



# District 5610 Gearing Up

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## The Future of Rotary is in Your Hands



DG Roger and Pat Kozak

### District Leaders

DG Roger Kozak  
Vermillion, SD

DGE Bert Olson  
Sioux Falls, SD

DGN Pat Sutliff  
Rapid City, SD

District Treasurer  
George Twitero  
Rapid City, SD

Executive Director  
Susan Hughes  
Rapid City, SD



[www.rotary5610.org](http://www.rotary5610.org)

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Happy New Year Rotarians of District 5610:

Well, 2010 is here and we are celebrating Rotary Awareness month this January. The first thing I want to ask each of you is how aware are we of our goals that we set for this Rotary Year? This is the time to discuss our plans, assess our progress and renew our commitment to achieving our goals this Rotary Year. Are we on target or should we find ways to focus a bit more energy and attention on what needs to be done between now and June 30 of this year. Where are we in relation to what we want to get done in the major areas of emphasis for 2009-2010? As a quick review, let's revisit a few areas of emphasis for this year.

**1. Eradicating polio** was the first and main priority for this Rotary year. Through our fundraising challenge, we can help to provide the resources to finish this crucial job and keep our promise to the world. Have we as an individual Rotarian found a way to provide \$40 towards this goal? District 5610 has always done an excellent job in the past of supporting Polio Plus

and I am confident this year will be no different.

**2. Expanding membership** is a key priority because everything we hope to accomplish depends on our membership. Have we helped our club reach a minimum goal of a net increase of one for this Rotary year? If not, it is not too late to invite a friend or colleague to Rotary and introduce them to the world's greatest service organization. We all have a responsibility to invite others to join our clubs. In a similar fashion, have we researched the possibility of starting an Interact or Rotaract Club in our community? If we want youth to be involved with Rotary, we must get involved with youth to introduce them to our organization. I hear good things as I travel around the District so let's keep our attention focused on encouraging others to join. Our future depends on new members and today, The Future of Rotary is in Your Hands!

**3. Increasing our capacity to provide community and international service** speaks to

the heart of Rotary's Mission. Every Rotarian can contribute to reaching this goal by volunteering a little more time, talent, and enthusiasm to all four Avenues of Service. Has your club introduced a new local community service project this year? Has your club found a way to reach out beyond your city limits and embrace an international service project for health, hunger, literacy, or other avenue of service? We continue to improve in both of these areas in District 5610 and I look forward to hearing from clubs as they introduce new community projects and new international projects this year.

**4. Advancing the public image** In addition to being aware of our goals for this year and where we are in relation to achieving those goals, January is a time for us to focus on raising public awareness about Rotary.

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# CLUB NEWS

**Minneota** Minneota has a new Rotarian. His name is Byron Higgin. He comes to us from Grantsburg Wisc., where he was a Rotarian. When it came time for him to do his program, Byron invited his friend Greg Peer from Grantsburg to talk about a Rotary project in Haiti. Greg and his wife went to Haiti to work on Rotary's water project. This project involved drilling water wells and constructing bathrooms. It was a very informative presentation. The Minneota Rotary Club Contributed \$250.00 to the Haiti project. When Greg returned to Grantsburg, the Grantsburg club also contributed \$250.00 to this project. Good things happen because of Rotary !!

**Sibley** December 6th we held a fund-raiser utilizing Chris Cakes. It was fun and we got some great pictures. December 5th we held our annual Breakfast with Santa. Every year we do this for the community of Sibley. This is held at the Pizza Ranch. Santa (one of our Rotarians) meets with children while his elves (other Rotarians) hand out candy and serve cactus bread (provided by Pizza Ranch) and juice to the children and their family. This is one event on the first weekend of December among many that kick off the Christmas shopping season in Sibley. We also, every year, decorate a tree for the annual tree display 'Traditions of Christmas'. This year's theme was Christmas Around the World. We made ornaments highlighting the many Rotary projects around the world. We also all brought gifts for under the tree of laundry, dish and bar soap as well as diapers that were donated to our local food pantry.

Just had to share this good news with you. It is obvious that the district's concentrated efforts on membership is making its mark. Thank you to each of you for making membership a priority for District 5610 this year. This would not happen without the individual effort that each of you have put forth in this area.

