



LEAD THE WAY

New RI President William B. Boyd is encouraging Rotarians to Lead the Way in the 2006-07 Rotary years, calling his choice for the RI theme "an affirmation of my belief in the power of Rotarians to change the world, one positive act at a time."



July 2006

Suzi Howe, Governor
Rotary District 5890

Volume 102
Issue 1



SERVICE Above Self

ROTARY GROWS

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DG Suzi Howe Sets Theme for New Membership Campaign

District Governor Suzi Howe is launching "ROTARY GROWS," a district-wide effort to strengthen Rotary Clubs in the District by expanding our base of Rotarians. Speaking to a packed room of District and Club leaders at the August 5 Membership Seminar, she emphasized that "this effort is about both retaining our current members as well as attracting quality men and women to become Rotarians." She also regards this as a multi-year campaign, stating that "DGE Jeff Tallas and DGEN Rhonda Kennedy are solidly behind the need to expand our base of members."

District Membership Chair Ann Wright has laid out a comprehensive agenda of action items to support the Clubs, and foster continual attention on membership growth.

Every Club has been asked to do two things to energize their members: 1) build support within the Club for a membership growth target of at least five net additional members, to be achieved by March 31, 2007, and 2) develop a written plan that supports both retention of current members and recruitment of new members. Club Presidents were also asked to appoint Club Membership Chairs, and to set up active membership committees.

"Many Clubs have already responded with their growth targets,



and I am excited about the targets being submitted," Wright said. "Many of the Clubs have exceeded our expectations and are challenging themselves with aggressive goals."

As for developing membership plans, Wright said the Clubs do not have to work in a vacuum.

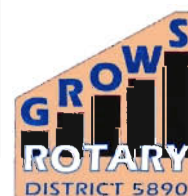
"Many excellent plans have already been submitted, and our new Area Membership Chairs will be contacting their Clubs to share any information that will be helpful."

Area Membership Chairs

(AMC): Seventeen experienced Rotarians have already begun working with Club Presidents, Presidents Elect and Club Membership Chairs to help with ideas, development of plans, and regular promotion of membership growth. Each AMC is assigned to work with only a few clubs, so these membership "specialists" can focus their attention to the unique situation of each Club. Assignments are shown in a chart on page two.

ROTARY GROWS lapel pin: A unique pin will be presented to new Rotarians and to their sponsors, as well as others involved in membership growth efforts.

Top Ten Clubs: Ten Clubs will be selected each month for



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recognition in this Newsletter. Also, Clubs are encouraged to submit photos of events and activities related to Club membership plans.

District Conference Recognition: Ten Clubs/Presidents will be recognized in Puerto Vallarta for achievement in growth of membership. Five of these Clubs will be selected based on increasing their membership by the greatest net number of members. The other five will be awarded recognition on the basis of greatest percentage growth.

Sponsor Recognition: The top ten individual Rotarians in the District who sponsor the greatest number of new members will receive special recognition at the Puerto Vallarta Conference.

End of Year Trophies: Rotating trophies, and permanent Club banners, will be awarded to the Club with greatest percentage net growth, and to the Club with the largest increase in number of members. These trophies will be based on Club Secretaries reports from 7/1/06 through 6/30/07.

"We are gathering momentum every day," said David Shaw, Vice-Chairman of the District Membership Committee. "There's a constant stream of information, enthusiasm, and great examples flowing from the Clubs and among the AMCs."

"Virtually everyone involved in this effort agrees on one simple step that every Club can do," Shaw added, "and that step is to talk about membership at every Club meeting."

Membership specialists, known as Area Membership Chairs, have been assigned to help support individual Club efforts to expand their membership. These Rotarians have accepted responsibility to:

- ◆ Work closely with their Clubs as a membership specialist.
- ◆ Assist Club Presidents and Club Membership Chairs in promoting membership growth.
- ◆ Help create/modify plans for retaining and recruiting members.
- ◆ Facilitate sharing of membership information among their assigned Clubs.

