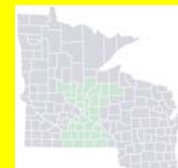




Rotary 5960

Newsletter



www.rotary5960.org

August/September 2008

2233 Hamline Avenue North, Suite 511
Roseville, Minnesota 55113

651-636-9054
800-636-9054



Roy's Welcome Article

A FAST START. Finally, a chance to catch my breath. Is this year off to a whirlwind start or what? Each of our Club Presidents, based upon my personal observation, is hard-charging into his or her year with passion and dedication of which we can all be proud. I have witnessed heroic efforts to increase and sustain membership, (such as President Kate Lindberg's implementation of the Club In A Club concept in Hastings), novel fundraising efforts, (such as the apple race in Amery spearheaded by President Fred Eaves), magnificent World Community Service Projects, (such as the efforts of the leadership team in Blaine/Ham Lake to respond to hearing loss in Argentina).

I have now completed 47 of my 68 scheduled official club visits. Each club has accepted me not only as their sole program for the day, but also has convened a special board of directors meeting so we could (1) become better acquainted; (2) discuss what it means to be an effective Rotary Club; and (3) explore solutions to the challenges that each club identifies. I hope my presentations have proven to be inspirational and that our district leadership's participation in these special board meetings has been productive.

LOVING MEMORY. Let me mention now a couple of very sad notes. During this last month we lost two wonderful ladies who have meant a great deal to the strength of our district. Patty Johnson, the wife of PDG Doug Johnson of the Mankato Rotary Club, always had an encouraging message to all with whom she spoke. With a twinkle in her eye and an expression of joy to be in our presence, she made immediate friendships with everyone she met.

Lorraine Baker was the first of our district's Executive Administrators. Many a District Governor would have stumbled without her skills and devotion to Rotary. Her daughter, Jingle Mahan, tells me that though Lorraine was not one to seek attention, she would nonetheless have been thrilled by the outpouring of support shown to her family during her final illness and at the celebration of her life.

BIRTH OF A NEW CLUB. Now let me announce the birth of a new club in our district. Our fourth Rotaract Club, the Austin Rotaract Club was chartered on September 25, 2008. PDG Clare Lillis, St. Paul Rotary Club President Al Zdrzil, and I attended the event held at the Hormel Historic Home. This spirited group of young professionals is already providing a helpful hand in the community by serving meals in partnership with the Salvation Army a couple times a month. Congratulations to President Alice Holst and the Austin Rotary Club for their successful sponsorship. A big thank you to the Rotaract liaison, Beth Johnson of the Austin Rotary Club. And a big HOORAY to the charter members and the charter officers.

SJOBERG IMPLEMENTS THE DRAFT. You simply have to come to the Foundation Event on November 1, 2008. This is a hugely important event in our district. Will your club charter a bus as a show of solidarity to eradicate polio once and for all? Together we can have a big impact. The news media will be waiting for us at the Prom Ballroom in Oakdale, Minnesota on November 1, 2008. As many of you already know, Rotary's chief spokesman and world advocate for Rotary's Polio Eradication effort, Dr. Robert Scott, will be our Keynote speaker at the Foundation Event.

Please [click here](#) to go to our district website for information on what each club is expected to bring, how to register, the cost of the meal, the live and silent auction activities, the participation of our Rotary Youth Exchange, GSE team alumni, Ambassadorial Scholars

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.



and Peace Fellows. Our Foundation Event Planning Committee, Chaired by Jean Anderson of the Cambridge Rotary Club has been working steadfastly on this special event for many months.

I am personally asking each of you to make the commitment by registering now and joining me, your District Rotarians, our neighboring District Rotarians and Dr. Scott in this call to rid the earth of polio. See you there on the 1st of November.

Your District Governor 2008-09
Roy A Sjoberg

Sustainability and your Business

One company, Emmons & Olivier Resources (EOR), in Oakdale, MN has begun to take significant steps toward bringing sustainability into its work environment. The first challenge facing EOR and any business is getting everyone to understand what “sustainability” is and to share a common definition and vision. Through various internal meetings it became clear that a training session was a good way to accomplish this.

Therefore, the first big step the company took was holding sustainability training for the entire staff. EOR used a sustainability training framework developed in Sweden, called the Natural Step Framework (NSF). NSF trainer, Terry Gips, was brought in to do this over two 4-hour sessions. The course covered some key topics:

- What is sustainability?
- Why is it so urgent right now?
- What are some guiding principles?
- How can it be a win-win-win situation?

