an informative and inspirational evening. We will also have fun as we raise funds for the Foundation and the eradication of Polio, with silent and live auctions, including some "Taking Pies for PolioPlus." The targets of the latter event, should bidding be high enough – which I am confident it will be – will be me, District Governor Elect Craig, and our Executive Administrator, Jingle, all volunteers in the cause of Ending Polio Now.

Throughout the month of November, I urge clubs to continue highlighting the great work that is done because of our Foundation. Let's celebrate and support Group Study Exchange, Ambassadorial Scholars, Peace Fellows, Grants, PolioPlus and all the programs supported by the Foundation.

I want to briefly share some ideas that I have picked up from other districts and some of our clubs.

*How about your club having a Potluck Dinner for members and family members? You can do this periodically and count the event as a club meeting. It's fun. It's inexpensive. It shares Rotary with our families. It might just work for your club.*

*How about being creative in promoting make-ups by your club members? If you bill for meals whether or not someone is at a meeting (such as via quarterly billing), when someone does a make-up at another club, you could to give the member a "make-up credit" for the meal cost for the missed meeting of your club. (This means that the member is not paying for two meals in one week.) Also, you can give make-up credit for participation in a club community service project or board meeting. Another interesting idea is called "Capture the Bell." When a member of a club makes-up at a club in that area (let's say within a 20 mile radius or an "Area" such as we have in our district), he or she can "Capture the Bell" of the visited club. To get the club's bell back, someone from now bell-less club must visit the other club's meeting to reclaim it. Needless to say, this promotes make-ups, and also all clubs involved must agree to participate. Is your club willing to try it? A little chaos for a worthy cause!*

I am impressed with the good things you are doing through your clubs. Keep up the good work. The Future of Rotary Is in Your Hands.

Yours in Rotary Service,

*District Governor Newell*

Rotary is an organization of business and professional men and women united worldwide who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.



## ***Rotary Youth Exchange – Opportunities Abroad and Here***

Of the approximately 3000 American high school students who studied abroad last year, HALF of them were sponsored by Rotary.

Our district and our neighboring district, 5950, have a joint Youth Exchange Program. We currently have 46 students studying abroad.

We also have 46 inbound students, representing about 30 different countries.

For more information about Youth Exchange in our district go to [www.rotaryexchangemn.com](http://www.rotaryexchangemn.com).

## ***Two, Soon Three, Ways to Find Partners for Projects***

### **ProjectLINK**

ProjectLINK is a searchable database provided by Rotary International that lists Rotary club and district community service projects in need of funding, volunteers, donated goods, and partners for a Rotary Foundation Matching Grant. It also lists completed projects that can be used as examples of best practices. You can find information about existing projects and can list your club's projects on this site. There is an article about this service in the November edition of *The Rotarian* at page 13.

To use this "Link" go to [www.rotary.org](http://www.rotary.org) and use the search function to find "ProjectLINK."

### **WWW.MATCHINGGRANTS.ORG**

This website is a private initiative by Rotarian Philippe Lamoise of the Torrey Pines Rotary Club in District 5340 to help clubs and districts do matching grants with The Rotary Foundation. On the homepage it states that it has been "created by District 5340 for use to the entire Rotary world." It is an online fair for matching grants. Like ProjectLINK (above) projects partners can be found, both for their projects and those of your club. This is not an official site of Rotary International or The Rotary Foundation.

### **COMING SOON – OUR OWN 5960 PROJECT OPPORTUNITIES LIST**

We will soon have a place on our District Website where clubs can list projects for which they are seeking partners. Watch for it!

## ***Recent Grant Approvals for Our Club's Projects***

Matching grants using club funds, District Designated Funds from Annual Program Fund donations to the Rotary Foundation, and funding from the Rotary Foundation World Fund:

- ▶ Dictionaries for students in the Philippines – The Rotary Club of Winona
- ▶ 100 Wells in India – The Rotary Club of White Bear Lake

### **District Simplified Grants**

- ▶ Nature Preserve Boardwalk in the park sponsored by the Rotary Club of White Bear Lake
- ▶ Dictionaries for 2976 Third Grade students in St. Paul – the Rotary Club of St. Paul.

**Foundation Celebration – November 7th**

Our annual **Foundation Celebration** will be held on Saturday evening, November 7, at the Crowne Plaza Riverfront Hotel in St. Paul. For more information [click here](#).

**Applicants Sought for District Governor 2012-2013**

Applications for District Governor 2012-2013 are now being accepted. The deadline is Friday, November 20, 2009. For more information on the application and nomination process [CLICK HERE](#).

