

Rotary 5520 District NEWS



NOVEMBER 2010 • ISSUE 4

To all fellow
Rotarians,
Happy
Thanksgiving!



Message from the DG

October had some interesting visits and revelations. We also began working very heavily on preparations for the 2011 District Convention (April 14-17, 2011, Ruidoso).

Review previous newsletters

One of my efforts with this newsletter is to not have to 'reinvent' the wheel every month and add something new to the mix. As such, if you have not read the July – September newsletters, please take a little time to do so. I think you will find it valuable as we progress through our Rotary year!

Be on the lookout for....

Cruise raffle tickets will be in the mail to your clubs this month. Be ready to sell, sell, sell those tickets! Remember that a large portion of this money comes back to us in three years to support matching/simplified grants, GSE, Ambassadorial Scholarships, etc. Sales are tax deductible and go to support the Annual Programs Fund of RI.

Governor's Club a success, BUT

I received a report from RI this morning that stated our membership as of July 1 was 2856 (not the 2882 that we estimated in July due to late attendance and SARS reporting by certain clubs). The report I pulled as of this writing is 2888. I also know as part of the Governor's Club, we have had over 82 NEW Rotarians brought into our district in the first 3 months of this Rotary year.

Thus, if we had a handle on our RETENTION issue we could be well over 2900 in membership for the year. The best a district did last year in the continental US growth wise is 4% (outliers excluded). As we have demonstrated that the processes we put in place (see July newsletter) are working, the one piece to the membership puzzle that needs to be developed by all clubs is a solid retention plan. Many of the clubs I have visited do not have a retention plan in place or a vision on what to do about the 'iceberg' in the bottom of our boat.

As we have hit the 1/4 of the way point on our Rotary year, this needs to be strongly evaluated.

Call for District Governor applications

As we all need to start looking at who will be serving in 2011-13, I need for you to start evaluating who would be a great District Governor. A primary qualification is being a Past President, in good standing with their club. Keep an eye on the following link for more details: <http://rotary5520.org/dgselect/dgselect.html>



Message from the DG (continued)

Have you?

Invited someone to be your guest to your Rotary meeting yet? I think each D5520 Rotarian has a great opportunity to show personal leadership by not just inviting someone, but finding that right, character rich, integrity filled person that could be the next President of your club. We need each and every Rotarian to step up to the plate, prospect through their contacts and business associates and pick someone out. If they enter into membership, you will be part of the 'Governor's Club', if you bring in two, three or five, bonuses await (see July newsletter).

District Convention – sponsorships

It is time to start talking about the 2011 District Convention, April 14-17 in Ruidoso at the Lodge at Sierra Blanca/Ruidoso Convention Center.

When it comes to how a District Convention is financed it really comes down to this: It is financed out of the back pocket and signature of the District Governor. There is not a 'line item' in the district budget for this. I am not independently wealthy, so like the Governors before me, we have registration and meal fees, auctions, sponsorships, etc. to attempt to break even.

One of the things we will ask all of the clubs again for is a \$100-\$500 donation to help defer the costs of this convention in hopes of having lower fees/meals to allow MORE ROTARIANS to participate. We are also looking for larger \$ sponsorships for Friday lunch, dinner, and Saturday breakfast, lunch, and dinner. We are also going to try to have sponsorships for our breakout sessions. Title sponsorship (i.e. The (your business here) 2011 Rotary 5520 District Convention) is \$10,000. Can two businesses go in on this? Sure, let's discuss. Talk to Carolyn Mitchell (csmitchell@qwestoffice.net), Convention Chair, if interested in any type of sponsorship (full detailed sponsorship information available in November).

I can't think of a better way to get someone off the fence of 'being in Rotary vs. being a Rotarian' than having them attend a District Convention. Can you commit to joining me at this? How many folks can your club send (please start asking around).

In Conclusion:

Thank you for all you do for Rotary. Without your efforts, local, regional, national, and international lives would NEVER be changed. I try to keep the 'Governor's Blog' updated regularly, so try <http://rotary5520.blogspot.com/>. I thank you for your help, enthusiasm, and effort at trying to make this an impactful year in D5520. It all starts with you.

