

Rotary 5520 District NEWS



SEPTEMBER 2011 • ISSUE 12

Message from the DG



Club Visits

I have had a wonderful time making my official club visits. It is so rewarding to see what our Rotary District is doing in our communities. I had the opportunity to speak at both Boys and Girls RYLA several weeks ago and was so inspired by the boys and girls I visited with. RYLA is an outstanding program and I would like to extend my gratitude to the outstanding committee chairs and volunteers that make RYLA what it is. During my official visit to the Belen Club, I presented the Club with a special acknowledgement from Rotary International to celebrate the club's 75th anniversary. I felt proud to present this acknowledgement to the club that provided my first introduction to Rotary. The Belen Club also arranged for a tour of New Mexico Travertine, Inc. which is owned by Rotarian Scott Lardner. The history of the facility was interesting and the tour was fascinating. The Santa Fe Clubs hosted an evening at the Santa Fe Opera for Michele and I. The evening began with a tailgate party in the parking lot and then we attended "The Last Savage" opera, which was a romantic comedy. Thank you to the Santa Fe Clubs for hosting and organizing this amazing event.



Rio Grande Academy

I attended the Rio Grande Academy training in Albuquerque on July 30, 2011. The Academy was well attended with Rotarians attending from as far away as Carlsbad. I encourage you to support any club members wishing to attend. Please visit the District website for more information on this program.



Ambassadorial Scholarship

There were two Ambassadorial Scholarship applicants this year. Both applicants were extremely qualified and both possessed impressive resumes. In the end, Arik Kotkowski was selected as the Ambassadorial Scholarship recipient. Arik will attend the University of Singapore. Thank you to Norm Liss for once again heading up the committee.

Group Study Exchange

Team leader interviews for the Group Study Exchange will take place in Albuquerque on August 27, 2011. We have some excellent candidates for this position. We are need of team members so please be on the look out for team member candidates from your communities. Team member applications are due on or before September 9, 2011 with team member interviews to be held in Albuquerque on September 23 and 24, 2011. This will be an exciting opportunity for our team leader and members.

End Polio Now Commercial

Public Relations Committee Member, Jill McQueary coordinated the filming of a Rotary Public Service Announcement as part of the "End Polio Now" campaign. I

Message from the DG (continued)

filmed the commercial while I was in Farmington in early July and the commercial is now running on the Comcast Cable network. I would like to extend my gratitude to Jill and the participating clubs for this effort in getting the word out about Rotary and its humanitarian efforts.

District Governor Blog

I have been sharing my experiences on my blog. While there is a link on the District website for my blog, you may also subscribe to the blog so that you can receive an email when new blogs are posted. It is a fun way to share my experiences during my travels throughout the District.

In Conclusion

I have completed 18 club visits as of August 11, 2011! I am amazed at how quickly time is flying by. Please turn in your District Governor Visitation Form to Lt. Governor for Operations and PDG, Rick Akins. This is very helpful with scheduling and preparing for your club visit. I look forward to seeing all of you in the near future.



“September is New Generations Month”

September has taken on new importance in the Rotary calendar since the 2010 Council on Legislation created “New Generations Service” as our 5th Avenue of Service and Rotary has chosen September to recognize these opportunities. With this action, Rotary reaffirmed its commitment to getting youth and young adults involved in Rotary programs.

This involvement requires that they are knowledgeable about Rotary and engaged in its programs. The responsibility for creating this awareness is the responsibility of every Rotarian in District 5520. It is never too early to start building awareness by including our youth and young adults as we work on Club projects.

This point was demonstrated by the Rotary Club of Santa Fe during District Governor Bobby Wallace’s visit to the Club when he inducted Camilo Sisneros Goler as an Honorary Member. Camilo has worked on many Club projects alongside his Rotarian grandmother, Guadalupe Goler. Camilo participates in Cub meetings by leading the pledge and salute to the New Mexico flag. Camilo has expressed interest in helping others and demonstrated true compassion when seeing or hearing about others in need. He knows that he can make a difference by being part of Rotary International. Camilo is a 1st grade student in Santa Fe.

Rotary’s New Generation Programs, (RYLA, Youth Exchange, Interact and Rotaract) provide many opportunities for our youth, but it can be too late if we wait until their Junior or Senior year in school to start talking to them. We must start presenting these opportunities to the students during Middle-school years. Recently, I had the opportunity to visit with a Youth Exchange student from Brazil. She shared with me that she had been planning to spend her Senior year abroad since she was in the sixth grade.

Involving young people in our activities is a win/win opportunity. It provides them with many learning opportunities and provides Rotary with potential new members.

