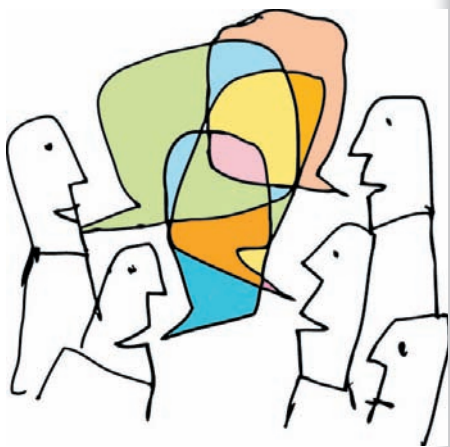




Message from the DG

Review previous newsletters if you haven't already!

Speak from the heart
to sell the Rotary
message



The art of the 'sale' and continue pursuing the Governor's Club (w/update)

One of the things I have noticed through 57 club visits is how many Rotarians can't share with others what Rotary is, what we do, how/why we do it, or even what Rotary means to them. Another question is what makes Rotary different from Kiwanis, Altrusa, Optimists, Lions, Toastmasters, Masons, Knights of Columbus, etc. etc.?

I have had the thought that perhaps we need some type of sales training. I share in my Rotary official 'talk' that "we can't sell what we don't know". I am by no means an expert, and I too have been stumped at times when asked the above questions.

I speak about that I am not a "trained salesperson" but when I "speak from the heart" people recognize that and when I share my Rotary experience and what Rotary means to me, it doesn't get any more sincere than that. There really is no 'sale' at all at that point. Speak from your heart..... It is the best response to the questions asked above (more information about Rotary can be found at rotary5520.org and rotary.org).

So far this year and through the hard work of many folks, we have inducted 120 plus new Rotarians. It is clear that the 'tool kit' (July 2010 newsletter) is working. It also helps that there are many folks in the district that are 'motivated' and want to see the positive change we have talked about for decades regarding membership.

I also like what RC of Rio Rancho did with their Chile Club extension of incentives. They have seen success as well. Angel Fire, a town of 996 is up over 10 new Rotarians for the year. They are tied with Carlsbad in this effort. If you are part of a club that hasn't promoted the Governor's Club, Be My Guest Cards, Commitment Cards, Presidential Citation, Cruise/Raffle, District Convention, etc... take the initiative yourself and help promote.

2011 District Convention registration opens early January

April 14-17 in Ruidoso, music, Spencer Theatre, Flying J Wranglers, Lincoln County historical tour, co-founder of Polio Plus speaking, youth exchange breakfast, all civic club luncheon, and much much more.

Keep an eye on the district website over the next several days for the opening of registration. Please beat the drum in your club to help us get a great turn out. There are many folks who have never attended a DCon, prime targets. Folks who



Message from the DG (continued)

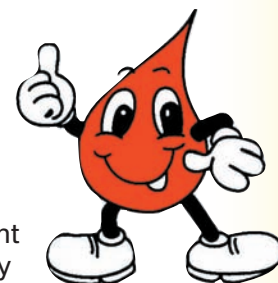
may be 'borderline' about their Rotary involvement, prime targets. I thank you for helping make this convention a success. If there is anything you need from me to help you 'sway' folks to attend, let me know.

Special Reception for 50 years membership at DCon 2011

We will be having a reception on Friday afternoon (prior to heading to the Flying J) for any Rotarian with 50 years or more of being in Rotary. These folks will also be recognized at the all civic club luncheon on Friday. If you have individuals who are in your club that fit this status, please email me directly with their name, number of years in Rotary, and their mailing address so that I can mail them an invitation. ALSO, these individuals may need a ride to/from the convention, so perhaps as a gift to them and their service, your club could help them out! tparker5520@yahoo.com

GIVE A PINT...

Schedule as many blood drives as possible between now and March (this includes club based drives as well as Rotarian businesses who get employees or community members to donate).



Document each drive (how many, how much). Also document how many Rotarians donate and how much during our Rotary year through March 31, 2011.

Turn in aggregate data to one of the district committee members (listed, left side)

DEADLINE FRIDAY, APRIL 8TH, 2011

LOSE A TON...



2,000 pounds divided by 2,882 Rotarians in 70 clubs = .694 lbs. each or <30 lbs. per club!