**The Governor's Club,
led by:**



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Henry Pick, PDG



**Needs you to
Talk to your club**

Who in your club can:

- Donate airline miles?
- Donate tee-shirts?
- Donate movie tickets?
- Donate to the \$1500 for 2 spots on District Vacation drawing?



How You Can Win By Mastering the Art of Altruism

By Ken Beesley LG 5520

Definition: Altruism - the quality of unselfish concern for the welfare of others.

(Opposed to egoism or selfishness.)

There is a story of a young mother at an airport terminal waiting to fly home for the holidays. She had a crying infant in a stroller and a screaming five-year-old boy. Just imagine, tickets and seating, carry-ons, diaper bag, stroller, backpacks and the ticket attendant announced that the flight is delayed two hours. Tempers are short. The young mother is beside herself with the toddler and the young boy. Nothing seems to quiet them down. People around are mumbling snide remarks in disgust, "Can't you control your kids." You get the picture.

In the midst of the snowballing turmoil another young boy setting five seats down gets up and walks up to the screaming five year old and offers him a piece of gum. This quiets the five year old. The young mom now focuses on feeding the infant, which settles the baby down. In a few moments the stress level dissolves. The boys end up playing "Hot Wheels" until the plane is boarded.

This happened because one young boy offered a stick of gum to another boy. One does not need to be rich with money to help others in need.

Take the Initiative

You do not need vast cash reserves to be generous to others. For example:

- When a neighbor goes on vacation, why not offer to take care of the mail and watch the house.
- Drop a line of appreciation to a teacher who shows special interest in your child and made a distinct contribution to his or her highest good.

You get the idea. Apply it to your situation.

Putting yourself out for others is like a healthy diet

It is in giving, not getting, that induces joy. It is serving, not being served, that develops the highest type of rejoicing. No one can rejoice and worry at the same time. The two are mutually exclusive.

If you want to find real joy in living and a genuine escape from worry, get involved in helping others. That will leave you no time to worry.

Life offers countless opportunities for altruism

Elmer G. Leterman visited Honolulu in 1935. When Elmer and his wife arrived, they descended the gangplank and were greeted effusively by friends who put leis around their necks. He noticed there were hundreds of people disembarking who had no one to greet them or give them leis.

Elmer had hardly unpacked before he determined that as long as he was in Hawaii, he would meet every boat with a sufficient number of leis to welcome every person who did not have someone waiting to meet them and put lei around their neck with

Gum saves the day





Think Bigger!
Think Better!
Think Bolder!



Mastering Altruism (continued)

a hardy “aloha” and hospitality for which Hawaii is internationally known. Elmer was a happy man, always upbeat. He had mastered the art of altruism. And it left no room for a divided mind.

Help those who need help in ways the really need it

There is a story of a young Cub Scout who came to the scout meeting his clothes were shredded, his hair disheveled, and his face was cut and bleeding and he was sporting a “shiner.” When asked his response was, “I did my good deed by helping an old lady across the street.” The scoutmaster questioned, “How did you get in that condition?” “She did not want to go,” replied the boy.

Use common sense in your effort to help others. Do not give a pedigree poodle when food and clothing are needed. Assist others at their point of greatest need. And remember this it is better to give than to receive.

Kindness kills worry every time

Your genuine interest in other people will assassinate the monster of worry. Your positive thought of concern for others will crowd out negative, fear-producing anxiety. People who are always rejoicing are people who have mastered the art of altruism, of being genuinely interested in others. This rejoicing chases away gloom and kills worry.

Become genuinely interested in other people. Love your neighbor as yourself. Honor God by losing your life in serving others. By others I am referring not only to your employer, or your employees, your family, but also to people you don't know when you see the opportunity to serve.

There is an element of altruism in the Rotary way of thinking and the 4 Way Test. You can use it to you advantage in dealing with procrastination, depression, and worry. Discover the rich meaning of “Service Above Self.”

Your Thoughts and Feelings: How can we do in better. We'd appreciate your comments.

—Haggai, John Edmund. How To Win Over Worry, Harvest House Publishers, Eugene, OR, Up-dated 2009.

