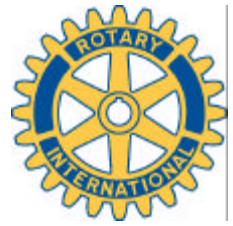




District 5610 Gearing Up



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Make Dreams Real by DG Vivian Adams



District Leaders

DG Vivian Adams
Sioux City, IA

DGE Roger Kozak
Vermillion, SD

DGN Bert Olson
Sioux Falls, SD

District Treasurer
George Twitero
Rapid City, SD

District Trainer
Ed Jacobson
Pierre/Ft. Pierre, SD

Executive Director
Susan Hughes
Rapid City, SD

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Dear Rotarians and Friends of Rotary,

This Rotary year is going fast. It seems only yesterday that I became the District Governor for Rotary District 5610 and I've only got a few more months to serve in this position. I hope your year has been as rewarding as mine. If you have every considered serving as a District Governor I hope you will give it serious thought as we will be starting our search again – in early July – for a District Governor to serve during 2012-2013. Applications should be sent to me as chair of the Nominating Committee.

Speaking of District Governors, I would like to congratulate Pat Sutliff on her recent nomination to serve this District during the 2011-2012 Rotary Year. She will follow Roger Kozak (2009-2010) and Bert Olson (2010-2011).

March is Literacy Month. What projects does your club have to increase literacy in your community and your world? Does your club have a dictionary project? This is a very popular project. Dictionaries are purchased by the Rotary Club and distributed to Third Grade classes in

your community. Another twist to this is to hold a spelling contest for Fifth Graders to see if they have really learned the words in their Third Grade Dictionary. I thought the combination of the two projects was really good. I hope more clubs will consider such projects.

Do you have the upcoming President-Elect Training Seminar (PETS) on your calendar? As you have read, they are having special sessions for other officers in addition to the incoming President. There will also be two dynamite speakers from our Zone Leadership helping with the training this year. I really hope to see a good turn out from ALL clubs at this April 3-4 meeting. Remember this is MANDATORY for all incoming Presidents.

How is membership in your club? I participated in a tele-conference with RI President DK Lee a couple weeks ago. He was not happy with any district that was not increasing their membership. Luckily I was able to claim a few new members. I was one of the fortunate that didn't get "chewed out" for not doing my job. I urge every Rotarian in this District to invite someone to join their Rotary Club. I wish I had

been able to tell him that we were going to be chartering a new Rotary Club before the end of my year, but unless someone knows something I don't, that will probably not happen. If your local club is nearing 50-75 members, I think it's time for you to be thinking about chartering another club in your community. North America has the largest average club size with 47 members per club. The lowest average is about 21 (Latin America). Personally, I would like to see us have more Rotary Clubs with smaller numbers, than fewer clubs with large numbers. Of course more clubs makes more work for the District Governor.

Spring is just around the corner – at least on the calendar. I hope it's also around the corner in your neighborhood. I know I'm ready for warmer temperatures. HAPPY SPRING!

Thank you for all you do in Rotary. Let's continue to make this a year to "Make Dreams Real" for everyone, including ourselves.

Yours in Rotary,
Vivian Adams
District Governor.

CLUB NEWS

Luverne Club Flies Around District 5610



Years ago Rotary clubs had a practice of doing interclub visits; a car load of Rotarians would visit another club. It was a great way to have Rotarian comradery among area clubs. The Luverne Club President Steve Perkins, decided it would be good to reinstitute the practice only with a new twist – flying to the visiting club.

Perkins has been a pilot since his 16th birthday, “a long time ago,” he says and owns his own airplane, a six passenger Piper Lance. During his year as Club President he challenged the Luverne Club members to join in on fly-in club visits. To date, Luverne Club members have visited the Mitchell Club on August 17th, Cherokee on August 25th, Sioux Falls Downtown on October 20th, and Watertown on February 12th. Unfortunately this winter’s weather set back a planned club visit on more than one occasion.

Pictured above exchanging club flags are Watertown President-Elect Mark Roby, Perkins, and fellow Luverne Club members: Assistant Governor Jim Harner, President-Elect John Call, Past President Marilyn Bloemendaal, and Sergeant-at-Arms Leroy Lindblom.

