



District 5340 Newsletter



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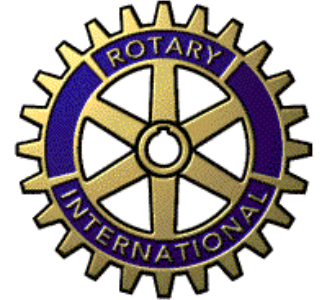
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The Wheels Of Rotary – March 2003

MARCH "World Rotaract Week Month"

Welcome Message From Your District 5340 Governor 2002-03 Larry Scott



It is hard to imagine that eight months of this Rotary year has now been completed. What a wonderful time, and so much has been accomplished by each of you over these past few months. As we head into the month of March, please take a few minutes to review our District Newsletter

"The Wheels of Rotary" to ensure you are aware of all the events and programs that are going on here in District 5340.

During the month of March we observe World Rotaract Week, which is the week during which the 13th of the month falls. It is a time when Rotary clubs and districts highlight Rotaract by joining in projects with their Rotaract clubs. Our Rotaract Chairman, Dick Troncone, along with assistance from Howard Kummerman and Marge Cole from the Santee-Lakeside club are currently in the process of forming

another Rotaract Club to serve the East County centered around the Grossmont College area.

After the success of Interact clubs for high school-age youth in the early 1960s, the RI board created Rotaract in 1968. The new organization was designed to promote responsible citizenship and leadership potential in clubs of young men and women, aged 18 to 30. The first Rotaract club was chartered by the Rotary Club of Charlotte North in Charlotte, N.C. There are now 7,377 clubs with an estimated 169,671 members in over 162 countries.

Rotaract clubs emphasize the importance of individual responsibility as the basis of personal success and community involvement. Each club is required to complete at least two major service projects each year, one to serve the community and the other to promote international understanding. Rotaract also provides opportunities leading to greater leadership and professional development. The programs of Rotaract

are built around the motto “Fellowship Through Service.” If your club is not involved with Rotaract, please take this opportunity to contact Dick Troncone for additional information on how you can become involved.

On the 21st of March, the following Rotarians will travel Malawi, at their own expense, to personally deliver the Wheelchairs For Malawi to those so desperately in need of such a piece of equipment in that country. A special thanks to each of them for their devotion and assistance, and to all the Rotarians and non-Rotarians who so generously contributed to make this gift from the heart a reality.

From the Rotary Club of San Diego – Bill “The Bossman” McDade

From the Rotary Club of Encinitas – Dick Stevens

From the Rotary Club of Del Mar/Solana Beach – Kirk Collins

From the Rotary Club of Torrey Pines – Philippe Lamoise

From the Rotary Club of La Mesa – Chuck Ruane, Tod Ferguson, Larry Scott

From the Rotary Club of Carlsbad – Jim O’Meara, Russ Hanthorn, Suzanne Hanthorn

From the Rotary Club of Encinitas/La Costa – Chuck DuVivier, Kate DuVivier

Honorary Member from the Rotary Club of San Diego – Jim Clements, the Consul General to Malawi

In order that the members of District 5340 will have an opportunity to see what takes place during one of these trips, we intend to send back each day a description of the day’s events/deliveries

with pictures. So keep you computer tuned to www.rotary5340.org to follow our travels. Each member of the team will write the daily script on a rotating basis. Who knows we may have a Hemmingway in our midst.

Our GSE Team, under the leadership of Bill Ashman, will also be traveling during the month of March enroute to Eriteria, Africa. As you can see, District 5340 will be well represented throughout the world.

On March 28th, we will once again conduct our annual Rotary Youth Leadership Awards (RYLA) leadership camp at Idlywild. In an informal atmosphere, groups of outstanding young men and women will spend the weekend in a challenging program of leadership training, discussions, inspirational addresses and social activities designed to enhance personal development, leadership skills and good citizenship. Congratulations to each club in the district which has selected and sponsored students from their area to attend. Special thanks to all the Rotarians throughout the district who volunteer to serve at the camp. What a wonderful life-changing experience.

The RYLA program began in Australia in 1959, when young people throughout the state of Queensland were selected to meet with Princess Alexandra, the young cousin of Queen Elizabeth II. The Rotarians of Brisbane, who hosted the participants, were impressed with the quality of the young leaders. It was decided to bring youth leaders together each year for social, cultural and

educational activities. The RYLA program gradually grew throughout all the Rotary districts of Australia and New Zealand. In 1971, the RI Board of Directors adopted RYLA as an official program of Rotary International. This year, Governor Elect Mike Stelman, will give the opening address on behalf of the District Governor inasmuch as he will be delivering wheelchairs to those in need in Malawi.