Clubs Assigned	AMC
Weimer, Columbus, Eagle Lake, Sealy	Scott Brasher
Brenham, Washington County	David Barr
El Campo, Palacios, Wharton, Bay City	Larry Jackson
Sweeny, West Columbia, Brazosport, Angleton	Marilyn Lidberg
Richmond, Rosenberg	Billie Jones
Sugar Land, Oyster Creek, Fort Bend	Bill Griffin
Katy, Katy Sunrise, Bear Creek-Copperfield, West Houston	Steve Ratcliffe
Champions Sunrise, Willowbrook, Tomball, Cypress-Fairbanks	Demetta Landry
Greenspoint, Humble/Intercontinental, Kingwood	Bev Fitzgerald
Gulfway/Hobby Airport, Pearland, 288 Corridor	John Clayton
Pasadena, Deer Park, La Porte, Galena Park/Jacinto City	Amber Cobb
Northshore, Highlands, Baytown	Charlie Buscemi
Pasadena South, Space Center, Seabrook	Linda Nagle
Houston Westchase, Sharpstown, Bellaire/Southwest Hou, Braes Bayou	Keith Lovelace
Mem.-Spring Branch, Houston Heights, Galleria, River Oaks	Bill Jones
West U. University Area, Astrodome-Houston	Merinda Watkins-Martin
Alvin, Harrisburg	Chris Schneider

ROTARY CLUB OF BELLAIRE-SOUTHWEST'S NAN WAGONER HONORED

June, 2006



Dear Nan:

CARL-WILHELM STENHAMMAR
President, 2005-06

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One of the major goals which I announced as we began our year was to enhance the Public Image of Rotary. We have had many excellent examples of club projects that describe what Rotary is and what Rotary does. The enclosed Certificate of Achievement is an expression of appreciation by our Public Image Resource Group for the significant contribution you have made to expand the image of Rotary.

Your service to our organization is deeply appreciated. The work you have done has been extraordinary and truly outstanding in every way. Monica and I are deeply grateful for your interest and support.

Rotary is so dependent upon Rotarians like you who possess: Strong leadership skills, a commitment to excellence, imagination, creative ideas, implementation skills and, go that extra mile to exemplify **SERVICE ABOVE SELF**.

Our organization is in your debt for all you have done – and continue to do. You are an example of Rotary at its best. Thank you.

With warm Rotary regards,

Carl-Wilhelm Stenhammar
President, Rotary International 2005-06

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Enclosure

See page 4 for Citation.



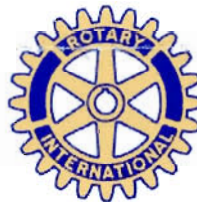
ROTARY INTERNATIONAL
CITATION OF
PUBLIC IMAGE ACHIEVEMENT
2005-06

IN RECOGNITION OF

Nan Wagoner

For individual commitment to the future of Rotary, exemplary leadership
in enhancing the Public Image of Rotary, and demonstrated
SERVICE ABOVE SELF as a means to strengthen Rotary in the community.

Carl-Wilhelm Stenhammar, President
ROTARY INTERNATIONAL



Mary Margaret Fleming, Chair
PUBLIC IMAGE RESOURCE GROUP

Rotary Quotables

Rotarians are ordinary people who are taking the opportunities that Rotary has given them to serve without conceit or pride or any sense of being special. This is unselfish service performed in an environment of warm fellowship.

I joined Rotary with high expectations. My expectations have been exceeded, and my wife, Lorna, and I have found that Rotary has become an integral part of our lives. I am a Rotarian because Rotary changes lives. I know this because Rotary has changed mine.

William B. (Bill) Boyd
RI President 2006-07
Director Rotary International, 1998-2000
Member of the Rotary Club of
Pakuranga, New Zealand.

Pasadena Rotary Immunization Fair

The Pasadena Rotary's annual immunization fair was another success for the 88 children who received free immunizations Saturday, August 05, 2006. Insuring that immunizations are up-to-date is a requirement before a student can enter school. With this year's classes starting on Thursday, August 10th, the immunization fair was just in time.

The annual event is a partnership of Pasadena Rotary, Pasadena ISD, Cathedral Health Ministries, and Rusk School Health Promotion Project in conjunction with the Epiritu De Salud (Spirit of Health) Mobile Clinic.