Weigh in on any day during the week of Jan. 3rd (i.e., on your regular meeting day)

Select a club member to be in charge of documentation—follow the 4-Way Test!

Awards for clubs that lose over 30 lbs. and top 10 individuals in District!

Weigh in again at 12 weeks from your start date; turn in your aggregate data to one of the district committee members

DEADLINE FRIDAY, APRIL 8TH, 2011

In Conclusion:

Thanks for helping get the word out regarding all of the above as well as the things listed in the previous newsletters. Thank you for your friendship and support. Keep up the GREAT work you are doing in Rotary!

**GOVERNOR'S CHALLENGE:
GIVE A PINT—
LOSE A TON!**

- Educate your club about the "Give a Pint—Lose a Ton" Governor's Challenge
- Download and Present PowerPoint from District 5520 site)
- Invite health professionals as club speakers
- Actively engage your club members in the health and wellness conversation!
- Coordinate Blood Drives throughout the year!

DISTRICT 5520 WELLNESS COMMITTEE

Andrew Garrison
kocartel@yahoo.com
505.818.2149

Mario DiGesù (Dee-JE-Zoo)
wellness@windstream.net
575.894.8029

Rusty Armstrong
rusty@armstrongequine.com
575-233-2208

**QUESTIONS? Contact us today!
Good luck Rotary District 5520!**



How You Can Win By Mastering your Schedule

By Ken Beesley LG 5520

Time is the common denominator. Question: Do you control your schedule or does your schedule control you? One of the benefits of moving from the bay area to northern New Mexico was a "slow-down" in the pace of life. The trouble is that I kept the same lifestyle patterns I developed in San Francisco and brought them to Espanola. There is a difference between being industrious and "busy" and being a workaholic. In my years as a Rotarian, I have determined that a requirement to being a Rotarian is that you are busy.

Poise and confidence come in mastering the your stewardship of time. There are a variety of resources in self-betterment and time management. Seek them. Fellowship with a mentor who is in control of their time. Spend time with them. Watch, listen, ask questions. Read or listen to books on time management. Apply ideas and techniques, as needed that work for you.

Hurry doesn't pay

Life in the twenty-first century grows even more frantic. Fast travel, mobile phones, and email have made us far more accessible than we used to be. We move faster. We do more. There is more to do. And it is very easy to lose your poise under the pressure of work.

By scheduling your activities, you will make great strides toward victory in this area. Scheduling defeats frenzy and hurry. It does this by bringing regularity into lifestyle and by imposing order on what otherwise might be a chaotic, moment-by-moment existence. Hurry is a symptomatic of a weakly organized mind. Without scheduling and organization you will move fast and make mistakes, that will lead to discouragement and tension.

Order and scheduling is without a doubt a most important virtue, yet it can be the greatest habit to perfect.

Plan your work and work your plan

Failing to plan is a plan to fail. Have you ever encountered obstacles and barriers? Everything seems to be backwards, in-side out, upside down and you run into a brick wall. Things are out of control! Chances are you did not plan work and the work your plan. Seek wisdom in your planning and grace to execute it.

Fatigue is cause mostly by boredom. When you have no order - when you have failed to schedule your activities - you lack the awareness of accomplishment.

Conversely, when you have scheduled your activities and when you perform your responsibilities on schedule, you get a natural lift. There is nothing more invigorating than the awareness of tasks efficiently completed, and there is nothing more dispiriting that the knowledge of unfulfilled responsibilities.

Make a "To-Do List" in the morning for activities for the day. Complete them, check them off, review and adjust as needed. You will see more tasks completed with less time and your worry level will be reduced to a much tolerable level.

Prioritize, schedule, execute, reflect and evaluate and continually improve. Control your time and schedule and solid commitment comes easier. Commitment is the best indicator of your credibility.

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.