INTERNATIONAL CONVENTION REGISTRATION: HOW ARE WE DOING?

The Good News – our Zone is up almost 40% from where we were on October 11. This is likely the large numbers of registrants we had at the Zone Institute in Albuquerque. District 5520 is up to 18 registrants toward our goal of 50!

The Not so Good News – we are losing ground against where Montreal was at this time and have fallen slightly behind their registration numbers:

New Orleans: 6271

Montreal: 6299

Difference: 28

And we have one less month than Montreal did to get people registered, so this is no time to get complacent!



Attendance & Membership Report

District Sept 2010 Club Membership & Attendance Reports

CLUB	Active Members*	Attendance Percentage	CLUB ATTENDANCE % RANKING
Alamogordo	96	90.53%	Portales
Albuquerque	212	88.57%	Fort Sumner
Albuquerque Del Norte	82	87.00%	Albuquerque Sandia
Albuquerque del Sol	54	86.44%	Alamogordo
Albuquerque Metro	19	86.28%	White Sands
Albuquerque Rio Grande	23	86.00%	Estancia
Albuquerque Sandia	23	86.00%	Santa Rosa
Alpine	24	86.00%	Taos-Milagro
Angel Fire	35	85.00%	El Paso Sunrise
Anthony	NR	84.30%	Rio Rancho
Artesia	24	82.00%	Angel Fire
Belen	9	81.34%	Roswell
Carlsbad	84	80.22%	Ruidoso
Carrizozo	17	79.14%	Santa Fe
Chama Valley	NR	79.00%	Franklin Mountains, El Paso
Clayton	17	79.00%	Melrose
Clovis	62	78.60%	Roswell Pecos Valley
Clovis High Plains	12	78.40%	Albuquerque Del Norte
Deming	NR	78.00%	Albuquerque Metro
East El Paso	NR	78.00%	Albuquerque Rio Grande
El Paso	205	76.00%	Grants
El Paso Sunrise	19	75.40%	Las Cruces Mesilla Valley
El Paso Vista Hills	NR	74.00%	Los Alamos
Elephant Butte	NR	73.61%	Tularosa
Espanola	12	73.35%	Texico-Farwell
Estancia	14	73.00%	Belen
Eunice	22	72.00%	Espanola
Farmington	NR	71.00%	Fort Stockton
Farmington - Tres Rios	16	69.40%	Santa Fe Centro
Fort Stockton	39	69.00%	Los Lunas
Fort Sumner	7	69.00%	West El Paso
Franklin Mtns, El Paso	17	68.80%	Albuquerque
Gallup	46	67.00%	Alpine
Grants	21	67.00%	Las Cruces
Hobbs	95	67.00%	Las Cruces Rio Grande



Attendance & Membership Report (continued)

CLUB	Active Members*	Attendance Percentage	CLUB ATTENDANCE % RANKING
Las Cruces	95	67.00%	Socorro
Las Cruces Mesilla Valley	44	65.63%	Artesia
Las Cruces Rio Grande	74	65.00%	Clayton
Las Vegas	38	64.70%	Carlsbad
Los Alamos	50	64.00%	Clovis
Los Lunas	26	63.31%	Albuquerque del Sol
Lovington	NR	62.83%	Farmington - Tres Rios
Marfa	12	61.00%	Tucumcari
Melrose	11	59.70%	Gallup
Moriarty	18	59.00%	Northeast El Paso
Mountainair	NR	58.62%	Carrizozo
Northeast El Paso	29	58.00%	San Juan County East
Portales	38	56.00%	Moriarty
Raton	16	56.00%	Santa Fe del Sur
Rio Rancho	43	55.00%	Silver City
Rio Rancho Sunrise	NR	53.70%	Truth or Consequences
Roswell	120	53.29%	Las Vegas
Roswell Pecos Valley	59	53.13%	Raton
Roswell Sunrise	NR	48.18%	Farmington
Ruidoso	52	45.52%	El Paso
San Juan County East	87	45.20%	Hobbs
Santa Fe	81	43.00%	Marfa
Santa Fe Centro	18	42.00%	Eunice
Santa Fe del Sur	37	NR	Anthony
Santa Rosa	12	NR	Chama Valley
Silver City	42	NR	Clovis High Plains
Socorro	36	NR	Deming
Taos-Milagro	39	NR	East El Paso
Texico-Farwell	29	NR	El Paso Vista Hills
Truth or Consequences	27	NR	Elephant Butte
Tucumcari	20	NR	Lovington
Tularosa	18	NR	Mountainair
Van Horn	NR	NR	Rio Rancho Sunrise
West El Paso	52	NR	Roswell Sunrise
White Sands	57	NR	Van Horn
		67.02%	Average Attendance