District 5610  
Starting July 1, 2009  
Clubs: 41  
Members 2070

As of December 31, 2009  
Clubs: 42  
Members 2127

Addition of one club and 57 members.

**Denison** The Rotary Club of Denison, Iowa voted today to make a contribution of \$10,000 to the Crawford County Community Foundation to create the Rotary Club of Denison, Iowa Endowed Scholarship Fund. The Club has in the past given two \$500 scholarships to graduating Denison High School Students. This endowment is the first step to ensure that those scholarships will continue forever. In addition to creating the endowed scholarship fund, the Crawford County Community Foundation will be receiving a matching \$10,000 grant from the Southwest Iowa Foundation. The Omaha Community Foundation will contribute an additionally \$1,000 in matching funds to the scholarship fund. This is a way to create a perpetual good from the \$10,000 which was fund-raised by the club through their annual auction, but also create good for other county non-profit organizations and agencies from \$11,000 in matching grants

**Rushmore** The Rapid City Rushmore International Projects committee is doing an on-line auction to raise money for the School of St. Jude. St. Jude is a school in Arusha, Tanzania, East Africa that educates the very poorest students in the area. The school began with 3 students and now has 1,300 students from first grade thru eighth grade. The school is operated entirely on donated money, Rotary matching grants, individual student sponsors from around the world, etc. The Rapid City Rushmore Club sponsors two students there.



Where's your  
club news?  
Send to  
ED Susan

# Sioux Falls Downtown



Sioux Falls Downtown Rotary President, Tom McDowell and President-elect Mark Mickelson presented a Rotary Club donation to the Sioux Falls Homeless Childrens Project today. Pictured here from left to right are: Gail Swenson and Wendy Giebink of the McKinney Homeless Children Project as well as Tom McDowell and Mark Mickelson of the Sioux Falls Downtown Rotary Club. See the information below for further information about today's donation.

## SIoux FALLS HOMELESS CHILDREN TO RECEIVE THOUSANDS IN AID

Home. It is a warm comforting word particularly during the holiday season. It crackles of relatives and friends warming to each others company. However, there are hundreds of Sioux Falls children who have no permanent physical residence. For a lucky few home is the safe, protective walls inside of a community shelter, others may be doubled up in a home with another family, living in transitional housing, hotels...or on the streets.

The McKinney Homeless Children's Project of the Sioux Falls School District provides services to children in temporary housing situations. In the 2008-09 school year, 1,024 children without homes were identified. Through the project homeless children are assisted with school enrollment, transportation, school stability, community referrals, school supplies and apparel.

On Monday, December 14<sup>th</sup> the Sioux Falls Downtown Rotary Club supported the McKinney Homeless Project with a donation of \$8,000. The money was presented to the organization during the Club's noon meeting at the Downtown Holiday Inn. Wendy Giebink, the program liason says "This donation will be used to provide warm winter clothing, coats, snow boots, shoes, socks, and personal care items that these Sioux Falls students desperately need."

Rotary Club president Tom McDowell along with president-elect Mark Mickelson headed up the search for a charity to provide financial help to this year. McDowell said, "The nation's recession brings even more financial uncertainty to already less fortunate families. So, when the board learned of the need these innocents in our community had for basic items it was a unanimous decision to extend our resources to them."

The Sioux Falls Downtown Rotary Club's gift underscores the importance the financially secure have for contributing to the McKinney Homeless Project or to any worthy cause of their choosing during this challenging winter season.

For more information about the Rotary Club presentation contact Tom McDowell at McDowell Financial 605-323-3330.

## Preliminary PETS Schedule

**Rotary Leadership Seminar**  
April 22-24, 2010 – Cedar Shore Resort,  
Oacoma, SD

### THURSDAY – APRIL 22, 2009

District Leadership Meeting 2:00 – 5:00 p.m.