There is a difference between being industrious and "busy" and being a workaholic





Attendance & Membership Report

District Dec 2010 Club Membership & Attendance Reports

CLUB	Active Members*
Alamogordo	95
Albuquerque	210
Albuquerque Del Norte	83
Albuquerque del Sol	51
Albuquerque Metro	NR
Albuquerque Rio Grande	25
Albuquerque Sandia	23
Alpine	24
Angel Fire	35
Anthony	22
Artesia	25
Belen	9
Carlsbad	NR
Carrizozo	NR
Chama Valley	NR
Clayton	17
Clovis	63
Clovis High Plains	12
Deming	47
East El Paso	NR
El Paso	210
El Paso Sunrise	20
El Paso Vista Hills	19
Elephant Butte	NR
Espanola	12
Estancia	NR
Eunice	21
Farmington	NR
Farmington - Tres Rios	17
Fort Stockton	NR
Fort Sumner	7
Franklin Mtns, El Paso	17
Gallup	42

Attendance Percentage	CLUB ATTENDANCE % RANKING
100.00%	El Paso Sunrise
95.23%	Fort Sumner
91.00%	Angel Fire
90.35%	Northeast El Paso
90.00%	Portales
88.80%	Albuquerque Del Norte
85.51%	Roswell
85.00%	Albuquerque Rio Grande
85.00%	Santa Rosa
83.31%	Ruidoso
83.00%	Tularosa
82.17%	Alamogordo
81.05%	Santa Fe
80.00%	Rio Rancho Sunrise
80.00%	Roswell Pecos Valley
78.20%	Melrose
78.00%	Taos-Milagro
77.19%	White Sands
77.00%	Rio Rancho
75.89%	Las Cruces Rio Grande
75.00%	Clovis High Plains
74.00%	Socorro
72.00%	Espanola
72.00%	Grants
72.00%	Moriarty
71.00%	Franklin Mtns, El Paso
71.00%	Las Cruces Mesilla Valley
71.00%	Los Alamos
71.00%	Van Horn
70.37%	Texico-Farwell
70.00%	Belen
69.97%	Albuquerque
69.00%	Los Lunas



Attendance and Membership report (continued)

District Dec 2010 Club Membership & Attendance Reports

CLUB	Active Members*	Attendance Percentage	CLUB ATTENDANCE % RANKING
Grants	21	69.00%	Santa Fe Centro
Hobbs	93	68.14%	West El Paso
Las Cruces	NR	66.67%	Farmington - Tres Rios
Las Cruces Mesilla Valley	45	64.70%	Gallup
Las Cruces Rio Grande	74	62.00%	Clayton
Las Vegas	38	62.00%	Santa Fe del Sur
Los Alamos	50	60.80%	Albuquerque del Sol
Los Lunas	27	60.00%	Artesia
Lovington	NR	60.00%	Deming
Marfa	12	60.00%	Truth or Consequences
Melrose	11	59.00%	Albuquerque Sandia
Moriarty	20	59.00%	Alpine
Mountainair	14	59.00%	Mountainair
Northeast El Paso	30	56.30%	Hobbs
Portales	38	56.00%	Eunice
Raton	16	56.00%	Silver City
Rio Rancho	46	55.00%	Anthony
Rio Rancho Sunrise	32	55.00%	Raton
Roswell	124	54.00%	San Juan County East
Roswell Pecos Valley	55	53.00%	Tucumcari
Roswell Sunrise	NR	52.11%	Las Vegas
Ruidoso	55	52.00%	Clovis
San Juan County East	89	50.00%	Marfa
Santa Fe	81	49.00%	El Paso Vista Hills
Santa Fe Centro	18	47.80%	El Paso
Santa Fe del Sur	35	NR	Albuquerque Metro
Santa Rosa	11	NR	Carlsbad
Silver City	40	NR	Carrizozo
Socorro	35	NR	Chama Valley
Taos-Milagro	38	NR	East El Paso
Texico-Farwell	27	NR	Elephant Butte
Truth or Consequences	28	NR	Estancia
Tucumcari	20	NR	Farmington
Tularosa	20	NR	Fort Stockton
Van Horn	7	NR	Las Cruces
West El Paso	53	NR	Lovington
White Sands	57	NR	Roswell Sunrise

NR = No Report



From Our Members

No Hand-Me-Down Love

by Barbara Garrett

(The names and facts about Brihann and Michael were changed to protect their identity.)

I was the newbie Rotary member and so didn't know what to expect when our club in Los Lunas, New Mexico held their Christmas clothes shopping spree for kids in our community who were in need.

It was a warm sunny day which belied the winter season and made it hard to think of crackling fires, snowmen, and frosty windows. But, George Hobbs, our club secretary-treasurer, played a wonderful surrogate Santa as he reached into the pocket of his khaki jacket and pulled out hundred dollar bills that he handed to club members for the project at Walmart. Armed with a hundred dollar bill, club members were paired off with parents and kids that had been identified by the local schools.

