



District 5610 Gearing Up

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DISTRICT LEADERS

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Ponderings from Pat

Greetings District 5610

I would like to share with you another way that I think we can unite our district and become more knowledgeable about the clubs in our district.

April 22 - 28 will be "District 5610 Week" when I am hoping that every club in our district will do a service project of some kind. Clubs can work together and share a project or do one on their own. It can be a new project or one that you have been doing for years. We want to let our communities and the district know about all of these terrific projects - so PUBLICITY is really important. We hope you can get your local news outlets to publicize your project, get pictures of your members on line in your news letter and send them to the District Newsletter.

We are working on setting up a committee for "District 5610 Week" to help get the word out around the District and to encourage the sharing of ideas. If this is something you would be willing to work on please contact me at pmsutliff@gmail.com or Ron Fesler at rfesler@amfm.com.

We need a catchier name than "District 5610 Week" so we're going to have a "Name the week contest" Ron Fesler from Brookings is the chair of the "District 5610 Week" committee and you can submit your suggestions to him at rfesler@amfm.com Anyone can come up with a name as an individual, a committee or a club. In the end we hope to have something catchy and thought provoking. The final vote and awarding of the winner's prize will be at the District Conference in Keystone September 9 and 10 at the K Bar S.

The "District 5610 Week" committee wants to know what your club's project will be by March 20, 2012. Then if you want help with publicity or the actual project we will have time to line something up. Between now and March 15 we will publish project ideas in the newsletter so send in your ideas and let the sharing begin. Just think how nice it will feel to know that all the Rotarians in our district are doing something at the same

time and that we are making a difference in our world.

Again I want to encourage you to attend the District Conference on September 9 and 10, 2011 in Keystone, SD. This is such a wonderful way to meet more Rotarians and to learn more about Rotary. It is a great place to get ideas for your club, find terrific speakers and to buy things with the Rotary emblem on them. We will be having amazing speakers: Jim Montgomery, our President's Representative, was a trainer at RI Assembly, Ron Burton was Chair of the 2011 Rotary International Convention, Lynn Baker is Zone 27 Rotary Coordinator, Phil Silvers is a past RI Director, Kathleen Silvers a past Club President, and Gemma Sisia the founder of the School of St. Jude. COME TO THE BEAUTIFUL BLACK HILLS FOR A TERRIFIC ROTARY EXPERIENCE. Register at: www.district5610.org

Looking forward to meeting you at Conference and have a wonderful August.



DG Pat with Rushmore Rotary's Past President Mike Arnold.

Things you might want to know about the 2011 District 5610 Conference



From golf outings and social events to a continued emphasis on retention, Rotary clubs around the world are finding creative ways to increase membership.

Get your reservations soon, if you haven't already. Hotel rooms, particularly at the K Bar S are going fast. There are still many rooms at the Holiday Inn Express. Rooms are quite new and spacious; you have a swimming pool and, are only ¼ mile away from the meetings. After the 8th of August, rooms are no longer held, but will be at the same price if they are available. **Availability is not assured, as Holy Terror Days in Keystone are the same week-end, and a multistate quilt show is in Hill City. The hotels are really anxious to not have to hold rooms.**

You can only sign up for meals until August 31. Many Rotarians did not

sign up spouses for meals. You should be aware that the K Bar S has no public restaurant.

Thursday and Friday morning are only for the District Council: District Officers, Past District Governors, and District Committee Chairs

For local leadership and other Rotarians, the conference begins at 1:00 PM on Friday.

Saturday night all local club presidents will be honored.

What to wear—
Daytime—casual and comfortable.

Friday evening BBQ—definitely casual; bring your Levis and cowboy boots if you have them.

Saturday evening—true business casual; guys

slacks and jackets if you wish, gals skirts or slacks and jackets, but no high heels, as we'll be boarding the 1880 train after a short walk from the K Bar S, and walking to the restaurant when we reach Hill City.—

Transportation will be provided to and from the train for those who have impaired mobility.

Don't forget sweaters or jackets, as it is cool evenings in the Black Hills in September.

Governor Pat and Black Hills Rotary members are looking forward to giving you all a big cowboy welcome so be sure to get registered soon.

