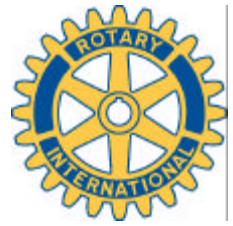




District 5610 Gearing Up



Volume 8, Issue 7

January 1, 2008



District Leaders

DG Vivian Adams
Sioux City, IA

DGE Roger Kozak
Vermillion, SD

DGN Bert Olson
Sioux Falls, SD

District Treasurer
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Rapid City, SD

District Trainer
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Pierre/Ft. Pierre, SD

Executive Director
Susan Hughes
Rapid City, SD

www.rotary5610.org

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Make Dreams Real by DG Vivian Adams

Dear Fellow Rotarians, Mark and I hope you and your families had a Happy Holiday. We wish you all the very best for this New Year. If 2008 was good for you, we hope that 2009 will be even better.

January is **Rotary Awareness month**. I would like to suggest that you try to become more aware of all the programs that Rotary has. Learn more about what Rotary stands for. Learn to be the Best Rotarian You Can Be! Become Aware of Rotary. January also finds us half way through this Rotary Year. Have you accomplished all the goals you set for this year? If not, are you working to do so? I know that all clubs have goals for membership, Foundation contributions, Foundation projects, Polio Plus contributions, plus other goals. If you have not yet met your goals, please continue to work on them so that all goals are met before the end of this Rotary Year. If you need help meeting any goal, please let me, your Assistant Governor, or a Committee Chairperson know what help you need and we will do everything possible to help you.

January finds me traveling – again. Mark and I will

first be attending the Presidential Membership Seminar which is being held in Phoenix, Arizona. Following this meeting we will head for Texas to visit family. My mother lost her partner of 12 ½ years early in December and broke her hip and cracked a wrist this past weekend. We will spend some time with her. We will also visit our eldest son and his family, my father and his wife, and my sister and her husband. We might even find time to visit my niece that was married this past May. I will be available by cell phone and e-mail the entire time I'm away. I will not, however, miss the cold and the snow. I don't know about you, but I've had enough of both the snow and the cold this winter. I'm really looking forward to spring.

We were recently notified that our Rotary Public Relations grant was approved. Check out the article about the grant.

Wishing you the very best New Year.

Yours in Rotary,
Vivian Adams
District Governor



"In 1988, the World Health Assembly agreed that it would commit to eradicating polio in time for the world to be certified polio-free by 2005. Since then, Rotary International, the United Nations Children's Fund, the World Health Organization, and the U.S. Centers for Disease Control and Prevention have been leading this massive undertaking."
– Mia Farrow, UNICEF goodwill ambassador

PETS 2009
Mark your
calendars for
April 2, 3, 4, 2009
at Cedar Shore.

Guest Speaker
See Page 5

CLUB NEWS

Rotary Vice President, Tom McDowell was instrumental in focusing our Club's attention on a critical need in our community. He learned from Sioux Falls Food Bank director, Matt Gassen that there are Sioux Falls school children who DO NOT HAVE FOOD TO EAT AT HOME OVER THE WEEKENDS. Out of that fundamental human need the Food Bank developed their Backpack program.

On Fridays backpacks of food are distributed by the Food Bank to school children so that they might have sustenance over the next 48 hours when they are away from other meal resources.

Versus the need in the community though the Backpack program is critically underfunded. Tom said, "I was just blown away that there was that type of need in our community. I had to bring that need to my Rotary Board." It was an easy and unanimous decision to make a significant financial gesture to the Backpack program.

Supporting the Sioux Falls Backpack program not only helped our community. It also addressed the challenge set out by 2009 Rotary International President, D.K. Lee to support programs for needy children. We were honored to be able to do as his motto for the year pleaded and... Make Dreams Real.

The reality is that our Club sent \$10,000 to the Backpack program. That gesture made food a reality for 80 young people attending Sioux Falls schools. Feeding hungry children particularly those in school bettering themselves provides immediate help for them with only positive impact for our community as well.

It is a privilege for Rotarians to be able to contribute and it was an honor to do it for the Backpack program in December.



Watertown Rotary Club President, Tom Paulson (left) presents a check to Major Gary Cole of the Salvation Army. Annually, the Watertown Rotary Club raises money to help support the Salvation Army during the holidays. This year's check of \$5,800 marked a record amount raised by the Club for the Salvation Army.

Unique Fundraising Ideas



A volunteer swimmer helps round up the rubber ducks after the Great Kitsap Duck Race, the annual fundraiser for the Rotary Club of Silverdale, Washington, USA. Last year, the Rotarians raised \$93,000 to support local charities.

AP Photo/Carolyn J. Yaschur

Hot Springs Rotary

The Hot Springs club puts on a turkey dinner each year for foster families and their children. The club provides the entire meal, prepares and serves it to about 100-125 individuals. The community and rotarians work with the Department of Social Services in our county to provide a gift for each child. Santa and Mrs. Claus make an appearance, greet each family, and sit around the Christmas tree presenting gifts to all the children, one by one while someone takes a picture of the child with Santa to present to the families. A Rotarian's spouse provides piano music, and all become involved in singing a few Christmas carols.