Jimmy Webb Rotary Concert

To Benefit the Santa Fe Animal Shelter & Humane Society and Kitchen Angels

The Rotary Club of Santa Fe Del Sur announced that it will sponsor a benefit performance by critically acclaimed composer and musician Jimmy Webb to support the Santa Fe Animal Shelter & Humane Society and Kitchen Angels. The performance is scheduled for Saturday, November 20, 2010 at the Lencic Theatre in Santa Fe.

For 25 years The Rotary Club of Santa Fe Del Sur has been active in community and civic events and has been a positive force in making Santa Fe a better community in which to live, work and raise a family. As part of the Club's activities for 2010-2011, the board of directors identified the Santa Fe Animal Shelter & Humane Society and Kitchen Angels as the recipients of this year's first annual benefit concert.

According to John Holt, president-elect of the club, "Kitchen Angels is dedicated to providing free, nutritious meals to homebound neighbors facing life-challenging conditions and the Santa Fe Animal Shelter & Humane Society is the largest animal shelter and care facility in northern New Mexico and works to reunite people with their lost animal companions, and re-home those animals that have gone unclaimed into new homes through their adoption program." Holt continued, "These two organizations are among the best at what they do in helping to make Santa Fe a better place in which to live and deserving recipients of this year's benefit concert."

As for the concert, said Holt, "This will be a wonderful evening of music with a world renowned entertainer and a great way to support two important Santa Fe organizations."

According to his bio, Jimmy Webb is a master songwriter and performer. He has composed and recorded such songs as "By The Time I Get To Phoenix", "Macarthur Park", "Up, Up and Away", "Wichita Lineman", "Galveston", and so many more. Frank Sinatra declared "By the Time I Get To Phoenix" as "the greatest torch song ever written," and said he enjoyed singing Jimmy Webb tunes because "he has been blessed with the emotions and artistic talent of the great lyricists." The late Sammy Cahn commented, "I think one of the real, real geniuses is Jimmy Webb."

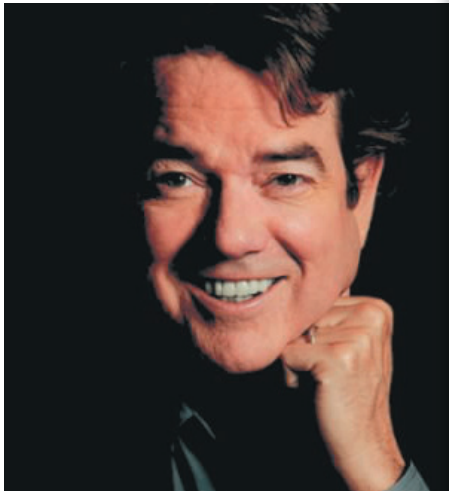
Tickets for this benefit performance are priced at \$100 (including a pre-performance reception) \$39, \$29 and \$20 and are available at the Lencic Theatre or on-line at www.ticketssantafe.org.

**Concert: Saturday,
November 20, 2010 at
the Lencic Theatre in
Santa Fe**



**Remember
"Macarthur Park"?**

**Jimmy Webb then
and now.**





From Our Members

Roswell reports...

Roswell Rotary Club is growing and next month we will celebrate the induction of the biggest freshman class anyone can remember - ten new members. "Come Grow With Us" is working. The three Roswell Clubs built and entered a parade float in the Southeastern New Mexico State Fair and took first place. Our Danish exchange student is a Goddard High School varsity soccer starter. Roswell Rotary joined the Espanola Rotary consortium to improve neo-natal care in Nicaragua and contributed to a 1:1 match to build the next Habitat for Humanity home. Four Way Test essay contest is launched in Chaves County schools. "Student of the Month" is underway with four high schools participating.

