

District 5610 Gearing Up

Building Communities ~ Bridging Continents

District Governor's Message

Building Communities- Bridging Continents

Dear Fellow Rotarians:

July has 31 days, but it has gone very quickly for me. I have visited 12 Rotary clubs, which has made July a very enjoyable and memorable month.

All of these clubs have outstanding Rotarians and a common commitment to service above self. They also are unique-some play bingo, some fine members for missing a meeting and one club meets in their very own Rotary building. It has been wonderful to make many new friends; I look forward to the upcoming club visits.

One last reminder about our District Conference-please consider attending the District Conference to be held the Downtown Holiday Inn in Sioux Falls August 27-28. We have great speakers, programs and fellowship offerings

planned. Please register at www.rotary5610.org for online registration by August 18.

The first person to call me at 605-335-5219 will receive one night's free lodging at the conference. If I am out of the office, leave a message.

August is Rotary Membership and Extension Month. During the last Rotary year, we chartered a new club-Sioux Falls South and started a Rotaract Club in Rapid City.

Many clubs I have visited are focused on increasing membership. One successful club started by having a club assembly and identifying all of the projects and programs they were involved in. Once they did this, it became much easier to invite prospective members to join their club.

Another club put together a nice brochure that they use to promote their club's mission and role in the community. Prospective members usually want to join a group that is focused on

a project or need in their community.

Another club is reaching out to their community by starting a 4-way test essay contest for middle school youth. Students will be asked to write an essay on the 4 way test, what it means and how they can apply it in their lives. The "winner" will receive a cash prize, but from my perspective the entire community will be winners-students and their families will learn about ethics, the local Rotary club will connect with young people in their community and new partnerships will be formed.

Think outside the box and develop your own new program to entice prospective members to join the most successful worldwide service organization in your community!

Yours in Rotary,

Bert Olson,
District Governor



DG Bert & Cindy Olson

District Leaders

DG Bert Olson
Sioux Falls, SD

DGE Pat Sutliff
Rapid City, SD

DGN Loren Boyens
Sioux Falls, SD

District Treasurer
George Twitero
Rapid City, SD

Executive Director
Susan Hughes
Rapid City, SD



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District Conference



District Conference 2010 August 26, 27, 28 Sioux Falls Downtown Holiday Inn

The 2010 District Conference promises to follow the challenge of President Ray Klingensmith to be "**BIGGER, BOLDER, BETTER!**"

We are excited to have Rotary International Director Phil Silvers here to talk about Rotary's presence in the world. In May, he helped charter clubs in Palestine, Israel and Jordan. He and his wife, Kathleen, have been instrumental in starting new clubs in Russia and the first minority-majority club in Tucson, AZ.

Diane Kessell Knight is returning to our district to share insights on the future of Rotary, the new generation of Rotarians and suggestions on increasing membership.

Along with these outstanding speakers, we will highlight service projects of clubs in our district. One of the presentations will be Sioux Falls Rotary West Rotarians and their partner, Hope Haven Industries, on their international service project which has provided wheelchairs in Romania.

We will hear from Scott Meyer, Ambassadorial Scholar to Norway. Our Group Study Exchange Team to Japan, led by Sandra Christensen will present on their travels.

It won't be just speakers and presentations at the conference. There will be great food, special entertainment, and even a little bit of magic! We have planned free time for you to explore Sioux Falls. Spouses are offered the opportunity to participate in a cooking class led by a local chef.

The conference is paid for in your annual dues, so **it's free!** A new offering this year is the availability of **child care** Friday and Saturday night. Rooms have been held for you at the Downtown Holiday Inn for \$89 per night. To register contact Bert Olson at fbolson@fnbsf.com

**Come, learn, and
enjoy time with
Rotarians through-
out the district!**



Diane Kessell Knight



Philip J. Silvers

Guest Speakers

**ROTARY INTERNATIONAL DISTRICT 5610 CONFERENCE-HOLIDAY INN
Sioux Falls, South Dakota August 26-28, 2010**

Thursday, August 26, 2010

2:00 p.m.	District Leadership Meeting	Embassy I and II
6:00 p.m.	Governor's Dinner	Minerva's