March is also the time of year when we commence our preparations to train the next slate of club leaders. Governor Elect Mike, along with District Trainer Dale Bailey, will conduct an intensive President Elect's Training Seminar in Los Angeles, commencing on March 6th. In cooperation with the seven Rotary Districts located in Southern California and Nevada, club President-Elects will have an opportunity to meet their counterparts from throughout the region, and acquire a wealth of information on how to best serve their clubs and communities during the forthcoming Rotary Year. This year's P.E.T.S. should prove most interesting and informative as it will feature three Rotary International Past Presidents as keynote speakers.

Once your President Elect returns from P.E.T.S., please ensure that your club has in place the slate of officers and committee chairs that will provide the club leadership during the forthcoming Rotary Year. Club leadership training is conducted at our annual District Assembly, which this year falls on the 5th of April, and will be held at the Joan Kroc Center for Peace and Justice at The University of San Diego. An outstanding

venue. You will not want to miss it!

Before leaving this month, I would like to take this opportunity to remind all the Rotarians in District 5340 that our annual **District Conference** will be conducted in Laughlin, Nevada, from the 2nd through the 4th of May. The conference is held to further the program of Rotary through fellowship, inspirational addresses, and the discussion of matters relating to club and district affairs. Our conference will showcase the programs of Rotary and successful district and club activities. This is each club's opportunity to recognize new Rotarians, provide special recognition to those Rotarians attending the district conference for the first time, and to present to all in attendance the individual club presidents and all incoming club officer for the forthcoming Rotary Year. Our conference this year will be a Joint Conference with District 5320. Special events are planned throughout the duration of the conference. The Price is Right – You Can Not Beat the Room Rate – and we have an outstanding program planned for your enjoyment. **Make your reservations early – Visit our Web Page. We have a secure e-commerce account established for your convenience and security when using your credit card. Bring the children and grandchildren! A fun time for all with plenty of activity, entertainment, and shopping. Comfortable, fun-filled, enjoyable bus**

transportation has been arranged for your convenience. You will not want to miss being entertained by the fabulous Hollywood actor and comedian, the man of many faces, RICH LITTLE! Come – Enjoy!

See you in Laughlin!

Your Friend,
Larry



R. I. PRESIDENT'S MESSAGE

As our world struggles to find peaceful solutions to global tensions, Rotarians *Sow The Seeds of Love* by nurturing international goodwill. It is a time to sharpen our focus on our international programs that answer hate with love, fear with hope, and distrust with cooperation.

One of our most recent efforts, the Rotary Centers for International Studies in peace and conflict resolution, is actually the realization of a dream held by Rotarians for decades. Rotary, after all, was born into a century defined by wars. Throughout the last century, Rotarians understood exactly what was needed: more people skilled in mediation, diplomacy, and conflict resolution. So we created the Rotary Centers to ensure that for generations to come, we can give the world effective instruments of peace, individuals educated in the ideals of Rotary and in peacemaking.

The Rotary Centers are an important addition to our rich variety of educational and humanitarian programs. Programs such as PolioPlus, Matching Grants, Ambassadorial Scholarships, and Group Study Exchange not only foster world understanding, but also help Rotarians develop relationships with people from other countries. Our international service gives us something rare and precious in our troubled world – opportunities to practice tolerance.

One of Rotary's greatest gifts is this chance to share fellowship and service with people of different religions or cultures. When we collaborate across borders on international service projects, we show the world what is possible if people will only listen to each other with open hearts and open minds. We turn strangers into friends. And a world filled with friends is a world filled with love.

Bhichai Rattakul

President, Rotary International

R. I. General Secretary's Memo

Controlling expenses in a troubled economy

Like every other organization and business, Rotary International has suffered economic setbacks during the past 18 months. In the 1990's, high income from our investments enabled RI to expand its reach. For example, RI contributed US \$10 million in 1998 to help create the Children's Opportunities Grants program. In today's uncertain economic climate, we must instead look for ways to control expenses and cut costs without reducing service to Rotarians.

To that end, we began to look for

ways to make the most of all available resources, which has resulted in a shift of some business activities to our international offices. For instance, to benefit from India's huge pool of highly skilled workers in the information technology field, we are building up the IT staff in our New Delhi office. This allows us to keep our computers running more hours in the day and provide better service to Rotarians.