Thoughts about Growing a Stronger District 5520 and Stronger Clubs

Introduction

I recently wrote a letter about membership growth to District 5520 Governor Tim Parker that was published at page 8 of our District's September newsletter (http://rotary5520.org/newsletter/2010-2011/_latestnewsletter.pdf). It said in part:

Dear Tim:

I believe that growth in membership in any club is a byproduct of the commitment of its members to doing things that others will want to be a part of, things that add up. Of course members must talk to others about those activities and media attention helps, but membership growth must begin with a club's commitment to making a difference in its community and the world. People all have limited time and don't want to waste it.

So, my suggestion is that instead of pushing on membership, District 5520 focus on helping its clubs to do more meaningful projects, to become stronger clubs and to be more visible in their communities. Then the members will come...

This led me to think about the issues of how we build stronger clubs that do projects that are more meaningful to them and their communities. I've been talking about this with PDG Dick Jones and our club president, Lisa O'Brien. I also searched the Rotary International and District 5520 websites and found some excellent resources that relate to this, including:

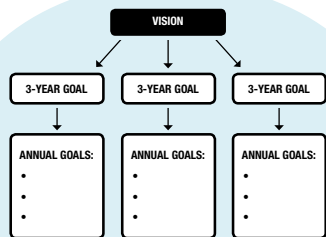
Strategic Planning Guide: http://rotary.org/RIdocuments/en_pdf/strategic_planning_guide_en.pdf.

Club Service Committee Manual: http://www.rotary.org/RIdocuments/en_pdf/226d_en.pdf. This is an excellent resource and outlines the following steps for a local club and provides in part:

1. Assessing the situation

Successful service projects must be relevant and address real and current community concerns. Conduct a needs assessment to determine which community needs your Rotary club can address.

The Strategic Planning Guide Model



REGULAR EVALUATION OF ALL COMPONENTS



Growing Stronger Clubs (continued)

Take a positive approach to assessing the community's situation, examining resources and solutions that can help facilitate your project. Many assessments tend to focus only on the community's deficits, which can draw attention away from its assets. Consider what projects have worked well in the past and why they succeeded.

Also assess your club's ability to achieve a project. Talk to members about the time they are willing to commit, the resources they are willing to contribute, their interests, and their skills.

2. Choosing a project

The assessment provides information that clubs should use to choose a service project. There are some potential concerns that clubs should consider before choosing a project, including the club's history of service, time and resources, your community's support and involvement, your project's duration and sustainability, and your partners in service.

3. Making a plan

Once your club has chosen a project, it's time to start planning. The service projects committee oversees all of the club's service efforts and is responsible for appointing subcommittees or coordinators for each of the various tasks:

- **Setting goals and objectives**
- **Developing a work plan**
- **Developing a budget**
- **Liability and protection**

4. Taking action

Clubs should rely on their project plans when implementing the project. Taking action requires raising funds for the project, managing its activities, and promoting it. Work with your club's public relations committee to promote your project.

Rotary Reminder

For more detailed information about conducting a service project, see *Communities in Action: A Guide to Effective Projects (605)*. (http://www.rotary.org/Rldocuments/en_pdf/rcc_guide02.pdf)

5. Evaluating success

Evaluation plays an important role in your club's current service projects and its future projects. Knowing what worked and what didn't helps you learn and grow from the experience. After evaluation, you will need to write a report. Finally, don't forget to celebrate your success to recognize the hard work, time, and financial contributions of all involved.

Community Assessment Tools: <http://www.rotary.org/en/ServiceAndFellowship/StartAProject/Assessments/Pages/ridefault.aspx> and http://www.rotary.org/Rldocuments/en_pdf/605c_en.pdf.

Service Projects: <http://rotary.org/en/Members/RunningAClub/ServiceProjects/Pages/ridefault.aspx>. This provides in part:

Ensure that your club is pursuing a balanced service program by carrying out projects in each **Avenue of Service**: Club Service, Vocational Service, Community Service, and International Service.