This tradition has gone on for over twenty years in the Hot Springs community and is seen as the highlight for the Rotarians as we have watched these children grow up over the years. They come to the dinner dressed in their finest and a great time is had by all, particularly Mr. and Mrs. Claus who have been played by the same Rotarians for 15 years!



Attention Clubs

Did you hold your elections? Please submit your president, secretary, foundation and youth exchange chairs to Susan at susan@rotary.org. This will help the district to achieve the goal of getting the directory out by July 1. Thank you for your cooperation.

FUNDRAISING FROM OKLAHOMA

Rotary Club of Claremore, Oklahoma. I have two event ideas that clubs might want to consider. First, a Chili Supper. Our club has held a successful annual Chili Supper for many years. This is our signature fundraising event. If I am not mistaken this year's event was the most successful ever. While I am not on the planning committee for this event, if someone was interested in finding out more about it, they could e-mail me and I would be happy to put them in touch with the right person. Second, a Murder Mystery Dinner. I've personally had over 10 years experience with this type of fundraising event, either actively as a writer, director and/or actor, or solely as a writer and advisor. I've seen this event successfully raise money to benefit foster children, a city main street program, a historical society, a school foundation, and organizations like the American Red Cross. If a club is interested in doing a Murder Mystery Dinner, I would be happy to share with them what I know about putting one together. I hope these ideas help. Mark Ogle markogle@arctac.org

Have you sent in your news items to Susan? The district wants to see more of the club's activities!

susan@rotary5610.org



VERMILLION ROTARY CLUB

The Vermillion Rotary Club celebrated its 65th anniversary in the community in grand style on Tuesday evening, Dec. 9. Special guests at a dinner, held at the Al Neuharth Media Center, included many of the organization's past presidents.

The speaker at the event was Vivian Adams, district governor of Rotary District 5610. She also presented Rotarian Joe Edelen with his Paul Harris Fellowship for his work in supporting and promoting the work of Rotary.

The Vermillion Rotary Club was founded after an organizational meeting held Oct. 11, 1943. Rotary International issued the club's charter Nov. 30, 1943. The club started with 36 members, and the organization's president for its first two years was I. D. Weeks.

Today the Vermillion Rotary Club is made up of 72 members. As it has throughout its history, the organization remains a driving force in the Vermillion community. Its annual fund-raising activities provide revenue for many community projects including free bike helmets to all Vermillion second-graders every year, a college scholarship for a Vermillion High School graduate, and other improvements to our community, state, nation, and medical and literacy projects throughout the world.

New action group tackles growing diabetes problem

The RI Board of Directors has approved a new Rotarian Action Group to help fight the growing epidemic of diabetes.

According to the International Diabetes Federation (IDF), there are currently 246 million cases of the disease worldwide, with a projected 380 million cases by 2025. The greatest increases will likely occur in the developing world.

"It's clear there is an opportunity for Rotarians to help," says Larry Deeb, a physician and director of the Rotarian Action Group for Diabetes. "Rotary has a unique way of engineering awareness, funds, and ground support to growing problems in the world. Our action group will bring visibility to the fight against diabetes."

The disease, characterized by a failure to regulate glucose, or blood sugar, can lead to serious health problems and even death. It occurs in two main forms: type 1, caused by a malfunction of the autoimmune system that compromises the ability of the pancreas to produce insulin, and type 2, often called adult onset, in which the body's ability to produce or use insulin is impaired.

The U.S. Centers for Disease Control and Prevention estimates that diabetes-related deaths will increase by more than 50 percent in the next 10 years without some kind of intervention.

With 44 members, the action group's initial service goals include addressing type 1 diabetes.



A nurse tests the blood glucose level of a San Miguel de Allende, Guanajuato, Mexico, resident during the San Miguel Diabetes Conference 10 April. *Photo courtesy of Rotary Club of Tallahassee, Florida, USA.*



Rotarian Larry Deeb, director of the Rotarians Creating Awareness of Diabetes Action Group, takes part in activities on World Diabetes Day 15 November.

Photo courtesy of Deeb

AWARENESS

Print PSAs can be used for newspapers, magazines, program booklets, community newsletters, directories, air and rail terminal signs, banners, posters, postcards, and notecards. By using a mix of media you can increase the impact of the message and reach the broadest audience.

- For magazines and newspapers, contact the publication's advertising staff and inquire about unused "remnant" space, which may be donated or offered at a reduced cost.
- Public locations, such as airports and railway stations, offer strong outreach opportunities. Ask the terminal's management what agency handles its sign advertising and follow up with the agency. The agency may donate or reduce the cost of placing your PSA on a terminal sign.

The postcard and wallet card can be given directly to individuals interested in Rotary.