**Your District, Your Rotary, Your Money**

By District Governor-elect Craig Leiser



Many of you have heard the story, “The Rotary Foundation is out of Money!” *This statement violates the first part of the Four-Way Test of a Rotarian, because it is not true.* Our Rotary Foundation financial contributions to the Annual Program Fund of the Rotary Foundation are received, prudently invested and then returned to us after three years in the form of World Grants, District Designated Funds (DDF), GSE support, The Rotary Foundation Matching Fund Grants, etc.

In the challenging financial times of the past 12-18 months, the Foundation’s investments haven’t done quite as well as in the past, just as with our personal investments. So, the Trustees have elected to reduce specific areas of expenditure to conserve the principal until the markets return to a more normal state. Good use of assets and prudent decisions for the investments are in place.

Here is what has resulted. The Trustees have decided to limit the amount of funds for matching grants in Rotary Year 2009-10, and the flow of money from the Foundation to match district and club projects has been severely limited. By now this year, those funds have now been fully allocated and are no longer available for other grants. Some early submittal projects got their funds from the World Fund, but many did not and future submissions this Rotary year will not. But read on!

In District 5960 we are fortunate. We have built up a reserve of unspent DDF from prior years that we can now call upon, as we needs arise. If a club project is found to be acceptable to district standards, we are able to replace the missing Rotary Foundation matching funds with additional district DDF funds and assist worthy projects go forward. *So, keep those worthy projects coming.* Work with your project or geographic area mentors on the District Grants Sub-Committee to submit grant requests. We can make it happen!

Contact persons for grants: (for phones numbers and email addresses see the District Directory.)

- District Grants Subcommittee Chair ..... Lee Finholm
- District Grants Subcommittee Vice Chair ..... Gerry Wersal
- & District Simplified Grants Mentor
- Matching Grants Mentor: Mexico/Central/South Americas ..... Darcy Ellarby
- Matching Grants Mentor: Mexico/Central/South Americas ..... Valdi Stefanson
- Matching Grants Mentor: Africa ..... Charlie Cogan
- Matching Grants Mentor: Africa ..... George Oyeho
- Matching Grants Mentor: Southeast Asia/Pacific ..... Margie Horning
- Matching Grants Mentor: Asia/East Europe ..... Dana Rebelein
- District Simplified Grants Mentor ..... Jim Hunt
- District Simplified Grants Mentor ..... Judith O’Fallon
- District Simplified Grants Mentor ..... Cindy Carlson
- District Simplified Grants Mentor ..... Mike McGuire

## ***Thoughts to Keep in Mind when Marketing Rotary and Polishing up Your Club's Product!***

By: Tom Thorfinnson, Rotary International Director, Zones 28-29

Recently Rotary International completed a survey of over 4,900 Rotarians at all levels of Rotary and throughout the Rotary world. In addition in the last several months we have held focus group sessions in a number of countries. The focus groups have been "younger candidates for membership."

The results have indicated a few key items:

1. Younger people that would be good candidates to join Rotary are:
  - a. Interested in networking and service, and
  - b. Turned off by the word "ethics", but very comfortable with the term integrity.(They interpret using the term ethics as imposing "our ethics" on them?!)
2. The image of Rotary among non-Rotarians who might be candidates for joining Rotary remains much the same as it has been for several years;
  - a. Most don't know much if anything about Rotary,
  - b. The majority that do know something about Rotary continue to view our organization as older, male dominated, elitist and not very relevant in today's world.
3. Attendance requirements continue to be a turn off for those interested in joining.
4. Predominantly the feedback from our Rotarians is we want to serve and we need to focus our service and make it more impactful. **Market our core values, but do it in a way that is attractive to the next generation of leaders.**

### ***Important Note for Club Execs, Secretaries, Presidents, Presidents Elect and Assistant Governors***

Club secretaries recently should have received the "**Club Officers Report Form 2010-11 for Official Directory**". This form must be filled out and returned to RI in Chicago before Dec 31 in order that the 2010-11 officers will appear in the RI Official Directory. ***Please do not ignore this request.***

*Please note that you can complete the form online and avoid having to mail it.* Read the instructions on the back of the form. You are encouraged you to update your club's current and incoming Official Directory data online by accessing Rotary Web, [www.rotary.org](http://www.rotary.org) at the "Member Access" – "Rotary Business Online" links. This application is available to each club president/secretary and is password protected. If you use the online method there is no need to return the paper form. **DO IT AS SOON AS YOUR 2010-11 PRESIDENT AND SECRETARY ARE ELECTED. MAYBE DO IT TODAY!**

### ***Montreal Rotary International Convention – REGISTER NOW!***

Now is the time to register for the June 2010 Rotary International Convention to be held in Montreal. The early discounted registration deadline is December 15. After that the registration fee increases. [Click here](#) for information via our District Website.