**FOR:** Officers of the District, including PDG's,  
Assistant Governors and Committee Chairs

### FRIDAY – APRIL 23, 2009

8:30- a.m. –11:30 -- Assistant Governor Training

**President-elects are required to attend.**

1:00 p.m. District Leadership Session  
1:45 p.m. Roles & Responsibilities +  
Goal-Setting  
3:00 p.m. Working with Club & District Leaders

### FRIDAY – APRIL 23, 2009 Continued

4:00 p.m. Club Leadership and Administration  
5:00 p.m. Membership  
6:30 p.m. Social and District Raffle Winners  
7:30 Dinner  
9:00 p.m. Hospitality Suite

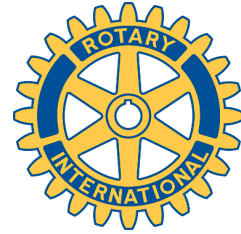
### SATURDAY – APRIL 24, 2009

8:00 a.m. Breakfast Roundtable  
9:00 a.m. Rotary Foundation  
10:00 a.m. Panel Discussion  
11:30 a.m. Breakout Sessions  
12:30 p.m. Lunch  
2:00 p.m. Closing Session

MORE  
INFORMATION  
TO FOLLOW

# ROTARY DISTRICT 5610

Do not miss this historic event.  
Save this date.



**April 13, 2010**

District 5610 will be hosting Rotary International President-elect Ray Klinginsmith at a multi-club meeting in Vermillion, SD on Tuesday evening, April 13. The meeting will begin at 6 p.m. and include dinner. Special guests will include PE Ray Klinginsmith and his wife Judie and Rotary Coordinator for PE Ray, Duane Sterling and his wife Pat. The keynote address will be given by PE Ray Klinginsmith.



RI President Elect Ray Klinginsmith & DG Roger Kozak at the Oklahoma Zone Institute this past summer.

The first 250 to respond will be part of this historic event for District 5610.

**FOR TICKET INFORMATION PLEASE CONTACT:**

Roger L. Kozak  
District Governor  
928 Ridgecrest Drive  
Vermillion, SD 57069

Phone: 605-624-3540  
Mobile: 605-677-9030  
E-mail: [roger.kozak@usd.edu](mailto:roger.kozak@usd.edu)

*The future of Rotary  
is in your hands.*

## JANUARY IS ROTARY AWARENESS MONTH

District 5610 has been busy putting together a package to emphasize Rotary during the month of January. The District Public Relations committee has worked hard to put together a video package that will be aired across the District beginning in January and efforts have been made to contact as many print media as possible to share the Rotary Awareness message during January. Our coverage will not be as expansive as we first planned because Rotary International found it necessary to reduce the amount of the PR grant awards because of current financial challenges. However, the District made the decision to increase the amount of the match from district Reserve funds to permit us to obtain almost the total coverage we were hoping for when we were preparing the grant request.

We need each and every one of you to help us spread the word. In cities and towns across our region, men and women spend thousands of hours each year helping others in their time of need. Rotary club members are volunteers who work locally, regionally and internationally to combat hunger, improve health and sanitation, provide education and job training, promote peace, and eradicate polio under the motto Service Above Self. As volunteers, Rotary members have been serving the needs of communities worldwide since 1905. It is time for us to get this message out to others in our community and invite professionals who are not already members to consider joining us in our endeavors to improve the world.

Rotary's top philanthropic goal is to eradicate polio worldwide. Since the launch of its PolioPlus program in 1985, Rotary members have helped to immunize more than two billion children in 122 countries. Rotary has contributed over \$800 million and countless volunteer hours to the cause. Rotary is now working with the Bill & Melinda Gates Foundation to raise an additional \$550 million in vital funds needed to finish off polio for good.

Closer to home, local Rotary clubs have built picnic shelters, zero-entry swimming pools, and miracle fields to enable physically challenged youth to participate in sports; have awarded thousands of dollars in scholarships to deserving graduating seniors from local high schools; served thousands of meals to families in their time of need; helped with school back pack programs to provide food on weekends for young children who would otherwise go without until the next school lunch meal; and have been partners in their community to always be present to answer the call when others have a need.

As Rotarians, these are projects we do in towns like yours. You will soon be seeing the TV and print publicity announcements in your area about joining Rotary. We are looking for people who want to make a difference in their community and people who want to help regionally and internationally to help combat hunger, improve literacy, improve health and sanitation, and promote peace and understanding among all nations. Let's make it a priority during this first quarter of 2010 to encourage others to join our fine organization.