Conference Schedule on Page 6 & 7

August is Membership/Extension Month

August is Membership and Extension month, a time to focus on the heart of Rotary and what makes it great -- more than 1.2 million members in nearly 33,000 clubs worldwide.

The club membership committee — one of the five committees recommended by the Club Leadership Plan — is responsible for developing and implement-

ing an action plan for recruiting, retaining, and educating club members.

To achieve continuity in the club's membership development efforts:

- Make committee appointments for multiple years.
- Include a current, incoming, and past membership chair on the committee.
- Maintain open lines of communication between

committee members and the club president, president-elect, presidentnominee, and immediate past president.

See our website's home page for the RI's Membership Development Resource Guide. You will find it a valuable resource.

The Rotary Foundation supports your Rotary service

By Bill Boyd, Foundation Trustee Chair

A few months ago, Lorna and I attended three district conferences. The conference programs featured several Rotary Foundation activities, and we heard from Ambassadorial Scholars, Rotary Peace Fellows, Group Study Exchange teams, and representatives from a number of excellent projects in which Rotarians and the Foundation have worked together. I reflected on how much our Rotary Foundation is woven into the fabric of our Rotary service.

After the conferences, I went directly to a meeting of the Future Vision Committee. The committee heard from one of our RI senior managers, who had tested the process of applying for grants and found the global grants application to be too complex. We also dis-

cussed the definition of basic education within the areas of focus, possible strategic partnerships, and training for those districts not in the pilot.

There were many other topics, but I mention these to demonstrate that there are big items and small items that need attention as we work our way through the pilot. We are all experiencing some frustrations as we build the Foundation for the future. The three years of the pilot will seem a long time for many of you, but we are shaping something that should help us serve humanity more effectively in the years ahead, and

we need to test that we are getting it right.

From that meeting, it was straight into the Finance Committee meeting, where senior staff and trustees spent a day and a half working through the budget to ensure that our operating costs could be as low as possible while still giving you the service you need. Our aim is to ensure that we spend the maximum amount on programs.

This is our Rotary Foundation, and there are many people working in different ways to give you the best possible support in your Rotary service.

What Can You Do To Increase Club Membership?

When it comes to recruiting club members, there are almost as many ideas as there are Rotarians, which is not surprising considering Rotary's diversity.

There are some universal themes that come up again and again. Others capitalize on new technologies and communication methods, or are targeted at expanding Rotary's demographic reach. Below are 10 tips from Rotarians for increasing membership:

Invite friends, colleagues, or neighbors to participate in one of your club's projects.

Keep a supply of the Start with Rotary [postcards](#) and [wallet cards](#), and give them to potential members.

Encourage prospective

members who live outside your geographic area to visit the RI Web site, view membership videos, and [complete a prospective member form](#).

Ask your district membership chair to contact qualified candidates who have come to the district's attention through an online referral.

Talk with potential members about Rotary's humanitarian work, including programs like [PolioPlus](#). Mention the Bill & Melinda Gates Foundation's involvement in the polio eradication effort through [Rotary's US\\$200 Million Challenge](#).

Invite professional women in your community to one of your club meetings. Initiate projects that focus on

women's issues, and invite prominent women in the community to participate, speak, or lead.

Maintain contact with all local [alumni](#) of Rotary's educational and service programs, and organize events for them. Work with qualified candidates to help them join your club.

Advertise special programs or projects on social networking sites such as Craigslist, Facebook, LinkedIn, or Orkut, and invite visitors to your club meetings and events. Learn about [RI's official social networking pages](#).

Sponsor an open house (or an open meeting with a special guest) that caters to a demographic group or classification that isn't rep-

resented in the club.

Maintain a Web site for your club so that interested individuals can easily find out who you are, what you do, and what inspires you.





Listed below are the first graduates of the Rotary Leadership Institute in our district.

Janet Flanagan
Kayla Bickett
 *Dianne Metli
Doug Root
John Kolander
Ted Rowe
 *Colleen Grothem
Jane Novotny
Rebecca Meyer
 *Rick Bot
 *Kees Eder
 *Aran Rush
Andrew Eitreim
 *Vernon Meyer
Tad Anderson
 *Bert Olson
Shelli Masek
Nadine Schoep
 *Loren Boyens
Steve Sikorski

*Individuals who attended all three sessions.