We are also employing Indian staff in the international office to handle data processing for the "Official Directory", replacing temporary help at World Headquarters. And we have taken some of our printing business abroad – to India, Japan, and Switzerland – in an effort to reduce shipping charges.

While continuing to investigate where we can get the best value for our Rotary dollar, yen, rupee, or euro, we will also explore the use of less expensive methods of communication. Videoconferencing offer enormous possibilities for curtailing airfare and hotel costs, while still allowing us to bring Rotarians together from all parts of the world. Currently, we are holding regular videoconferences with staff in our international offices. We hope to expand RI's use of this very effective meeting tool as part of our overall efforts to contain costs without decreasing service.

Ed Futa

While new clubs have fueled Rotary growth for years, last year was the first in many that growth occurred in existing clubs. Retaining members is today's challenge.

Retention Project Given Green Light

Rotary club membership increased significantly the past two years, but historically, sharp losses have followed such increases. Recognizing the challenge that retention poses to clubs and districts, the RI Board, at its November 2002 meeting, agreed to implement a three-year Membership Retention Pilot Project beginning 1 July 2003.

As part of the pilot, 102 clubs worldwide – at least two per zone – will be selected to participate in a structured program of membership recruitment, assimilation, and continuing education. RI membership coordinators (RIMCs) will support the clubs and monitor their progress toward a retention rate goal of 80 percent or better.

District 5340 has been selected to participate in this project.

Supporting this emphasis is RI's Retention Recognition Program spanning the 2002-2004 Rotary years. It rewards the five districts worldwide that best meet or exceed the program criteria as well as the top club in each of these districts. Like Rotary's Global Quest in 2002-03, the program provides monetary awards not to individuals but to Rotary service projects.

In another action, the directors reemphasized the value of the Membership Development and Extension Award Program, which recognizes membership initiatives within districts.

MEMBERSHIP CARDS

What's in Your Wallet? Is there a Rotary Membership Card?

No – Why not!

Retention will only happen when we pay attention to some small details. One very important detail is providing your members with their membership card. At first glance I noticed I had 10 different membership cards from AARP, Triple AAA, to Medicare, and even one from PETCO for Silky. But what was missing? Why my Rotary membership card.

Two approved vendors now sell Rotary member identification cards. One is similar to preparing a mailing label on your computer. The other is a plastic card much like a credit card. You can view a sample card on the RI Web site, and place your order as well.

What's in Your Wallet?

Notices & Reminders

Club Presidents and Secretaries

Please include with your payments your club identification number (found on invoices and semiannual reports, invoice number, club name, and district. ♦♦♦ Promote the District Conference ♦♦♦ If you haven't already, return your 2003-04 Official Directory Officer Report Form, indicating your choice of free copy in book or CD-ROM format. ♦♦♦ 31 March is the final date for submitting applications for Matching Grants and for 2003-04 District Simplified Grants requests.

Remember – Most RI and Foundation forms can be downloaded from www.rotary.org

BOARD OF DIRECTORS DECISIONS

In decisions made at its November 2002 meeting, the RI Board of Directors reviewed RI's service activities and gave clearer focus to

its mission.

The Board voted to discontinue RI disaster relief activities as of 1 January 2003. RI no longer issues notices of disasters requested by governors of affected districts, which allowed Rotary clubs to contribute directly to the account set up by the affected district and districts to use up to US \$10,000 of their SHARE District Designated Funds. Recognizing Rotarians' strong interest in disaster relief, the Board encouraged Rotarians to work through experienced international relief agencies, which are better equipped than district relief committees to allocate money quickly and appropriately to help victims.

In a decision reaffirming the relevance of Rotary's Avenues of Service, the Board stated that the avenue of Vocational Service "begins with the high ethical standards of each Rotarian and improving them in his or her vocation." It reminded clubs that high ethical standards should be a criterion of membership. The Board also encouraged clubs to highlight the "Declaration of Rotarians in Businesses and Professions" to explore service opportunities with chambers of commerce and industry.

Among other actions, the Board

- Encourage clubs to coordinate or support hunger alleviation service projects, especially school-based programs and those that relieve village poverty.
- Reiterated the need to maintain the safest possible environment for Rotary program participants, especially children and young people.
- Encouraged clubs and governors to undertake projects that meet the needs of children in their communities and to promote them through the Internet.
- Adopted a new logo for Rotary Fellowships and approved new fellowships for Rotarians interested in petanque and pre-Columbian civilizations.
- Requested users of the terms Rotary and RI on Web sites and in domain names to follow Board guidelines and identify themselves by club, district, or group and to transfer

noncompliant domain names to RI.