There are likely many different training options available but the NSF was a good way to get everyone in the company on common ground. For example, to address the first question of what sustainability is, which fits well in the business world, is the concept of “triple bottom line.” The triple bottom line refers to People-Profits-Planet and the idea that good decisions can be made that benefit all three.

From this basic understanding of the concept, sustainability has been incorporated into all aspects of the company’s operations, from internal purchases of hand soap and paper to professional services we provide. Other interesting “extra” benefits were also realized. Those include staff becoming excited and more motivated in their work and taking the concept home, incorporating it into their personal lives.

The latest efforts have been to develop a checklist and design framework for projects to ensure innovative, high quality products are produced. This is a “trademark” of EOR and they feel it will give them a competitive advantage in the market. Like the saying goes – it can be good for profitability, the staff, and the environment.

By: Judith Freund, Hudson Daybreak Rotary Club, jannfreund@sbcglobal.net

Health and Hunger, Bob Walz is New District Chair of this Committee

You’ve heard it at Rotary meetings, 30,000 children die each day because of hunger. Another 15,000 die from other preventable and treatable causes, such as malaria. The cost of ending hunger worldwide is estimated to be about \$13B more per year than is currently spent. The United States spends less than one-half of one percent on foreign aid and most of it goes to Israel, Egypt and Columbia in the form of military aid.

The total annual program awards from the Rotary Foundation are about \$100M. Of this, about 4% is spent on Health, Hunger and Humanity programs and another 35% on various Rotary matching grant projects across the world. Obviously, we cannot eradicate hunger from the world by ourselves. Like PolioPlus, in partnership with others it is possible, it is a dream that we can help make real. It is not just the amount of money, but how we spend it and its impact.

Two of the most well known anti-hunger programs are Bread for the World (www.bread.org) and Feed My Starving Children (www.fmsc.org). The former is an advocacy program and the latter provides nutritious meals for children living in abject poverty. Both

are needed. There is the need to respond to those without food, who will die tonight from starvation. We also need to find sustainable, long-term solutions so that all countries are able to feed their people.

The key word is "sustainable." It is the old story of the babies being thrown into the river. We can spend all of our time pulling babies out of the river, or some of us can go up river to prevent babies from being thrown into the river in the first place.

If you think about community food shelves or feeding programs like "Feed My Starving Children," they are like pulling the babies out of the river. If some of us don't go upstream to get at the underlying causes, there will be no end to the problem.

I chair our District's Health and Hunger effort. I invite Rotarians who are interested in health and hunger to join my committee. We will try to minimize the number of meetings and use technology (email and net meetings) in lieu of meeting monthly to address health and hunger issues. You can find a description of this committee on page 40 of the District Directory. If you would like to serve on the district's Health and Hunger Committee, please email me at walzr@izoom.net. Together we can make dreams real; we can end world hunger and become a healthy world.

Robert Walz, Chair, Health and Hunger, Member of Lake Elmo Rotary

PolioPlus: 2008 West Africa Project Fair and Polio Eradication Trip – Abidjan, Cote d'Ivoire

As you may know, much of the growth in Rotary's international humanitarian and matching grants programs has come along hand-in-hand with the global network of contacts made during the course of over 25 years of PolioPlus efforts. Our own teams of District 5960 NID volunteers have often come back loaded with great projects, just as GSE teams and Ambassadorial Scholars and other Rotary travelers make similar contacts during their travels. Several people have already asked if there will be any NID opportunities this year, so here's one hot off the press. This will be a chance to combine a big West African Project Fair with polio eradication work. Our own PDG Jerry Showalter and DRFC Jon Stillman participated in a similar group during the past Rotary year and can surely share their impressions with all of us. Our district has already done many projects with Rotarians in District 9100, so there are already existing relationships to be built upon, especially in Togo. There are also many wonderful projects in other West African districts and countries, including some that have been featured in the Rotarian magazine in recent months. These districts (especially the three districts in Nigeria, where our district has already established some great contacts) are likely to be represented at the Project Fair. Do you think you might know of someone who is ready for a busy and rewarding bit of work and travel? Read on!!!