Facilitators included Steve Sikorski, Bert Olson, Shelli Masek, and me. The classes were held on Saturdays in Sioux Falls at Memorial Lutheran Church. Food was catered by Hy-Vee.

Foundation

As the District Foundation Chair, I would like to introduce myself. My name is Bruce Nearhood and I am a member of the Rapid City Rushmore club. I joined Rotary in 1986 and feel I have been a Rotarian since 1989. I think it takes a few years to grasp the potential that we as Rotarians have within all of us. When I think of all the water wells I have drilled, the many solar ovens placed in the

hands of families, the many surgeries performed on children, helping mothers to earn a living by helping them buy a sewing machine, delivering Shelter Boxes to tsunami victims, providing toilets for school children in Suriname, educating children all over the world and that I am part of eradicating polio from the world almost brings tears to my eyes. You maybe didn't know that I have done all

this things and you may not know that you have also participated in these endeavors and many more. By making your annual gifts to The Rotary Foundation you provide money to make these projects succeed. I hope to raise your awareness of The Rotary Foundation over the coming years and the many benefits of giving to this great cause.

PDG Jerry Ferris Dies

PERSONAL: Born May 30, 1922 in Keokuk, Iowa. He was the oldest of 3 children and graduated from Keokuk High School in 1940.

MILITARY EXPERIENCE: (1941-1946) Jerry was drafted into the U.S. Army and went overseas just prior to the European invasion. He served in all five major campaigns in European conflict and was honorably discharged in 1945 as a First Sergeant of a company in a Tank Destroyer Battalion.

EDUCATION: (1946-1950) Iowa Wesleyan College, Bachelor of Arts degree in June 1950 majoring in Business Administration. Also attended Iowa State College where he met Marian.

FAMILY: Married Marian Rhodes on August 14, 1949. They spent 55 years together! Two children: David (Cyd) of San Mateo, CA; Susan (Tom) of Indianapolis, IN; Granddaughter: Emily of Indianapolis, IN.

RESIDENCES: 1949-1953 Mt. Pleasant, Iowa
 1953-1965 Fairfield, Iowa
 1965-current Denison, Iowa

COMMUNITY ACTIVITIES:

Denison Rotary Club: 1966 Founder and Charter Member, serving as President, Vice Pres., Secretary, Treasurer, Bulletin Editor, & Song Leader, District Governor for District 5610 in 1989-1990, Team Leader of the Group Study Exchange with Finland 1988, Paul Harris Fellow 1986 and 2008.

He was a 50 year member of the Masons, member of Shrine, American Legion, & Veterans of Foreign Wars. Jerry served on Denison Chamber of Commerce as President and Board Member, West Central Iowa Sheltered Workshop as President and Board Member, Planning and Zoning Commission 1967-1989. Denison Barbershoppers 1973-1989, sang in the choir of the First United Methodist Church.

INTERESTS & HOBBIES: (over the years) Stained glass creations, singing, golf, fishing and bowling.

Rest in Peace Jerry!

LeMars Rotary Club

The Le Mars Rotary Club recently recognized four people for their contributions to the local Rotary Club as well as their work in the larger community. Steve Harrington, Richard Seivert, Don Nore and Becky Klohs were named Paul Harris Fellows and presented with certificates and pins signifying the club's "appreciation of the tangible and significant assistance given for the furtherance of better understanding and friendly relations between peoples of the world."

Becky, Steve and Don, all members of the Le Mars Rotary Club were also recognized not only for their contributions to the Rotary Club, but for their work to better Le Mars. Becky was noted for her contribution to the Chamber of Commerce projects. She is currently serving as the 2011-2012 Le Mars Rotary Club President. Don, a past Rotary President, serves as the Director of Life Skills Training Center in Le Mars and was applauded for his contributions to Rotary and to the service of persons with

disabilities. Steve Harrington, currently Vice President of the Le Mars Rotary Club, was recognized for his work with the Le Mars Rotary Club and his outstanding customer service to the residents of the LeMars area in his place of business.