ROTARY AWARENESS

The meaning of Rotary awareness is found in the understanding of issues such as volunteerism, human development, personal responsibility, personal commitment, and adherence to Rotary principles.

The first priority for member development in any volunteer organization is for the work to have meaning. This is closely related to the organization's mission. The lack of resources, money, people, or time shouldn't overwhelm the volunteers or become an excuse for poor work. Since volunteers are not paid, it is even more important that they share the organization's vision. They must be motivated and focused on the results.

The most important element for a dynamic club is to challenge members and give them new responsibilities and projects. Burnout is often a mask for boredom; constant absences from meetings are disinterest in disguise.

The first step toward Rotary efficiency is adequate planning. Rotary efficacy, or doing a job well, is irrelevant unless it focuses on the right things. Personal development means acquiring greater ability and weight as an individual, starting with a commitment to service. Leaders are neither born nor made. They are self-made and, as a result, need a direction, a focus.

We do this by asking, "For what would you, Rotarians, like to be remembered?" According to St. Augustine, this is the "start of maturity." The answer changes as people mature. We begin developing our own strengths, adding abilities and applying them to productive work. Developing our strengths means being aware of, not ignoring, our weaknesses. Effective personal development should continue along two parallel currents: improvement – doing better at what you already do well – and change – doing something different.

We should carefully analyze our daily Rotary work and ask: "Would I do this today, knowing what I know? Am I getting results or only relaxing into a comfortable routine, expending energy on something that isn't effective?"

Personal development becomes self-renewal when we take a different path, become aware of a different horizon, or seek a different destiny. The outside observer may ask, "Are you still getting the most out of yourself? Are you still working toward positive results?"

Many achievers have discovered that the teacher frequently learns as much as the student. It is clear that this gives Rotarians a winner's spirit, because Rotarians use their experience, work, and aptitudes in implementing their projects.

Rotary provides us with opportunities for leadership development. If we understand, deep in our hearts, that there is an increase in our self-esteem and pleasure in doing good for others, we are facilitating our personal development as human beings.

Thanks to Bulletin Editor, Carl Rubin, for including this message from Rotarian Jose Alfredo Pretoni, of the Rotary Club of Sao Paulo-Sul, Brazil, in the Holtville "The Grin Reaper" Bulletin.

◆◆◆◆◆ POLIO ERADICATION ◆◆◆◆◆

Many many thanks to all who have made their personal commitment to leave a legacy for future generations all over the world. **\$780,000 and GROWING! Under the capable**

leadership of Bob Watson, our Polio Eradication Chairman, you have set a new standard of giving from the heart.

We are not very far from US \$1 million. Is there an extra \$60 per member out there that can be spared to put us over the top?

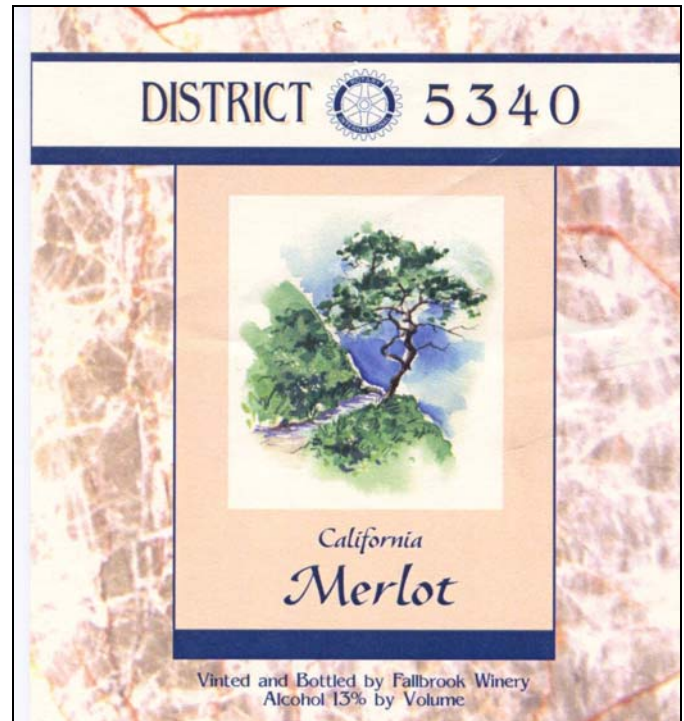
Thanks to Bob Watson, all the Area Coordinators and to all the Rotarians in the District who have given so generously to this critical effort. **We Will Make It Happen! Good By Polio – Thanks Rotary!**