The New Generations Committee is charged with working with the District’s Clubs to increase their knowledge of Rotary’s many youth programs and strengthen each



September is "New Generations" (continued)

Club's involvement in this 5th Avenue of Service. Contact me with questions about the programs or suggestions on how to encourage involvement in these exciting and important areas.



Ambassadorial Scholar

Arik Kotkowski, a Rotary high school exchange student in Estonia in 2006, was chosen by the District 5520 Scholarship Committee in Albuquerque on Saturday August 6 to represent the District as our FY2013 Ambassadorial Scholar. Arik is a graduate of El Paso's Coronado High School and recently received his B.A. in Government from a college in Israel. He has several certificates in counter-terrorism from both Israel and our U.S. border. He will be studying International/Economic Development and International Law in Singapore.

For more information contact Scholarship Chair Norm Liss at 505-681-6152 or normrl@msn.com



Bi-District Conference

Rotary Districts 5520 and 4110 will hold our annual Bi-District Conference Friday & Saturday, October 7 & 8 at the El Paso Airport Radisson Hotel (same place as last year), 1770 Airway Blvd., El Paso, TX. This is an excellent opportunity to share Rotary Fellowship with our Mexican neighbors and really make a difference by participating in our Matching Grant program. The \$40 registration fee includes a Friday reception and a Saturday box lunch. 25 project booths will be available, half with power. The cost for a booth is \$25 without power and \$40 with power hookup (no cords or equipment provided). Hotel rooms will be \$84 per night; mention Rotary District 5520 to get the special rate. More information will be available shortly on the District 5520 website <http://rotary5520.org/tridistrict/index.html>

For more information contact Conference Co-Chairs Sandi Kahn-Carpenter at 915-526-1190 or SanKanEP@sbcglobal.net and Vic Villalobos at 575-496-4215 or vic@thriftnickellc.com



Choose Your Cruise Tickets

"Choose Your Cruise" tickets will be distributed in February 2012 to coincide with Rotary's Birthday on February 23. Remember that ANY unrestricted contribution to The Rotary Foundation made between July 1, 2011 and the District Convention qualifies for Cruise Tickets. This is an excellent way to support The Rotary Foundation and its programs as well as providing an opportunity for non-Rotarians to support The Rotary Foundation AND have a chance at the cruise of your choice. So, let's support our Foundation with Every Rotarian Every Year and "Choose Your Cruise" tickets!

For more information contact Cruise Chair PDG Dick Jones at 505-690-4086 or rjones9755@aol.com.



November is Foundation Month

November is Foundation Month; we'll be having D5520's annual Foundation eTraining on Saturday, November 12 from 9:00 AM to 12:00 PM. The agenda will be available in about 3 weeks. The Foundation eTraining is open to anyone and provides information about Foundation programs (and how D5520 utilizes them) that is informative for any of your members.

You may not have yet arranged your Foundation programs for November. Remember PDG Dick Jones, D5520 PolioPlus Chair, is available to make presentations on the Polio Eradication program. You can contact at the phone number/email above. Also, PDG Rick Akins, Zone 27 Assistant Rotary Regional Foundation Coordinator and I are available to discuss The Rotary Foundation and its programs. I especially enjoy informing our members about how D5520 very successfully utilizes Foundation programs... the numbers are truly impressive.

To schedule a visit contact District 5520 Foundation Chair Tom Walker at 505-237-0237 or ftwalker1@comcast.net and Zone 27 ARRFC Rick Akins at 505-235-9024 or rakins@donchalmersford.com.



Rio Grande Academy Completes First Session in Albuquerque

Bruce Bortner, 2011-12 District 5520 Rotary Leadership Institute Coordinator

On July 30, 2011 the Rio Grande Academy successfully completed its inaugural Rotary Leadership Institute course in Albuquerque with Part 1 of the three-part course.

Twelve Rotarians from clubs in Albuquerque, Santa Fe and as far away as Carlsbad attended the all day session which was conducted at our District Governor's place of business – the Ranches office in Northeast Albuquerque. Governor Bobby welcomed the participants and participated in the early discussions. He enjoyed the course so much he decided to stay for whole day.

Part 2 of the Rotary Leadership Institute will be conducted in Albuquerque on October 1st 2011 along with Part 1 of a new course. Interested Rotarians can learn more about the Rio Grand Academy and register for courses by visiting the District 5520 website at [HYPERLINK "http://www.rotary5520.org"](http://www.rotary5520.org) www.rotary5520.org and clicking on the Rio Grande Academy link.