You can download PSA's from the Rotary International website.

**PETS 2009
Guest Speaker**



Diane is a third generation Rotarian who joined Rotary in Addison, Texas in 1990. She has been in Rotary clubs in Naperville, IL and Golden, CO and is currently a member of the Ft. Collins Breakfast Rotary club. She is a Major Donor to the Rotary Foundation and member of both the Paul Harris Society and the Rotary International Foundation Bequest Society. She served as District Governor in 2004-2005.

Diane led a GSE Team to Sao Paulo, Brazil in 1998. She also has a passion for RYLA and has served as both a counselor and RYLA Chair and has been active in three International RYLA conferences. In August of 2002, she chaired the first "Young RYLA" program for middle school students. She is the Administrator for High Country PETS and serves as a Regional Rotary International Membership Coordinator for Zone 25.

In one of her most memorable Rotary experiences, Diane participated in the Climb for Children 2000, a project of the Evergreen Rotary Foundation, where she raised over \$20,000 and climbed Mt. Kilimanjaro, the highest point in Africa, to benefit a hospital in Arusha, Tanzania.

Diane was honored with Rotary International's Service above Self Award in 2002.

**See Next Month's Newsletter
Guest Speaker & Registration**



PR GRANT

District 5610 was recently notified that it has been approved for a \$10,000 public relations grant offered through Rotary International.

The *Humanity In Motion* materials will be used for thirty second advertising spots on KELO, KCLO and MyUTV television beginning in 2009. The first week of each month, the district will also have a banner ad on the Keloland web page which will be used to feature projects of the different District 5610 Rotary Clubs.

WE NEED YOUR HELP! Please send information about your club projects to Marsha Whetham, Chairman of the Public Relations Committee. The more information you can provide (including pictures), the better our Rotary stories can be told. Our district has many clubs doing terrific projects including water wells, wheelchairs to Romania, Solar Ovens, Miracle Fields etc. This is an opportunity for us to "toot our horn" and spread the news about Rotary.

Don't wait! The first ad needs to be ready right away. Please send information on your projects to Marsha Whetham at mwhetham@countrypridecoop.com. For more information, Marsha can be reached at #605-840-6246.

Remember, happiness doesn't depend upon who you are or what you have, it depends solely upon what you think.

**EVERY
ROTARIAN
EVERY
YEAR**





After 20 years of hard work, Rotary and its partners are on the brink of eradicating this tenacious disease, but a strong push is needed now to root it out once and for all. It is a window of opportunity of historic proportions.

Your contribution will help Rotary match a \$100 million challenge grant from the Bill & Melinda Gates Foundation. The resulting \$200 million will directly support immunization campaigns in developing countries, where polio continues to infect and paralyze children, robbing them of their futures and compounding the hardships faced by their families.

As long as polio threatens even one child anywhere in the world, children everywhere remain at risk. The stakes are that high.

“Thank you, Rotary, for recognizing that a world without polio is possible. You have been the catalyst for the world to accept and carry out the challenge of eradicating polio from the earth.”
– Bill Gates, Bill & Melinda Gates



DK Lee, President of Rotary International Monthly Message

Dear fellow Rotarians,

January marks the beginning of the second half of the Rotary year. It's a time to look back on what we've accomplished so far, to assess our progress, and to renew our determination to achieve our goals in the months remaining. It's a time to discuss and evaluate the goals of our clubs as well as the goals we've set for ourselves as Rotarians.

January is also Rotary Awareness Month, a time for us to consider how our Rotary values – and our own actions – influence public perceptions of Rotary. Our strategic plan outlines five core values that define and guide us as we chart a course into our second century of service.

Service is our first value, as it should be. Our focus on service is reflected in our primary motto, Service Above Self. Through our clubs and districts, we have the potential to create better, safer, and healthier communities, one project at a time.

Fellowship is the reason Rotary was founded over 100 years ago. The friendship, the camaraderie, and the wonderful sense of doing something good together is what keeps us all looking forward to our Rotary meetings week after week.

Diversity is an aspect of Rotary that becomes more important with every passing year. We have just welcomed to Rotary the Republic of Kiribati, which joins the more than 200 countries and geographical areas already on the Rotary map. I look forward with all Rotarians to a day when there is a Rotary club in every community in the world.

Integrity is fundamental to our organization's identity. Every Rotarian is a guardian of the reputation that generations of Rotarians have worked to build. When we maintain the highest ethical standards in all of our dealings, we strengthen the trust that allows us to serve more effectively.

But it will only happen if we show *leadership*, the fifth, and final, core value. Each of us must remember, with our every action, that we are Rotarians. When we are chosen to become Rotarians, and when we choose to accept that honor, we take it upon ourselves to become representatives of the entire organization.

When we are known as Rotarians, then everything we do reflects upon us all. By living by our core values and committing to Service Above Self, we build a stronger Rotary and a better world for all.

Dong Kurn (D.K.) Lee
President, Rotary International