If your Club meets on other than a Tuesday noon (Luverne’s meeting time) and you would like to have some fly-in Rotarian guests let President Steve know at stevenperkins@yahoo.com

Mobridge Rotary Club Busy Club

Community Projects

- Longest standing Boy Scout Sponsorship in South Dakota
- \$500 Scholarship Program for Mobridge High School Seniors
- Monday Night Football Fundraiser
- Roses for Rotary Fundraiser
- Halloween Party for Preschool - 5th Grade Students
- Halloween Dance for 6th - 12th Grade Students
- Rotary Foundation Activity, collect food & monetary donations for local food pantry
- Senior Angel Tree, gifts for Nursing Home residents
- Sponsor Boys and Girls Holiday Basketball Classic
- NCAA Basketball Fundraiser
- Sponsor Rotary Track Meet Participant in July 3rd & 4th Parade

Project Donations in 2008

- Mobridge Youth Organization-Baseball Field Lights, \$1000
- Impact Ministries (Youth Center) \$1000
- Mobridge Fire Dept – Equipment, \$750
- Mobridge Police Dept – Bike Patrol, \$750
- CHIP (Child ID Program) \$500
- “Make It Mobridge First” Committee -\$300
- Committee For Kids - \$500
- Mobridge-Pollock Honor Society - \$189
- Toys For Tots - \$200

Food Pantry - \$183 + large box of items for pantry

Service above Self

Marshall MN



Student Rotarians:
Matthew Guthrie, Tresia Garvey & Dara Evenson

Brookings Rotary Club Supports Reservation Projects

A donation from the Brookings Rotary club helped fund t-shirts for Rosebud Reservation youth who qualified for the Hershey's Track and Field Meet. About 40 youth received the yellow shirts sporting their team, "Secangu Striders."

The Rotary Club also supported the acquisition of baseball equipment for "Pitch in for Baseball." This organization began with two Rosebud Reservation teams in 2007 and grew to 10 before the end of the season. In 2008, there were 23 baseball teams on the reservation, and that number is expected to increase in 2009.

Brookings resident Russ Stubbles, one of the volunteers on the project, initiated the efforts. Rotary International is the world's first service club organization. Its more than 1.2 million members volunteer their time and talent to further the Rotary motto, Service Above Self.



Volunteer Russ Stubbles poses with baseball coaches in Mission, S.D.

Rushmore Rotary Club

Rushmore Rotary has several exciting things happening! We have just formed two new committees, Rotaract and Community Action. The Rotaract Committee is currently working on developing a new chapter with local university students, and the Community Action Committee is working on a fund raiser project for Story Book Island, producing a Harlem Ambassadors Basketball Exhibition Game scheduled for October 2009.

The Northern Hills Rotary Club

The Northern Hills Rotary Club members literally roll up their sleeves and get to work to raise the much-needed funds to help out the community. The club of nearly 40 members come together outside of meeting times to set up and take down booths for conventions, exhibits and trade shows that often grace the Northern Black Hills. The club purchased the pipes and the draping in order to raise money to sustain programs and contribute to those in need. Among many of the venues is the Spearfish Holiday Inn Hotel and Convention Center, the W.S. Tretheway Pavilion located within Spearfish City Park, Black Hills State University and the Belle Fourche Community Center, located about 10 miles north of Spearfish. It's literally a "whistle while you work" type of activity for the Northern Hills Rotary Club members and it's a moneymaker. In a good year, the club raises \$13,000.



The Scotland Rotary Club had an unexpected and joyful surprise. John and Fiona Glascodine from Westhill, Scotland visited the club. Their son Andrew is attending Mount Marty College in Yankton and wanted to visit the town with the name as their country. Flags were swapped and stories were told. A nice visit was had by all.



March is Literacy Month

Starting a Rotary literacy project

Carolyn Johnson, a member of the Rotary Club of Yarmouth, Maine, USA, and a retired teacher, recently returned from her eighth trip to Guatemala, where illiteracy rates are as high as 70 percent in rural areas. Her club's commitment to literacy began when she visited the Guatemala Literacy Project booth at the RI Convention in 2005.

"What I found neat about the program is that it is self-sustaining," says Johnson. "We donate textbooks for their schools, but the parents pay a small amount for each book. That builds up a fund to buy new books when they are needed, and we can extend our resources to other communities."

Johnson delivered books for the first time shortly after the 2005 convention. She brought back lots of photos that convinced her club that funds invested in this initiative would be well spent. "My personal involvement was key," she says. In addition to books, the club also buys and donates school supplies, basketballs, and soccer balls.

Several other clubs in District 7780 have supported the project, which, with the help of six other districts, became a Rotary Foundation [Matching Grant](#) project that turned an initial investment of \$1,000 into \$59,000. "That's truly magic money," she says.