If you know someone in your community who wants to improve your community and would be a good candidate for Rotary -- give them a call or visit with them personally to invite them to a Rotary meeting. In addition, please issue a challenge to each and every member in your club to think of someone in the community who would make a great Rotarian and encourage them to invite the potential new member to a meeting to learn more about what Rotary does. It is only through the efforts of each of us that we will be able to keep our clubs strong and viable in future years. Please contact me at [roger.kozak@usd.edu](mailto:roger.kozak@usd.edu) or call 605-677-9030 if you need more information about encouraging others to join Rotary.

The Future of Rotary is in our hands and together we can make a difference.

Sincerely,  
DG Roger Kozak

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To all Rotarians:

Having been a District Governor myself, I know how many communications you receive during the year. I have tried, therefore, not to burden you with more.

I have, however, received the membership figures for the first three months of the Rotary year. Some districts are showing an increase in membership, and I congratulate them, but others are showing a decrease. I urge you to work with your club presidents to ensure that those showing an increase continue to do so at the end of the year, and to try to assist the clubs in your district showing a decline to reverse this trend, certainly by the end of the Rotary year.

The RRIMC's should be working with you in this connection. Remember, the Rotary jar for this year is still half full, not half empty. You are the leader in your district until 30 June 2010. Whether you have a successful year or not, it is up to you.

Remember, *The Future of Rotary Is in Your Hands*.

I send you every good wish in your service to Rotary.

Kindest regards,

John Kenny  
President, Rotary International

**Rotaplast International** is non-profit humanitarian organization providing free reconstructive cleft-palate operations and treatment for children in need worldwide. Rotaplast seeks to provide long time solutions by funding and coordinating surgical missions in developing countries; training and mentoring local physicians; launching public education projects; and advancing research into the causes of cleft lip and palate.

**What is the “Rota” in Rotaplast?**

Rotaplast International, Inc. was founded in 1992 by Dr. Angelo Capozzi and then Rotary Club President Peter Lagarias in collaboration with the Rotary Club of San Francisco (“Club #2”) to facilitate a surgical program in La Serena, Chile to treat children with the cleft lip and palate deformities who would otherwise not access surgical treatment. This initial historic mission took place in January of 1993. In 1996, Rotaplast became a separate non-profit corporation and has since consistently expanded its number of annual missions. Rotary Districts and clubs throughout the United States continue to embrace Rotaplast International’s humanitarian mission as part of their International Service work because it provides a vehicle for medical professionals and non-medical volunteers to actively engage in projects that build international friendships and promote goodwill and understanding among the peoples of the world.

Clefts of the lip and palate are among the most common of all birth defects. However in some areas of the world treatment is not common. Untreated, these children are ridiculed, rejected from society, and often deprived of an education. They are prone to serious upper respiratory problems, hearing loss, speech and dental problems.

**How many patients have benefited from Rotaplast’s work?**

Since 1993 to date, over 12,000 patients have been served, and 147 medical missions have traveled to 18 different countries.

**How is Rotaplast funded?**

Rotaplast would not exist without funding provided by partners. Although a San Francisco-based organization, Rotaplast works nationally and internationally by partnering with **Rotary Clubs and Districts**, other organizations, and individuals across the United States, and Canada. Rotaplast receives funding through Rotary Clubs and Districts for each of the medical missions. A partial or whole sponsorship ranges from \$35K - \$125K. Rotary Districts often make use of matching grants from RI to contribute to the sponsorship.

Rotaplast makes good use of donated supplies and equipment to make up for the remaining cost of the mission. Typically \$1 donated to Rotaplast International results in \$7 worth of medical supplies and services being donated to the cause.

Rotaplast will pair Rotary Districts with another on request in order to share the cost. Rotaplast handles all logistics to help co-sponsors make these humanitarian projects a reality.

**Where does Rotaplast go?**

The Rotaplast 2010 calendar includes missions to Mexico, India, Colombia, China, Egypt, Nepal, Guatemala, El Salvador, Venezuela, Peru, and Brazil. Rotaplast has had missions to 18 different countries to date.