Friday, August 27, 2010

8:00 a.m.	Continental Breakfast	Embassy I and II
8:30 a.m.	District Leadership Meeting	"
11:00 a.m.	Registration	Atrium
11:30 a.m.	Lunch	International Room

1:30 p.m. First Plenary Session International Room

Welcome by MC Jack Marsh and Tracy Dahl Webb
 Introduction of Sergeant at Arms –Bruce Nearhood and Dave Mavity
 Presentation of Colors (ROTC)
 Pledge of Allegiance/4 Way Test/National Anthem
 Welcome by Mark Mickelson-Sioux Falls Downtown
 Club Roll Call

Opening Remarks by District Governor Bert Olson
 Opening Remarks by Diane Kessel Knight
 Rotary 101 Brad Bonner

Committee Reports:

Treasurer	George Twitero
RI Foundation & Grants	Scott Hiller
District Raffle	Marsha Whetham
Polio Plus	Willis Sutliff
Membership	Dick Nolte

3:30 p.m.	Break	Atrium
3:45 p.m.	Door Prizes, Sergeant at Arms	International Room

4:00 p.m. Second Plenary Session

Welcome by Jeff Gordon-Sioux Falls South
 "Rotary Trumps Terrorism" Phil Silvers

Committee Reports

Public Relations	Marsha Whetham
Scholarships	Pat Sutliff/David Lorenz
Friendship Exchange	John Kittelson/Linda Peterson
Breakout Session (30 minutes)	Embassy Rooms
Youth Exchange, Group Study Exchange and Scholarships- Committee Leaders and Kathleen Silvers	
Foundation Scott Hiller/Roger Wiltz/Roger Kozak/Heather Leet/Phil Silvers	

Membership Dick Nolte/Brad Bonner/ Diane Kessel Knight
 Public Relations/District Raffle Mike Costanzo/ Marsha Whetham

6:30 p.m.	Cinemagic Theme Event	Museum of Visual Materials
	Keynote address by Diane Kessel Knight	
9:00 p.m.	Hospitality Room Opens	Rooms 211,215, 219, 221

Saturday, August 28, 2010

7:45 a.m.	Continental Breakfast	International Room
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8:30 a.m. Third Plenary Session International Room

Rotarian Remembrance, Pastor
 Opening Remarks by District Governor

August is Membership & Extension Month

New approach vital to membership growth By Ryan Hyland

Potential club members are everywhere. But to get them to join Rotary, clubs must use creativity and imagination, says Past RI President Cliff Dochterman.

"Rotary International leaders keep emphasizing membership growth and extension because Rotary's very survival depends on it," says Dochterman, a member of the Rotary Club of Moraga, California, USA, and author of [The ABCs of Rotary](#), a resource for new members. "If Rotary is to grow, we all must take action."

Dochterman believes clubs can thrive by seeking new members, retaining current ones, and sponsoring new clubs in the community. He offers the following tips:

Seeking new members

Clubs must have a specific plan in place, says Dochterman.

- Use a team approach. Teams should have several members who meet with qualified business and professional leaders to discuss the benefits of joining Rotary.
- Set aside one club meeting per month to be a "visitor day," to which all club members would invite a friend or prospective member.

Seek out natural prospects, including Rotary Foundation Ambassadorial Scholars, Rotaractors, and Group Study Exchange (GSE) team members.

Retaining current members

"Keeping current club members is just as important as bringing in new ones. The key is to adapt and change," says Dochterman.

- Make sure club meetings, service activities, and social events are interesting, fun, and worthwhile.
- Initiate more hands-on projects so club members will feel that they're making a difference.
- Eliminate 100 percent attendance requirements.

Be alert to the symptoms that lead to resignation. Club leaders should be considerate to members' personal problems.

Sponsoring a new club

"Don't think about cloning your existing club. The new century of Rotary requires and permits a new vision of fellowship and service," says Dochterman. "It's time to think about sponsoring a new kind of Rotary club." For example:

- A club composed entirely of executives and professionals under the age of 40. The nucleus could be former Rotaractors, GSE team members, and Foundation program alumni.
- A club in an ethnic or minority section of the community, with members who share common economic and cultural interests.