Richard Seivert, director of Mission Honduras Le Mars, Gehlen Catholic Mission Honduras and Then Just Feed One, was recognized for his work in Honduras. Through the three entities and in collaboration with the Le Mars Rotary Club and the Rotary International Foundation, Richard has been successful in bringing water to many rural residents of Honduras. The Le Mars Rotary Club and other clubs from Rotary District 5610 have provided financial resources in the form of locally/district-donated funds and Rotary District and/or International Foundation grants of over \$62,875 which have funded the water projects in 350+ homes and 1800+ residents of Honduras.

Rotary clubs participating in the "Water for Life" projects include: Nueva Tegu-

cigalpa (Honduras), District 5610 clubs of Sibley, Luverne, Brookings, Huron, Spearfish/Northern Hills, Custer, Rapid City Rushmore, and also Paso Robles (California).

The Paul Harris Fellowship is named after Paul Harris who founded Rotary with three business associates in Chicago in 1905. In 1957, the Fellowship was established in honor of Harris' work and to express appreciation for contributions of \$1000 or more to the humanitarian and educational programs of the Rotary

Foundation. These programs include a wide variety of projects aimed at saving and invigorating lives of people around the world while building international friendships and understanding. The Paul Harris recipients are recognized as individuals whose lives demonstrate a shared focus and purpose with the mission of Rotary – to build a world of understanding and peace.

Pictured below are the Paul Harris Fellow honorees: (from left to right) Steve Harrington, Richard Seivert, Don Nore and Becky Klohs



Pierre/Ft Pierre Rotary



New Playground built by the Pierre/Ft Pierre Rotary Club.

Picture by Jim Russell

Rapid City Rushmore



Governor Dennis Daugaard pictured with Rapid City Rushmore Past President Mike Arnold.

Governor Daugaard gave an insightful talk on the budget of the state.

Conference Schedule

Thursday, Sept. 8, 2011

3:00 PM Leadership Board Meeting--DG, DGN, DGE, Treas, Exec. Sec., Governor Pat's Leadership Dinner: Alpine Inn, Hill City, SD all District Leadership Council

6:00 PM

Invocation: Bert Olson

Friday, Sept. 9, 2011

7:00 AM Deluxe continental breakfast at your hotel

8:30 AM District Leadership Meeting: all leadership Council

Speaker: Lynn Baker

10:30 AM Registration

11:30 AM Invocation: Chuck Hiatt

Leadership Luncheon

Speaker: Gemma Sisia

First Plenary Session for all District 5610 Rotarians
Opening of the Conference: Call to order and welcome by Gov. Pat Sutliff

- Introduction of Special Guests
- Introduction of MC Brad Bonner
- Presentation of the Colors
- Sing: Beautiful for Spacious Skies
- Presentation of the Flags of our Visitors
- Four Way Test
- Explanation of fines and insurance, and introduction of Sergeants at Arms
- Rushmore Rotary welcome: President Mike O'Connor
- Roll call: Loren Boyens

Opening Remarks: Governor Pat Sutliff
Theme for the Rotary International Year: Jim Montgomery, President's Representative
Introduction of District Committee Chairs: Treas, Foundation, Dist. Raffle, Public Relations,
Grants, Alumni, Annual Giving, , World Peace, Fellowship, Membership, Vocational, and
Executive Director

Progress on Polio Plus: Dr. Willis Sutliff

Greetings: Japanese delegation from Kinu Rotary Club in Nikko
Introduce Ambassadorial Scholars: Marsha Whetham

- Comments: Returning Scholar Jane Gullickson

Fun
Gemma
Sisia
Japan
Fellowship
India
New
Zealand
Top Hats
& Roses
Kenny
Putnam
Jim
Montgomery

- 3:30 PM **Second Plenary Session**
 Sergeants at Arms
 Custer Rotary welcome: President Bonnie Nielsen
 Foundation Speaker: Ron Burton
 School of St. Jude Speaker: Gemma Sisia
 Greetings: Brazilian Friendship Exchange
 Breakout Sessions: 15 minutes each-choose two
- Youth Exchange: Sandra Christenson and Ken Meyer
 - Foundation: Ron Burton
 - Membership: Jim Montgomery
 - Literacy: Kathleen Silvers
 - Public Relations: Judy Duhamel
- 5:45 PM Social: Cash Bar
 6:30 PM BBQ: Gazebo on the lawn at the K Bar S
- Invocation: Loren Boyens
 - Live Auction
 - Music by the Kenny Putnam trio
 - Line Dancing