Tentative Schedule for upcoming Rio Grande Academy Courses

<p>August 27, 2011 Alpine, TX, Part 1</p>	<p>October 1, 2011 Albuquerque, NM, Part 1 Albuquerque, NM, Part2 Alpine, TX, Part 2</p>	<p>November 12, 2011 Albuquerque, NM, Part 1 Albuquerque, NM, Part 2 Albuquerque, NM, Part 3 Alpine, TX, Part 3</p>
--	---	--



District 5520 Governor Bobby Wallace discusses leadership principles with class



Left to Right, Rotarians Ramon Baca, DG Bobby Wallace (observing), Helen Doherty, Bill Michael, and Willie Edwards plan their coat of arm



Left to Right, Sandra Pugh, Dave Anderson, Susan Rashad and Bernice Gentry with their club coat of arms



Membership Development

RI Online Membership Forms Support Club Membership Growth and Retention

Bruce Bortner, 2011-12 District 5520 Membership Chair

Note: The following information was extracted from 641-EN (1010)

One of the three strategic priorities of Rotary International's Strategic Plan seeks to support and strengthen clubs, which includes the goal of improving recruitment and retention of qualified, enthusiastic members. Your club and District 5520 are partners in membership development, and RI supports your membership growth and retention efforts through its online membership program. Introduced in 2001, the program helps clubs and districts identify prospective members, connect returning members with former or new clubs, and connect relocating Rotarians with clubs in their new area.

PROGRAM SUCCESS

This online program has proven a successful method for introducing prospective members and former Rotarians to Rotary clubs. Since 2002, use of the online program and interest from prospective and relocating members has increased 270 percent. A study of the conversion rate from inquiry to membership shows that at least 60 percent of prospective and former Rotarians who completed forms online joined a club between 2004 and 2008. Club and district leaders who have followed up on inquiries report successful results in recruiting qualified new members. They refer to this membership growth in quantity as well as quality.

PROGRAM COMPONENTS

Recruitment with Prospective Member Form

Prospective members, who are qualified non-Rotarians or alumni of Rotary Foundation or RI programs, can contact clubs directly or fill out the Prospective Member Form on the RI website. This online form provides guidance on the membership process, explains membership criteria, and asks for contact and professional information.

Membership Referral Form is designed for...

Rotarians wishing to recommend a potential candidate for membership in a Rotary club other than their own. Qualified candidates may be...

- Friends or business associates
- Engaging guest speakers who are unable to join your club
- RI or Rotary Foundation program alumni who would contribute their expertise and experience to a local Rotary club but who live outside of your town, district, or country
- Relocating Rotarians who haven't established contact with another club
- Family members living outside your club area who are familiar with Rotary's Service Above Self ideal

The Rotarian Relocation Form is designed for...

- Rotarians who are moving or have moved and cannot remain in their current club
- Former Rotarians who wish to return to a local club

Membership Development (continued)

- Rotarians who have not moved but need to change clubs because of conflicting obligations or an interest in another club's activities

Rotarians whose membership has been terminated due to relocation but have not joined a new club yet are directed to the relocation form through relocation postcards or e-mails from RI.

How can clubs help?

- Place a banner ad linking to the online form on your club's website or blog.
- Include the print ad in your newsletters to direct Rotarians to the appropriate form on Rotary.org.
- Encourage prospective members to visit Rotary.org, view membership videos, and complete a prospective member form.
- Encourage your club members to become familiar with Rotary's membership program by distributing copies of this brochure and of the downloadable referral and relocation forms during a club discussion of membership activities.

PROGRAM ADMINISTRATION

Processing the Forms

RI receives and thoroughly screens all prospective member, relocation, and referral forms. Only valid and complete inquiries are sent to the district for further consideration and follow-up.

Responding to the Candidate's Interest

Club presidents are encouraged to assess each candidate inquiry forwarded by the district and contact prospective members directly if you're interested. As always, invitations for membership are at the discretion of your club. Consider creating a club brochure or elevator speech to provide an overview of your Rotary club. If you develop a standard welcome e-mail to initiate correspondence with prospective members, be certain to provide the following information:

- Welcome and thank-you to candidate for his/her interest in Rotary
- Overview of the club with a brief outline of the organization's mission and humanitarian goals, a recent club/district service project, and typical club/district activities
- Club meeting information, including the name, meeting time, and location
- Additional resources, including links to club/district websites or Rotary publications
- Follow-up information on the club's next steps in the process

After you've made the initial contact, please send a progress update to membershipdevelopment@rotary.org so RI can track the status of online inquiries and measure the effectiveness of the membership program. RI is always interested in further updates after candidates have been inducted or completed the membership process.

If your club invites a relocating Rotarian to join, please use his or her existing membership number to report the new membership to RI to avoid duplicate records and to allow the Rotarian to retain membership and donation history.