Paula Sword, the new principal of Jackson Intermediate, provided a cool and spacious venue for the event at the school's cafeteria. Originally slated for the gym, Ms. Sword opened the cafeteria to provide a more comfortable location.



"Two years ago, we were in the parking lot in the heat," commented Rotary Past President, James Pesl, "this location can't be beat!"

Putting on a fair requires the efforts of many volunteers. The Pasadena Rotary appreciates everyone's efforts. Jackson Intermediate staff who volunteered included: Brinda Stanfield, school nurse, Nora Gonzalez, Pat Jaime, Consuelo Riojas, Vanessa Rodriguez, Gloria Segovia.

Community members who also came out to help were: Mary Sanders- retired nurse; Valeria Garza, New

Dimensions; Rebecca Esparza, New Dimensions; Crissy Trevino, New Dimensions; Katy Lukaszewski; Kristen Page, Memorial High HOSA; Kendall Galsglow, Memorial High HOSA; Carole Helmle, Memorial High HOSA program director; Rachel Bass, Memorial High; Erika Olivera, Memorial High HOSA; Sara Hudson, Memorial High HOSA; Caitlyn Pesl, Deer Park Interact; Debbie



Kaiser, Rusk School Health Promotion Project; Marissa Guerrero, Rusk School Health Promotion Project; Laura Kennedy, Rusk School Health Promotion Project; Ramona Gutierrez, Rusk School Health Promotion Project; Joel Garcia, Rusk School Health Promotion Project; and the Pasadena Rotary members: James Pesl, Charles Weseloh, Pat Pesl, Jackie Skaer, Bill Welch, Ed Barlow, Dana Philibert, Cindy Golden, Darla Haygood, Josie Lightfoot, Bill Barmore.

Pasadena Rotary's Overseas Scholar, Katrina Reichwein, who is currently studying in Caracas, Venezuela, volunteered while home on a visit. She was glad to be a part of the program, "Volunteering is addictive," commented Katrina.

While many of the children found the event to be scary, an ounce of prevention is worth pound of cure. Rotary continues its support of the community's wellness. Next year's immunization fair will be held in late August slated for Jackson Intermediate.

Rotary Pasadena meets on Fridays at noon at the First United Methodist Church located at 9601 Fairmont Parkway (corner of Young/Fairmont).



New Rotary District in Russia

After 15 years of existence, 48 Rotary clubs in Western Russia were united into the newest Rotary district in the Rotary world—District 2220. I was privileged to be a part of this historic ceremony by representing my Rotary District 5890 and serving as the Conference Co-Chair at the 12th Annual Rotary in Russia Conference in Moscow, Russia. The conference was attended by approximately 400 Rotarians and Rotaractors from over 18 countries of Europe, North America, Asia and Australia. In my view, this conference will be looked upon by Rotary historians as a seminal event in the development of the worldwide Rotary movement. But this is only the beginning of the next chapter of Rotary in Russia.

Background

A great deal of credit must be given to those who worked diligently for the previous fifteen years in the training and development of Rotary clubs over the whole of Russia from St. Petersburg in the west to the Kamchatka peninsula in the East. It is difficult for an American to understand the vastness and the complexities of the country now known as the Russian Federation. Until now, development of the Rotary clubs in Russia has been the responsibility of four Rotary districts: clubs in the area of St. Petersburg in District 1430 (Finland), clubs in the area of Moscow in District 2350 (Sweden), clubs in the area of Volgograd in District 2370 (Sweden) and clubs from the Ural Mountains to the Pacific Ocean in District 5010 (Alaska and the Yukon Territory). The sheer geography of the territory could place the continental United States side by side two and one half times inside the boundaries of the Russian Federation.

The creation of this new district was the culmination of a process that took shape over a number of years. Past Rotary International Director Jorma Lampen from Finland deserves much of the credit for the development of the clubs in western Russia. And each of the governors from the three districts (1430, 2350 and 2370) that included the Rotary clubs in western Russia have spent countless hours over the last fifteen years in providing support, training and counsel to the clubs which now make up the

new District 2220.