We're at our best when we have worthy projects in front of us.





Growing Stronger Clubs (continued)

Service Above Self is Rotary's principal motto. All Rotarians are responsible for carrying out service projects that improve the quality of life in their community and communities around the world.

A successful service project:

- Has specific, realistic goals with measurable results,
- Responds to identified needs
- Incorporates the abilities of those served
- Recognizes the importance of all participants' contributions
- Uses available resources effectively
- Builds networks for future service projects

The Future Vision Planning pages on the R.I. website also have some helpful information. See: http://www.rotary.org/RIdocuments/en_pdf/fv_developing_eligible_projects_en.pdf.

I suggest that we in District 5520 can do more to help our clubs develop projects that are meaningful and that are compelling to the type of people we want to attract. Service, not growth for growth's sake, is at the core of the Rotary mission, and healthy club growth will result from that.

Yale

Service Above Self



PR ideas from Farmington

The Farmington Daily Times has very recently included a new page called Club Clips, we also have a new weekly newspaper, The Tri-City Tribune, that does a similar page. I wanted to share what is coming out in these 2 papers so that other clubs may want to try to do something similar in their newspapers. Another thought is that community members may be interested in joining Rotary but are not sure who to contact. Also, many people are not always aware of how Rotary gives back to their communities.

Submitted by Jill McQueary (San Juan Rotary Club for the 3 clubs in Farmington)

Strategic Planning in Hobbs

Linda Laykin, PR chairperson in Hobbs, sends us this summary from their recent strategic planning session. They polled members to determine their priorities for the rest of the Rotary year. An interesting idea full of interesting ideas:

EXECUTIVE SUMMARY

HOBBS ROTARY CLUB – PUBLIC RELATIONS COMMITTEE

Ratings of Public Relations Action Items

By July 1, 2011, the Hobbs Rotary Club will....

1a. Increase its current membership to at least 120 members

1. Create a membership drive within Hobbs – entice each current member to recruit at least one new member



Strategic Planning in Hobbs (continued)

1b. Increase publicity about Rotary and its activities

1. Promote being a positive role model in the community and recognize the contributions of those who do so
2. Attend the local Chamber of Commerce "After Hours" networking sessions
3. Build network connections with all types of media in the area, e.g., newspapers, radio,
4. Develop a standardized "Elevator Speech" for each Rotarian to use to describe Rotary
5. Recite the 4-way Test at each meeting
6. Identify local community service events and ensure that some Rotary members are ALWAYS represented at each one, e.g., Salvation Army bell ringing, Hobbs Clean-Up, United Way,
7. Hold fundraisers in Rotary's name and publicize results
8. Create new meaningful annual community projects, e.g., endowment project contributions, park enhancements, etc.
9. Promote wearing of pins everywhere, especially at meetings
10. Increase visibility through monthly newspaper "Rotary Column"

3. Increase Rotarian involvement in local community and in Hobbs Rotary Club

1. Survey members as to what they expect(ed) to get from Rotary membership
5. Offer Scholarships for members to travel to Rotarian events at state, national and/or international events

4. Develop a variety of means to participate in the Governor's Challenge to "Lose a Pint and a Pound"

1. Increase awareness of the local blood Drive and Rotary's connection with it
3. Identify and coordinate with other existing local health/wellness programs, especially within schools and Lea Regional Medical Center

Calls for Help

Manny Rodriguez, past president of El Paso Vista Hill Rotary Club, has cancer and he will need to travel out of town. He is current member of the Northeast Rotary Club but has taken a leave of absence. He would like to get some support from the District, RI and/or Rotarians. He requesting airline miles or financial support. If you could ask your members, any support would be greatly appreciated.

John Cook asks Rotarians to help with Feed the Homeless on Thanksgiving Day which he has done since he became our Mayor. In the past he got donations from Texas vs. the Nation football game but they moved out of town. We talked about it at our last COP and I am asking the clubs to donate, to purchase turkeys, and to volunteer to help on Thanksgiving Day. If you need more information, please let me know.

Thanks! Jimmy Lt Governor 549-5031