At the convention, our district will again hold a Joint Reception. In the past we have had this reception with District 5950. This Joint Reception will also include District 5970 and 6000, both located in Iowa. It will be held at the Montreal Marriott Chateau Champlain on June 19 from 6:30 to 8:00 p.m., and the cost will be \$42 per person. Reservation information is now available on our District Website, just [click here](#)



## ***Rotary Club of Rosemount is our Newest***

On October 15, the Rotary Club of Rosemount was chartered. Congratulations to our newest club and welcome to District 5960 and the world of Rotary. More on this exciting new club in the next edition of this newsletter.

## ***Group Study Teams Arriving from Nigeria and India in 2010!***

District 5960 will host two Group Study Exchange Teams, from India and Nigeria. [CLICK HERE](#) to read all about it. If YOUR club is interested in hosting or planning vocational days for the team in your area, you must act NOW!

## ***Area Nine Cruises the Mississippi for Books for Africa***



*Paradise Boat*



*Timothy and Margaret Johnson enjoy the Books for Africa Cruise*

On October 6, under the leadership of Gerry Mroska, Assistant Governor for Area 9, Rotarians and guests from clubs in Area Nine – Fridley-Columbia Heights, New Brighton-Mounds View, Arden Hills-Shoreview, Blaine-Ham Lake, and Coon Rapids – were joined by Rotarians and guests from the Roseville Rotary Club and District Governor Newell and Claudia Krogmann for a two-hour cruise on the Mississippi River aboard the Paradise. The primary purpose was to promote Books for Africa. The side benefits were that all aboard enjoyed the sights of downtown Minneapolis as seen from the Mississippi River and an evening of great Rotary fellowship.

## ***Rotarian Magazine***

Do you read it? Our ROTARIAN MAGAZINE is an invaluable tool for Rotarians personally and an excellent resource for strengthening our clubs. Each month we can find ideas and materials for promoting and improving our clubs. When we see how ROTARIANS are serving around the world we can get ideas and inspiration for how each of us may find ways to serve others even better than we have in the past. Check out the advertising in the back. You might find a place for a vacation stay. Have you ever advertised in there? Might be a good idea!



*Mickey Mouse (Hudson Daybreak Rotarian Mark Gherty) welcomed the kids with "give me four!" at the annual Hudson Halloween Parade provided by the Hudson Rotary Club, the Hudson Daybreak Rotary Club, and the St. Croix Valley Rotaract Club.*

### Upcoming District Events!

Foundation Celebration	November 7, 2009
2010-11 Assistant Governor Training	November 21, 2009
Midterm and Pre-PETS	January 9, 2010
Leadership Academy	January 9, 2010 (after Midterm)
District Team Training Seminar	February 13, 2010
St. Paul Rotary's 100 <sup>th</sup>	February 19, 2010
On to Winnipeg	February 19-21, 2010
Presidents-elect Training Seminar	February 26-27, 2010
District Conference	April 8-10, 2010
Camp RYLA	April 23-27, 2010
District Assembly	April 10, 2010 (after District Conference)
District Assembly	May 10, 2010, 2 <sup>nd</sup> presentation (via Webinar)
Rotary International Convention Montreal	June 19-23, 2010
Craig Leiser Governor Induction	June 30, 2010

### October/November Club Anniversaries

Wabasha Rotary Club (1951) – 58 Years  
 Greater Rochester Rotary Club (1978) – 31 Years  
 Prior Lake Rotary Club (1978) – 31 Years  
 North St. Paul/Maplewood/Oakdale Rotary Club (1979) – 30 Years  
 Anoka Rotary Club (1979) – 30 Years  
 Princeton Rotary Club (1980) – 29 Years  
 St. Paul Sunrise Rotary Club (1985) – 24 years  
 Vadnais Heights Rotary Club (1991) – 18 Years  
 Owatonna Early Edition Rotary Club (2000) – 9 Years  
 Rice Lake Rotary Club (1923) – 86 Years  
 Fridley/Columbia Heights Rotary Club (1963) – 46 Years  
 Arden Hills/Shoreview Rotary Club (1985) – 24 Years  
 Barron County Rotaract (2002) – 7 Years



### Very Important Links

[District Calendar](#) (District 5960 events)  
[Club Event Calendar](#) (enter YOUR club's event!)  
[Online Directory](#) (for up to date contact information)  
[Club Goals Monthly](#) (monthly club goal status)  
[Club Map/Meetings](#)

Please forward articles for the newsletter to Burnell Hanson [burnell@charter.net](mailto:burnell@charter.net) or District Newsletter Editor Deanna Rotz [drotz@centralroofing.com](mailto:drotz@centralroofing.com). Articles for consideration must be received by the 30<sup>th</sup> of each month to be included in the next publication.