A club that meets in a shopping mall, airport, high-rise office building, golf course, or other nontraditional but convenient location

Service Projects

Ensure that your club is pursuing a balanced service program by carrying out projects in each [Avenue of Service](#): Club Service, Vocational Service, Community Service, and International Service.

Service Above Self is Rotary's principal motto. All Rotarians are responsible for carrying out service projects that improve the quality of life in their community and communities around the world. A successful service project:

- Has specific, realistic goals with measurable results
- Responds to identified needs
- Incorporates the abilities of those served
- Recognizes the importance of all participants' contributions
- Uses available resources effectively
- Builds networks for future service projects

Conference Schedule Continued

Welcome by Matt Miller, Sioux Falls West Club President
Wheelchair Program by Duane Waack, Jon Sommervold and Mark Siemonsma
Rock Valley Foster Grand Parent Program by Denise Nielsen
Welcome Past District Governors
Diane Kessel Knight-Presentation

10:30 a.m.	Break	Atrium
10:45 a.m.	Award door prizes, Sergeant at Arms 2011 District Conference-Pat Sutliff Ambassadorial Scholar-Scott Meyer Group Study Exchange Presentation	International Room
11:30 p.m.	Lunch-Club Awards-Magic Show-Nate Nassif International Convention-Diane Kessel Knight/Tammy McKillip	Starlight Room
1:30 p.m.	Fourth Plenary Session Welcome by Paul Phalen-Sioux Falls North Literacy Presentation-Kathleen Silvers World Affairs Seminar-Jacob Naasz Rethinking Rotary-Brad Bonner, Social Media Greg LaFollette Introduction of 2011-2012 District Governor Elect Introduction of 2012-2013 District Governor Nominee Door Prizes, Sergeant of Arms	International Room
3:30 p.m.	Free time-Sculpture Walk, Washington Pavilion, Trolley Rides	
5:30 p.m.	Social hour	International Room
6:30 p.m.	District Banquet Invocation –Kathleen Silvers Video presentation featuring Past District Governors Roger Kozak, Don Boyden and Rick Wahlstrom “Forging the Frontiers of Rotary” Phil Silvers Closing remarks by Diane Kessel Knight Adjourn conference/closing song Entertainment by Mike Connor, Terry Pospisil and Kenny Putnam	International Room

Winner

Club News Rushmore



The Winner Rotary club met on June 21st for a year-end social and golf outing. The occasion also provided an opportunity for President Becca Carlson to pass the gavel to incoming president, Frank Finney. The club presented Paul Harris Fellowships to Marsha Whetham and Dr. Tony Berg, who were named the club's Rotarians of the Year. Pictured above: Becca Carlson, Marsha Whetham, Frank Finney and Dr. Tony Berg. (Photo courtesy of Dan Bechtold of the Winner Advocate.)



AG Doug Lind ((back row 5th from left), DG Bert Olson and First Lady Cindy Olson (center front row) enjoying the Black Hills Children's Home Golf Tournament a fund raiser by the Rushmore Rotary Club.

Luverne



Thanks to Assistant Governor Jim Harner the Luverne Rotary Club restarted an old tradition by having a member-guest party to roast the outgoing president, John Call before he turned over the gavel to incoming president Gary Fisher. It was all in good fun and brought a number of laughs as past president Steve Perkins, Bill Weber, George Maxwell, and Carol Morgan leveled their sites at John. Call's administration was certainly not all laughs as it was noted that in the last year the Luverne Rotary Club gave \$3,600 to the Southwest Honor Flight, \$2,800 to the Luverne School Backpack Program, \$2,055 to Rock County Share, and nearly \$1,000 to the Polio Plus Campaign. In addition the Club inducted five new Paul Harris Fellows and made other contributions for a new city park and gave bike helmets to grade schoolers. Luverne also hosted the Japanese GSE team in the Twin Cities and for the first time in a number of years hosted a Rotary foreign exchange student. All and all a very good year for Rotary in Luverne. On top of it all the club had a nice evening of fellowship and fun on June 27th. Congratulations John and best wishes Gary.

The two pictures are Gary Fisher on the left and John Call on the right just after John handled the gavel to Gary. The other picture is part of the gathering during the evening's program.