Governor Larry Scott after presenting the Rotary Polio Pins with its Two Drops of Vaccine to RC Poway Club Members. Members (L to R) Sue Herndon, Marrillee Boyack, Mark Burdette, Bobby Faaborg, PP Bob England, Jim Baumann, Gayle Cross, Mira Bozanich & President Bill Racicot. *Note:* Honorary Member Gayle Cross

who was called on for her first year Club Anniversary and perfect attendance donated another \$100 to the PolioPlus Eradication for her fine.

Rotary Wine Helps in the Fight Against Polio and Earns Money For Your Club!



Rotary District 5340, in conjunction with Fallbrook Winery, is offering a unique fund-raising opportunity to local Rotary clubs. Specially-labeled “Rotary Wine” is now available for purchase directly from the winery. The front label represents the entire Rotary District, while the back label can be customized with an individual club’s banner. For each bottle purchased, Fallbrook Winery will contribute \$1 to PolioPlus for the crusade

to eradicate polio in the world. In addition, clubs may offer this wine for sale to their members at a slight markup as an additional source of funds for the individual clubs.

Cabernet Sauvignon, Merlot, Chardonnay, Sauvignon Blanc and White Zinfandel are all available with the Rotary label. Fallbrook Winery is located in San Diego County. Their wines have won numerous awards in local and international competitions over the last several years and are available through the Rotary at only \$8 per bottle.

Enjoy award-winning Rotary Club wines at an incredible price while raising money for a great cause! Contact John Alongé at 619-607-0575 for additional information.

Ambassadorial and World Peace Scholarships

It's that time of the year again. We are now seeking applicants for Ambassadorial and World Peace Scholarships. These will be Outbound Scholars for the 2004 year. The Ambassadorial Scholarships are for one year and the value is \$25,000. World Peace Scholarships are for two years at one of seven Peace Centers. Let me give you an overview of the two programs:

Ambassadorial: One year of study in a foreign country with a value of \$25,000. Applicants must have completed at least two years of undergraduate study, however most of our recent scholars have received a BA or BS. There is no age limit. RI encourages scholars look to what is called "Countries of Encouraged Study." These are Third World/Low Income Countries. This is not an RI requirement, but in the spirit of RI's worldwide projects, has a nice fit.

Applicants cannot be Rotarians or lineal descendants. In addition to being a good student,

community involvement is important. In other words, "Service Above Self." We prefer applicants be attending local schools, but this is not a requirement. What is important is the scholars have the time to be involved in Rotary and know what their Home Club and Home District are involved in.

World Peace: These are competitive through out the Rotary World. A total of 70 two year scholarships are granted for study at one of the seven Peace Centers located in North Carolina, Japan, France, Argentina, England, California and Australia.

The scholarships are designed to lead to a graduate degree in International Studies in the areas of International Peace and Conflict Resolution. Applicants must have the academic background, training and experience for a master's level program at the university of study.

Deadline for applications for both programs is June 15 and interviews will take place in mid July. Applications need to be sent to me, Mil Phillips, 4995 Maynard St., San Diego, CA 92122

More information is available at: Rotary.org and then go to foundation and click on the scholarship programs. Or, contact me by e-mail or @ 858-452-0161. I'm available to attend club or committee meetings to discuss in more detail.

Regards,
Mil Phillips, Outbound Scholarship Chair



We're looking for a few
good Rotarians

Can you pass this test -
Are you passionate
about the Rotary International
Foundation?

Do you want to share that
passion with other Rotarians in
District 5340?

Do you enjoy working with others?

If you answered yes to all three questions you're qualified to serve as a Rotary Foundation Mentor for the upcoming Rotary year. It's a chance to partner with an Assistant Governor and work with 5-6 Rotary Clubs sharing your passion for the Foundation.

If this opportunity to serve rotary interests you send an email indicating your interest to – Ed Danenhauer, Annual Giving Co-Chair at edcpa@connectnet.com. We'll review the “applicants” and be in touch.



Lend a Hand

Thanks for all you do for Rotary.