Johnson offers these tips for creating a successful literacy project:

- 1. Develop a relationship with the community or facility where your project will be.** Resist the temptation to rush ahead with implementing the initiative, especially when the need is great. Take a couple of giant steps back, and make sure that all club members understand and are enthusiastic about it.
- 2. [Apply for grant money](#) from The Rotary Foundation.** The multiplication factor reinforces the power of your program in the minds of recipients and allows you to accomplish more.
- 3. Tap into your club and community resources, including teachers and those with a passion for literacy.** You don't have to have education credentials, but it helps to have experts involved in your project, even if they aren't Rotarians. It's a good membership recruiting tool, too.

Literacy

RI President Dong Kurn Lee's resource groups

More than 800 million people worldwide are unable to read or write, a lack of skills that makes them especially vulnerable to hunger, disease, an extreme poverty. Child mortality is also closely linked to literacy rates. When women and girls are educated, they are generally better equipped to access resources and make decisions that improve the lives of the children and families. Sadly, a variety of barriers prevent more than 500 million women and girls from obtaining even the most basic education.

The Literacy Resource Group connects Rotarians with the information and tools they need to actively promote literacy at home and abroad. It asks Rotary clubs to learn about literacy and education issues in their communities and help increase access to quality learning opportunities for those in need. Clubs are also encouraged to work with the International Reading Association to conduct literacy projects worldwide.

Contact Patricia Fiske Zone 25 Coordinator for guidance on how your club can get involved in a literacy project. patricia@fiskes.us





Health officials from Pakistan and Afghanistan endorsed joint strategies for stopping cross-border transmission of the poliovirus during a 10-11 February meeting in Islamabad, Pakistan.

Regional Rotary International membership coordinators (RRIMCs) discussed how to respond to the worldwide economic crisis when they met in Chicago for an annual training event in February.

The RRIMCs, who work with districts and clubs to improve member recruitment and retention, also focused on ways to achieve diversity and increase retention rates.

During a discussion led by Judi Beard-Strubing and John Gomes, a member of the RI Membership Development and Retention Committee and a former RRIMC from South Africa, participants suggested that Rotary clubs help struggling members pay their dues by establishing support programs, or even dipping into district funds to offset some of the cost. Other ideas included:

- Allowing club members to attend meetings without having to pay for a full meal
- Finding a less expensive venue for club meetings
- Surveying club members about why they value Rotary, and contacting members who have stopped attending meetings to find out why
- Offering a job networking service to unemployed club members, such as through a club or district web site

DK Lee, President of Rotary International Monthly Message

At the International Assembly in January, we were privileged to host a special guest from the Bill & Melinda Gates Foundation: Microsoft founder Bill Gates Jr., who had come to speak to the incoming Rotary officers on the Gates Foundation's involvement in PolioPlus. A few moments into his remarks, the room erupted in cheers at the announcement that Rotary's US\$100 Million Challenge had become Rotary's US\$200 Million Challenge: The Gates Foundation would commit an additional \$250 million of funding, over and above its initial \$100 million contribution, and Rotary would agree to raise an additional \$100 million match by 30 June 2012.

This is a tremendous vote of confidence in our work, and its implications are spectacular. When we succeed in meeting this challenge, Rotary and the Gates Foundation will have brought an additional \$555 million of new funding to the polio eradication effort, at the time when it is most needed. Only four countries are still polio endemic, but those four present the greatest practical and epidemiological challenges. We are close to the final hurdle of this race – but the final hurdle is also the highest and will require the greatest effort from us all.

This money will be used for operational support, surveillance, and social mobilization – vital aspects for the success of the campaign. In order to make the world polio-free, we must be vigilant for signs of new cases, we must coordinate well-planned and well-executed immunization days, and we must keep all our efforts organized for maximum efficiency and effectiveness. The hiring of town criers, the purchase of megaphones, the transportation of lab samples and vaccines, the mapping of villages to be sure not one child is missed – all of these needs are being met with the support of this challenge grant.

We are already close to halfway to raising our first \$100 million; in the three years ahead, we must, and will, raise a full \$200 million. We ask every Rotary club to carry out at least one fundraising event for polio eradication in each of these three years, and we especially ask newer Rotarians, and newer clubs, to be a strong part of this effort. We are so close to eradicating polio. We are so close to making this Rotary dream real. We should all be part of this incredible effort and this page in Rotary history.

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

Youth Exchange



To the right: Skiing
Above: at the District Conference.