As a student of Russian and East European affairs for over 40 years, I have encouraged the senior leaders of Rotary International for several years to consider the creation of a single district made up of the clubs in western Russia, because language and cultural differences have slowed the growth and effectiveness of the Rotary movement in western Russia. Traditional districts in Rotary are made up of more clubs and a higher membership number than clubs in western Russia. But the geography and the need to create a national identity for Rotary in Russia were major considerations in the analysis of the future possibilities for growth. A plan of action for the expansion and growth of Rotary in western Russia was presented, and last year, the Board of Directors of Rotary International decided that it was time for the Rotary clubs in western Russia to stand on their own feet as an equal partner with the remaining 529 districts in the world. And so, on the morning of June 17, 2006, RI President Carl-Wilhelm Stenhammar installed Andrei Danilenko as Governor of the newly created District 2220.



Rotary International President Carl-Wilhelm Stenhammar installs Andrei Danilenko as the first Governor of District 2220.

Many senior Rotary dignitaries were on hand to view and participate in the inaugural ceremonies of the new district. Governors Britta Wallgren (District 2350), Per Gunner Volberg (District 2370), Kaapo Pulkkinen (District 1430) and Skip Cook (District 5010) gave welcoming remarks to the assembled crowd. Past Rotary International President Rick King, current Vice-President of RI Serge Gouteyron, and Director Bob Stuart

attended the entire conference, which lasted for two days. At the conclusion, many gifts and banners were exchanged with the new governor.



PDG Jon Eiche of District 5890 exchanges banners with newly installed Governor Danilenko of District 2220 of Western Russia

The New District

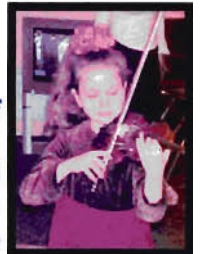
District 2220 includes 48 Rotary clubs in western Russia grouped around three major population centers: St. Petersburg in the northwest region, Moscow in the central region and Volgograd in the southern region. Governor Danilenko has selected seven Assistant Governors that will assist him in the development and expansion of the Rotary movement in western Russia. The leadership of the district will move from the Moscow area to the southern area next year under Governor-elect Anatoly Voloshin from the Rotary Club of Togliatti. In 2008-2009 the district will be led by DGN Vladimir Vasilkov from the Rotary Club of St. Petersburg. The creation of this new district will face many challenges in the near term that are unique in nature to a traditional Rotary district. The membership of most of the clubs is small ranging from 10 members to a high of 47 members. However, the territory for the district is quite large (roughly 1/2 of the continental United States). And they are in a country that is still suffering tremendous economic hardships. The conference was focused on the

needs and prospects for the expansion of the Rotary movement in Russia.

Conference Program

The first plenary session of the conference had presentations on the historical development of Rotary in Russia over the past 15 years. The second plenary session dealt with the special needs of the new district as they applied to the Russian social experience. Youth programs are especially important in the new district, which has some very strong Rotaract clubs throughout both eastern and western Russia. About 25% of the conference attendees were Rotaractors. One of the highlights of the conference was a mini-concert by the winners of the musical competition for talented youth by the Moscow-Renaissance and Moscow-International Rotary Clubs.

This young violinist was one of three winners of the musical competition and has traveled extensively in Europe because of this Rotary project.



A great deal of time during the conference was devoted to breakout sessions using panel discussions on topics relating to use of the mass media, promoting a positive image of Rotary, Rotary Foundation grants, youth programs and development of relationships with clubs all over the world. I was the moderator of a breakout session on the Development of International Contacts by Russian Rotary Clubs. This session was attended by Rotarians from over 15 countries. It was interesting to note how many countries have had longstanding relationships with the Rotary clubs in Russia and have developed formal Inter-Country Committees with Russia. One of the first such committee was begun by France and Germany in 1950. It has since expanded to include most of the countries of Europe, the Middle-East and some countries of Africa.

Throughout the conference I was approached by Rotarians from around the world to encourage the development of joint projects with all Rotary clubs in Russia and to promote the creation of an Inter-Country Committee between North America and Russia.



The use of Inter-Country Committees offer opportunities for strengthening the effectiveness of Rotary clubs in Russia.