Brihann and Michael had their shopping cart ready. Brihann was an attractive young woman, soft-spoken and with gleaming skin that radiated warmth and comfort. She was the secretary of a real estate company, where with grace she steered eccentric realtors, corporate executives, and wayward home buyers forward through the trauma of a hard charging business. Michael greeted people with a smile that still showed a number of baby teeth and the same blonde shimmer to his persona as his mother. Brihann reported that he was a good student and that he and his ten-year-old and 3-year-old brothers were good boys ... most of the time.

With her list in hand of items needed and sizes, Brihann led the way to the boy's department. The first stop was at the hooded sweatshirt rack. When the ones with zippers were rejected in favor of the pullover kind, the sweatshirt went in the basket. Of great importance was a new pair of tennis shoes ... so a foray was made into the shoe department and the search was on for a size 1. Michael, unfortunately, had to speak up and say that the first size 1 pair found had a cartoon character on it that was 'baby' stuff. After numerous trips up and down the aisles a size 1 in a suitable style was found.

There were T-shirts, socks, athletic suits, slippers, underwear, and a bathrobe. As the low-hanging fruit of Walmart's boys department went into the shopping cart, the search for suitable items became more difficult and trips crossing and criss-crossing the store increased. The final item ... the bathrobe ... finally found its way into the cart.

As Brihann headed to the designated checkout stand she turned to Michael.

"Now you won't have just hand-me-downs," she said.

I looked at Michael and all I could see was a little boy who hardly noticed that he mostly had hand-me-down clothes ... because he lived where there was no hand-me-down love.

He lived with a young, single mother that in five minutes you could tell provided whole, brand new fresh love every day ... a mom who was raising good (most of the time) boys and who the Los Lunas Rotary Club was privileged to provide a few brand new fresh clothes to go along with that love.

I parted from Brihann and Michael and headed home that day not knowing who had received the greatest treasures ... for I was an hour older but light years ahead after having peeked in the window of the world that Michael lived in ... where there were hand-me-down clothes but no hand-me-down-love.





Members (continued)

Invitation for Rotary Friendship Exchange (RFE) with Taiwan

Although District 5520 has committed to a friendship exchange with Australia in October 2011, Dan Schulte has received an invitation from District 3520 in Taiwan. Their email is below. If there is sufficient interest this exchange can be pursued. Please contact Dan Schulte if you have an interest in participating in an exchange with Taiwan.

Dear RFE Chair,

I am the 2011-12 Rotary Friendship Exchange committee chair from District 3520. We are pleased to invite your district to participate in our 2011-12 special RFE program. As indicated in the attached invitation, we are augmenting our RFE activities so as to link with the centennial celebration of the Republic of China (Taiwan). It would be a year full of excitements in our country. We would appreciate very much if you could distribute the attached invitation to all the member clubs of your district. You may encourage your Rotarians to organize a delegation at the district level or several groups from your individual member clubs. I would be happy to answer any inquiries on this program.

We are looking forward to hearing from you soon !

Best Regards,

John Chen
 2011-12 RFE Committee Chair
 District 3520

Please make a virtual CHEER for a Skate Park for these children!

Simply go to wehearyouamerica.readersdigest.com and CHEER for Farmington 10 times consecutively each day until Feb 7. Those towns that make it into the top ten will receive cash awards and we---Farmington, NM---could appear in the May issue of the Readers Digest plus be on the RD RV Tour and the kids living in the Sycamore Community Center neighborhood will receive a much needed skate park!



The Sycamore Park Community Center was built approximately 2 years ago in an area of Farmington known for its drugs and gangs. The Center has many activities for the children such as basketball, reading programs, cooking classes, and visits from Santa for the children and their families. Since the center was built, the crime rate in this part of Farmington has decreased by 40%.

We first entered the Readers Digest contest on December 2 and we were number 1545. Today, December 23, we are number 61. This is a long shot, but hey, if everyone and their friends will CHEER Every Day, we could pull this off. We could get the kids living close to Sycamore Park a new skate park and get Farmington, NM recognized in the Readers Digest magazine and be a part of the RD RV tour.