Membership Development (continued)

Resources available on the RI website

- Membership Data Form can be used to report new or terminating members or membership information changes, including address updates, to RI.
- How to Propose a New Member (254) can be used to refer someone to your own Rotary club or propose someone for membership.
- Membership Video Set (427) includes two DVDs for both new and prospective members.
- Start with Rotary wallet cards (613) and Start with Rotary postcards (614) are perfect for extending an invitation to prospective members to attend a Rotary club meeting.
- Prospective Member Information Kit (423) provides prospective members or club visitors with basic information on RI, The Rotary Foundation, and the responsibilities of club membership.
- New Member Information Kit (426) provides new members with essential information on RI and The Rotary Foundation.



PAUL HARRIS SOCIETY

The Paul Harris Society (PHS) of District 5520 is a new level of recognition for those donors who make a commitment to contribute \$1,000 or more each year to the Annual Programs Fund, PolioPlus, PolioPlus Partners, or the Humanitarian Grants Program of The Rotary Foundation. PHS donations are unrestricted giving. All PHS gifts are designated for the Annual Programs Fund (APF). One-hundred percent of APF dollars go to fund Foundation programs. In three years, The Rotary Foundation will return 50-percent of the District's Annual Giving to the district as District Designated Funds (DDF), which the District uses to fund its Grants program.

To qualify for PHS membership, each donor must give a minimum of \$1,000 per year. Only new money counts towards PHS membership. Recognition Points do not count. Contributions to the Permanent Fund do not qualify towards PHS membership. For each gift of \$1,000, you may name a new Paul Harris Fellow - yourself or a family member, friend, etc.

PHS contributions can be made at any time during the Rotary year (by 30 June). While payments can be made using one check, you may also pay in installments. The easiest payment method is to go on-line at www.rotary.org with a credit card or through TRF-DIRECT to automatically transfer funds from a U.S. based checking, savings or credit card account to The Rotary Foundation on an ongoing basis.

For more information, please contact the District 5520 PHS Chairperson, Bill Rothweiler at wrothweiler1@comcast.net or at (505) 296-3212. The PHS pledge form is located on the District 5520 website at this link:
<http://rotary5520.org/foundation/index.html>



Rotary Friendship Exchange with Chile

Donna Pedace, Chair, District RFE Committee, 505-685-4115

We will be doing an RFE (Rotary Friendship Exchange) with Chile in January, 2013. The exact details and dates will be firmed up once I know the level of interest and can begin discussing it with those who may participate.

The group will be filled on a first-come, first-served basis, so please let me know if you are seriously interested. There is no definite commitment needed yet, but we need to start to process.

The group will be home hosted in Rotary homes but all applicants for the group must be in good health, able to walk over difficult terrain without assistance, and able to pay for their own flights, meals, and sightseeing.



Group Study Exchange Team Leaders Selected

Our 2012 Group Study Exchange will be with District 9350 in Southern Africa in April and May 2012. On August 27, 2011, our District 5520 GSE Committee, joined by Governor Bobby Wallace and Grants Chair Tom Walker met in Albuquerque to select our outbound team leader and alternate. We were fortunate to have eight excellent Rotarian candidates, any one of whom would have done a good job. The committee selected the following Rotarians to lead our team:

Team leader Julie Wesley Frendle is a charter member of the Rotary Club of Albuquerque del Sol and has served on its board of directors for four years. She has been very active in its fundraising projects and in District 5520 projects. Earlier this year she served on the Albuquerque Incoming GSE Committee and hosted a GSE Team Member from Australia.

Currently Julie is retired from the professional world in which she had over 25 years of experience in the areas of Business Development, Marketing & Sales, Human Resources and Training/Consulting. Her creative interests have developed and she is now a fiber artist with her work for sale in boutique shops in New Mexico as well as in other states. She volunteers with the Albuquerque Reads program teaching five and six year olds how to read. Julie has been married to Rick for 22 years and is the proud grandmother of a six year old boy.

Alternate team leader Carolyn Mitchell is the past president of the Rotary Club of Roswell and was the chair of the 2011 District 5520 convention. She will participate in all of our outbound team's preparation and training and will thus be able to lead the team in the event Julie becomes unavailable. From 1980 to 1986, she was a realtor in Roswell. From 1986 to the present, Carolyn has been an agent and registered representative for New York Life Insurance Co. In addition to her Rotary service, Carolyn has served her community in many professional and volunteer capacities. In her free time she enjoys traveling, quilting, yoga, bridge and reading.

The District 5520 GSE committee will select four outbound team members and an alternate on September 24, 2011. Then Julie and Carolyn will begin preparing the team and our committee will begin preparations for hosting the inbound team from Southern Africa.



Julie Wesley Frendle



Carolyn Mitchell