Saturday, Sept. 10, 2011

- 7:00 AM Deluxe continental breakfast at your hotel
 7:45 AM Registration Opens
- Third Plenary Session**
- 8:30 AM Call to order: Gov. Pat Sutliff-
- Introduction of MC Tom Simmons
 - Northern Hills welcome :President Heather Murschel
- Rotarian Remembrance: Rich Wahlstrom
 Sergeants at Arms
 Projects :Bike helmet project - Yankton
 Honduras water project - LeMars
 Solar Oven project - Brookings
 Exchange Student Haley Nelson's Bolivian project
 Shelter Box: Shelli Masek
 Break
- 10:30 AM **Fourth Plenary Session**
 Sergeants at Arms
 Hot Springs welcome: President Curt Nettinga
 GSE Team to India--2010
 GSE Team from India 2011
 Rotaract: Melanie Toney
 Interact: Blaise Emerson
 District 5610 Week: Ron Fesler

- 12:15 PM Lunch
- Invocation: Nancy Moose
 - RI Convention in Thailand: Dave Stevens
 - President's Representative: Jim Montgomery
- 2:00 PM **Fifth Plenary Session**
 Sergeants at Arms
 Rapid City Rotary welcome: President Rick Gray
 Business Meeting
- By-laws changes
- Rotary in the Middle East: Phil Silvers
 Youth Exchange: Sandra Christenson and an exchange student
 The Students at St. Judes School: Gemma Sisia
 Awards: Bert Olson
 2012 Conference: Loren Boyens
 Final remarks: Jim Montgomery
 Board the 1880 Train at the K Bar S Landing
- 4:45 PM
 6:30 PM Dinner at Slate Creek Grill
- Invocation: Phil Silvers
 - Introduction of Presidents: Gov. Pat Sutliff
 - Recognition of the Conference Committee
 - Top Hats and Roses
 - Let There be Peace on Earth
- 9:00 PM Return to K Bar S by bus



Reach Within to Embrace Humanity



Rotary District 5610

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See you at the 2011 Annual Conference! Remember it is free. Just register at www.rotary5610.org



“Rotary is a worldwide network of inspired individuals who transform their passions into relevant social causes to improve lives in communities.”

Final Word—

My dear brothers and sisters in Rotary,

There is an old saying in India: “When you help your neighbor’s boat across the water, you find that your own has reached the shore.” By helping others, we often find that we have helped ourselves as well.

Each of us came to Rotary to serve – and found the joys and satisfactions of friendship and fellowship. In August, the month we dedicate to membership and development, we focus on spreading the message of Rotary. By serving well, without hiding our Rotary light under the proverbial bushel, we find ourselves closer to our own goal: a stronger, more vibrant Rotary for generations to come.

Public image and membership go

hand in hand. Too many people – intelligent, educated, involved people – simply have no idea what Rotary is. This is something we need to confront. We have heard again and again about communities where, despite all the good work that Rotary clubs do, many people are unaware that those clubs even exist. This is not the way forward for our organization.

Serving well is the essential first step – but it is only the beginning. We have to raise our profile with all the tools that are available to us, and there are more tools today than there ever were. We have to use social media such as Twitter and Facebook, and we have to be sure our clubs have an online presence. Having a website is not enough; it must be up to date, it must be appealing, it must reflect the work we are doing. And it must offer a way

for prospective members, once they see what we do and become interested, to take the next step.

Rotary has so much to offer. It is up to us to let others know what a fantastic organization we have, and to show people how they can integrate Rotary into their lives. Service does require time, and time is something nobody has enough of these days. So we need to ensure that all the time we spend with Rotary is worthwhile – that it is rewarding and never wasted. When we reach within ourselves and our clubs, when we learn what we are capable of and harness that power, we will elevate our communities as never before – and elevate Rotary as well.

Kalyan Banerjee
President, Rotary International