Thank you for helping,

Jill McQueary

Go to:
wehearyouamerica.readersdigest.com
 and CHEER 10 times Every Day! Please ask your friends to CHEER also.





Top 10 Reasons To Go to the Rotary International Convention

In New Orleans, May 21-25, 2011



This month's reason - Number 6:

A Rotary Convention Expands Your Horizons

By Diane Kessel Knight, District 5440

I'll never forget my first Rotary International Convention in 1998 in Indianapolis, Indiana. At the opening ceremony, during the presentation of flags of the Rotary world, I heard a country announced that I wasn't familiar with. I grabbed my program and decided to write down all of the countries I had never heard of...and quickly ran out of room! In that moment, Rotary truly expanded my horizons

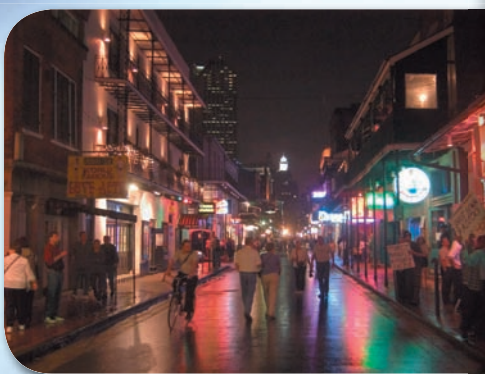
Rotary has over 33,000 Rotary Clubs in over 170 countries, so if you want to expand your horizons, just come to the International Convention in New Orleans May 21-25, 2011.

While wandering the halls, you will see people in all kinds of native dress. While attending sessions, you will hear the simultaneous translations and the many languages being spoken. While visiting the House of Friendship, you will see projects from all corners of the globe.

The plenary sessions are full of incredible speakers from all over the world who either work on behalf of Rotary or whose lives have been touched by Rotary. One speaker at this year's convention, Penny LeGate, is a newscaster from Seattle Washington. Penny has for many years worked with Rotary as a PolioPlus Ambassador, raising both awareness and money in the quest of eradicating Polio once and for all. A devotee of charitable pursuits connected to children, animals and the environment, Penny has travelled to Ethiopia every year since 2002 to raise awareness of global health issues. Her charitable missions have also taken her to Ghana, Bolivia and Uganda during this time. She has been on the front lines of the battle against polio and has incredible stories to tell. Penny will expand your horizons.

You will be forever changed by what you hear and see in New Orleans, as you will learn so much about what is beyond your own Rotary club and district. You will leave with ideas for your Rotary club that will make it "bigger, better and bolder" as President Ray likes to say. You will leave with new friends from around the world. And you will leave with a great deal of pride that you belong to this worldwide network of Rotarians committed to make the world a better place!

Remember to register as soon as possible and get your hotel reservation as quickly as possible as well, since the hotels close to the convention center sell out early. Also register for host-ticketed events soon as events such as Host Hospitality sell out quickly. For more information on the convention and how to register, see pp. 4-5 of the convention brochure: <http://www.rotarydistrict6980.org/member/files/Rotary2011ConventionBrochure-r.pdf>.





Join Us January 31 in Santa Fe

Valerie Plame Wilson to introduce scientists during program

Dear Rotarian,

Valerie Plame Wilson, former CIA agent who spoke to our club two years ago, now serves as the Communications Director for the Santa Fe Institute (SFI).

The SFI is an independent, interdisciplinary research institution where scientists and experts can explore topics of their own choosing from physics to psychology, poverty to climate change, cancer, etc. While it is internationally recognized, many in our own state are not aware of the importance of their work.

A special 45-minute program is planned for Monday, January 31, 2011, when Valerie Plame Wilson will introduce two or three scientists from SFI. They will present aspects of what they do.

As this is a unique and rare opportunity to hear from these SFI scientists, I encourage you to invite your friends and colleagues who may be interested in this Rotary program. And remember, this is an especially good program to bring potential new members.

Robert L. Boverie
President



SFI's Valerie Plame Wilson's experiences portrayed in "Fair Game"



SFI's Valerie Plame Wilson and her experiences as a former CIA agent are portrayed in the movie "Fair Game," which opened in major cities November 5.

Pull up your January 2011 calendar now and reserve the Monday, January 31 lunch hour to attend this exciting program.

Consider inviting prospective members to join you!