At the Sunday plenary session, delegates were briefed on the recently approved 3-H Grant for the establishment of Health Fair Centers in several key population centers of Russia. This project was developed by District 5010 based on the experiences of conducting health fairs in Siberia. This concept offers great possibilities for presenting a positive image of Rotary to the general population and to improve the establishment of good health practices by Russians.



Parade of Disabled Children at the opening ceremony of the All-Russian Equestrian Sports Championship for Physically Challenged People.

After the wrap-up of the conference, delegates were invited to the opening ceremony of the All-Russian Equestrian Sports Championship for Physically Challenged People. The ceremony was held at the Planernoie Sports Facility. This facility

is the Olympic Training Facility for Equestrian Sports.



The horse "Beslan" wears a horsecloth with the Rotary emblem together with the emblem of the two donors, the Franco-Russian ICC and the Rotary Club Moscow Renaissance.

Cultural Activities

Throughout the conference delegates were treated to some of the aspects for which Russia is famous. The entertainment at the banquet on Saturday evening included a performance by young people in contemporary dance, and at the concluding luncheon on Sunday, a troupe of Russian senior citizens dressed in native costumes, performed some of the traditional Russian dances.



Russian Youth Dancers



Traditional Russian Dance Troup

Friends of Rotary in Russia

The Friends of Rotary in Russia is an ad-hoc committee made up of Rotarians from over 18 districts in the United States and more than 12 countries in Europe and Asia. The goals of this organization have been to promote a spirit of cooperation and understanding among these clubs and districts with the growing Rotary movement within Russia. The Friends of Rotary in Russia, through contributions from Districts 5450, 5790, 5890, 6840, and 7620 assisted with the operational expenses of this conference held in Moscow. And many Rotaractors from eastern Russia received financial assistance from District 5010 to make the long trip to attend this conference. Plans are now underway to change this committee into a Rotary Inter-Country Committee using the European model.

Next Steps

The future of the effectiveness of the Rotary movement in Russia lies in the ability of Rotary clubs throughout Russia to attract commitment from clubs and districts in all parts of the world that are interested in international cooperation. This can be fostered through Friendship Exchanges, the use of Rotary Fellowships, Group Study Exchanges, Twin-Club affiliations and joint World Community Service projects. For this reason a conference is being planned to take place at Rotary International Headquarters from May 26-28, 2007. The focus of the conference will be to develop the organizational structure for a North America-Russia Inter-Country Committee. Interested participants from Europe, Africa, the Middle East and Asia will also be invited to attend. There will

be a special pre or post conference meeting for Rotaractors.

While the agenda is still in the early stages of development, it is anticipated that sessions will be devoted to the development of an organizational structure, methods to identify major collaborative World Community Service projects in educational and humanitarian fields, membership development and expansion, younger generations programs, Rotary Foundation programs, Friendship, GSE and Youth Exchange Programs.

I am asking members of the Friends of Rotary in Russia and other interested Rotarians in North America to approach their sitting Governors and request that they or another Rotarian in their district be appointed as District Representative to a North America-Russia Inter-Country Committee for a period of three years. These District Representatives will act as advisors to their District Governors on matters relating to cooperative activities between their district and it's clubs with districts or clubs in the whole of the Russian Federation. Representatives should be willing to attend the Chartering Ceremony in Evanston from May 26-28, 2007, and will sign the charter for their District Governor. Because the organization and functioning of such committees are the independent activities of Rotarians, Inter-Country Committees function at no cost to Rotary International. Therefore, I am also asking each district interested in becoming a Charter District to commit \$2,000 of seed money from their district reserve funds to help with the startup expenses, the first year budget for the committee and operational expenses for the Evanston conference. Charter districts will receive a copy of the original charter suitable for framing for their historical files.

I hope to produce an informational brochure about the conference in time for the Zone Institutes to publicize this effort, but I am counting on each of you to give wide dissemination of this information to your circle of Rotary friends. If you have questions regarding the establishment of the North America-Russia Inter-Country Committee or the conference, please feel free to contact me by e-mail or telephone.

PDG Jon Eiche