To the 2010-11 District Governors of Rotary International

The 2010-11 Nominating Committee for President of Rotary International in 2012-13, having functioned in accordance with the by-laws of Rotary International, has indicated that it unanimously nominated:

SAKUJI TANAKA
of the Rotary Club of
Yashio, Saitama, Japan

for the office of President of Rotary International for the year 2012-13.

Sakuji Tanaka, a member of the Rotary Club of Yashio, Saitama, Japan, is the selection of the Nominating Committee for President of Rotary International in 2012-13. Tanaka will become the president-nominee on 1 October if there are no challenging candidates.

Tanaka said he would like to see Rotary "continue its vital work as the force to improve our communities."

To do this work, Rotary needs active, involved clubs, he added. "We are fortunate to have our revised RI Strategic Plan to help build strong clubs that are vibrant, action-oriented, and relevant in the changing world."

For 32 years, Tanaka was president of Tanaka Company Ltd., a wholesale firm that went public in 1995 and later merged with other leading wholesalers in Japan. Currently, he serves as vice president of the Yashio City Chamber of Commerce and adviser to Arata Co. Ltd., an animal feed and pet food wholesaler. He also chaired the National Household Papers Distribution Association of Japan for eight years. Tanaka studied business at Nihon Management Daigakuin and Tokyo Management Daigakuin.

A past trustee of The Rotary Foundation, Tanaka chaired the 2009 Birmingham Convention Committee. His other service to Rotary includes RI director, regional Rotary Foundation coordinator, district governor, and member of the Polio Eradication Advocacy Task Force, the Permanent Fund Committee for Japan, and the Future Vision Committee.

Tanaka established an endowed Rotary Peace Fellowship, and he and his wife, Kyoko, are Paul Harris Fellows, Benefactors of the Permanent Fund, and Major Donors.

He is a recipient of RI's Service Above Self Award and The Rotary Foundation's Distinguished Service Award.

Tanaka said that eradicating polio will "fulfill the promise we made to children in the world" and that "there is no doubt in my mind that the day of this success will be realized in the near future."

Tanaka and Kyoko have three children and five grandchildren.



Pierre/Ft. Pierre

Pierre / Fort Pierre Rotary Club recently helped with the Oahe Habitat for Humanity Build. In its most basic sense, the mission of OHFH is to provide affordable, decent housing in the Pierre / Fort Pierre area. Volunteer labor is used whenever possible. In fact, the board members are all volunteers. People work on the house Wednesday evenings and Saturdays. On this particular day, Rotarians helped with the siding of the home.

Back to Basics. . .

The Organization of Rotary

Rotary is essentially a grassroots organization, with most of its service efforts being carried out at the club level. The district and international structure is designed to support the clubs and help them provide more service in their local communities and abroad.

Clubs

Rotarians are members of Rotary clubs, which belong to the global association Rotary International (RI). Each club elects its own officers and enjoys considerable autonomy within the framework of Rotary's constitution and bylaws.

Districts

Clubs are grouped into 530 RI districts, each led by a district governor, who is an officer of RI. The district administration, including assistant governors and various committees, guides and supports the clubs.

RI Board

The 19-member RI Board of Directors, which includes the RI president and president-elect, meets quarterly to establish policies. Traditionally, the RI president, who is elected annually, develops a theme and service emphases for the year.

The Secretariat

Rotary International is headquartered in the Chicago suburb of Evanston, Illinois, USA, with seven international offices in Argentina, Australia, Brazil, India, Japan, Korea, and Switzerland. The office for RI in Great Britain and Ireland (RIBI), located in England, serves clubs and districts in that region. The Secretariat's chief operating officer is the RI general secretary, who heads a 740-member staff working to serve Rotarians worldwide.

How does your club increase membership?

Focus of next month's newsletter. Send information to Susan at
susan@rotary5610.org

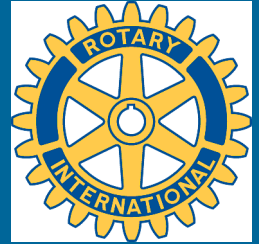
"This is a changing world; we must be prepared to change with it. The story of Rotary will have to be rewritten again and again."

-- **Paul Harris** (1868-1947)

Thanks to the Pierre/Ft. Pierre Rotary Club

Rotary District 5610

Service Above Self



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