Roseville Rotary Contributes to ShelterBox in a Big Way!

Past President of the Roseville Rotary Club, Jeanne Matlock presents ShelterBox Regional Director for Zone 27, John Knutson a check for \$5,000, enough to sponsor 5 disaster relief kits. Along with John are ShelterBox volunteers from the Hudson Daybreak Rotary Club, Burt Witthuhn and Curt Carey.

Motivated by hearing a Rotary Foundation program from Ian Munday from the founding club for ShelterBox, the Helston-Lizard Rotary Club of Cornwall England, back in November of last year at the Foundation event held in Lake Elmo...Jeanne Matlock directed their Club's profits from "Taste of Rosefest" toward sponsoring ShelterBoxes to disaster victims in need around the world.

With the help of the Roseville Rotary Club and many other Rotary Clubs in District 5960, ShelterBox USA has sent a notice that District 5960 is currently tied for fifth place nationally for contributions by District to the ShelterBox program.



Knutson stated at the Roseville meeting while picking up the check..."Tom Henderson will be coming to the District Conference in River Falls, Wisconsin next April personally and he will be impressed with the efforts put forth by District 5960 and clubs like the Roseville Rotary Club. Roseville Rotary continues to be a leader and a model club in so many ways in our District, and on behalf of the disaster victims that will be helped who cannot say 'Thank You'...I'd like to thank you personally myself."

To learn more about ShelterBox, please visit www.shelterbox.org for the international site, or www.shelterboxusa.org for the efforts here in the U.S. For a program on ShelterBox, to make a contribution, or if you have any questions, please feel free to contact John Knutson of the Hudson Daybreak Rotary Club. You can e-mail to: jknutson@shelterboxusa.org or call him at 715-386-7300.

Seventh Annual Foundation Event

MARK YOUR CALENDARS NOW for the Seventh Annual Foundation Event and what a night it will be to "Make Dreams Real!" Keynote speaker will be Bob Scott, Chairman of The Rotary Foundation! It doesn't get any better than that.

[CLICK HERE](#) for basic information, online registration and more to follow!

100th Rotary International Convention

Rotary International is gearing up for the 100th convention in Birmingham, England next year, June 21-24, 2009. [Click Here](#) to learn all about it and register before the Dec 15, 2008 first deadline! By early to mid-September, there will be information on our District Website about Pre- and Post-Convention tours and special discounted lodging available to Rotarians in our District and our neighboring District, 5950.

Curling?

Try curling. You might like it. After hearing Rotarians talk about their curling leagues and bonspiels, or watching some Olympic matches, have you wondered if curling is something you could do? Have you thought of joining the On-to-Winnipeg group for the Goodwill Weekend? Now is a great time to check out curling. The St. Paul Curling Club is hosting free instructional clinics on October 1 (6 p.m.), October 8 (6 p.m.) and October 12 (1 p.m.). The curling club (651/224-7408) is in a well-maintained 1912 building on Selby (#470) (near W.A. Frost, Fabulous Fern's and La Grolla). (My take: Curling is more fun to do than to watch. I started at 55, and I am looking forward to the season, and Winnipeg. Adding new curlers to known 5960-Rotarian curlers not currently on a Rotarian team, there will be enough interest in league play to start a third Rotarian team. Good curling, Alan)

By: Alan Ruvelson, St. Paul Rotary Club, 651-645-9359, aruvelson@msn.com

August/September Club Anniversaries

Stillwater Rotary Club (1919) – 89 Years

South St. Paul/Inver Grove Heights Rotary Club (1962) – 46 Years

Cannon Falls Rotary Club (1954) – 54 Years

Hastings Rotary Club (1981) – 27 Years

Hayward Area Rotary Club (1983) – 25 Years

Stillwater Sunrise Rotary Club (1984) – 24 Years

Meeting Location Changes

Prior Lake Rotary Club

Effective: August 20, 2008

New Location: The Wilds Golf Club; 3151 Wilds Ridge Ct. N.W. Prior Lake, MN 55372

Time – same 7:00 – 8:30 AM

Day – same Wednesday

www.golfthewilds.com

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 October newsletter to District Governor Roy Sjoberg at r.sjoberg@stlawfirm.com or District Governor's Newsletter Editor Deanna Rotz drotz@centralroofing.com. Articles for consideration must be received by the 25th of each month to be included in the next publication.