**A Medical Mission Team travels to another country by invitation only**, working with the local Rotary District, local Rotary Clubs, hospitals, surgeons, local governments, non-government organizations and other groups to bring needed care, medical equipment and supplies.

**How much do the Rotary District and Club(s) in the other country contribute to a medical mission?**

The Rotary District and local clubs of the city/town in the host country contribute financially and in-kind. They are responsible for getting all the government permits to allow the Team in their country, securing a hospital, operating rooms, recovery rooms, pre- and post-operation patients’ rooms, operating room nurses, recovery room nurses, facilities to sterilize the surgeons’ operating instruments, facilities to set up a Rotaplast administrative/record keeping desk, local volunteer translators to be available in each operating room and the recovery room (usually bilingual medical students), hats and booties for the operating room area for the entire Rotaplast Team, providing housing to the entire Rotaplast Team, whether at a hotel or at other locations, all breakfasts and lunches, refreshments and most evening meals, one day of sightseeing, and in some areas, overnight accommodations for the parents of the children who have to travel 2 or 3 days to the hospital.

Non-medical volunteers (Rotarians and spouses) pay for their own transportation and personal expenses. They perform needed tasks such as instrument sterilization, translation, recovery room monitoring, and comforting families. There are approximately ten non-medical Rotary volunteers in a Team. They all pay their own airfare. Rotaplast pays the airfare for all medical volunteers.

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The size of a medical team varies depending on the number of operating rooms available. An average team is comprised of four plastic surgeons, four or five pediatric anesthesiologists, a head nurse, four operating room nurses, three recovery room nurses, two pediatricians and a professional who can counsel about prevention and diet. Rotaplast also invites dentists, orthodontists, and speech pathologists to participate on trips.

**What causes cleft lip and palate anomalies?**

There are a number of reasons for the cleft anomaly including a genetic predisposition, diet, life style, lack of adequate vitamins especially folic acid, smoking while pregnant, and pollution. Research has shown that a genetic predisposition can be triggered by any of these factors thus increasing the chance for the cleft anomaly to appear more frequently among those who are poor.

**Why do we see so few individuals with cleft anomalies in the United States?**

Healthcare providers and the public healthcare system subsidize the cost of reconstructive surgery for most children born with cleft lips and palates in the U.S. These programs are often not present in developing countries.

## District 5610 Raffle Update



Clubs across the district have once again come through with some great prizes for the 2010 Rotary Raffle. However, tickets will be going to the printer mid-January and there are still some clubs that we haven't heard from concerning your donations for prizes.

Would the president, secretary or other appointed member from the following clubs please contact Kelley ([kelleyvanlith@gmail.com](mailto:kelleyvanlith@gmail.com)) or Marsha ([mwhetham@countrypridecoop.com](mailto:mwhetham@countrypridecoop.com)) right away so your donation can also be printed on the raffle ticket? Don't be left out!

Aberdeen  
Canby  
Cherokee

Mapleton  
Rapid City Rushmore  
Rock Valley

Sioux Falls West  
Suburban Sioux City  
South Sioux City



Let's briefly review how the raffle works:

A \$10 donation to Rotary International from anyone (Rotarian or not) buys one ticket and a chance at the great prizes. If you are a sustaining member and have given or will give \$100 during this Rotary year (7/1/09-6/30/10) you get ten tickets. Thinking about becoming a Paul Harris Fellow? That would be worth 100 tickets!

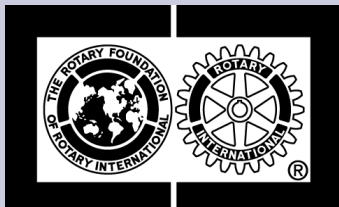
Please contact Kelley or Marsha with any questions.



**PETS**  
**April 22-24, 2010**  
**Cedar Shore Resort**  
**Oacoma, SD**  
**See Page 3**



**PolioPlus**  
**Donate**  
**Today**



January is the month the Romans associated with their two-headed god Janus: one head looking backward to the year that has just passed, and the other looking forward to the year ahead.

In Rotary, January is the halfway point of our year of service, and it is also a time for us all to look at both the past and the future. It is the time of year to take stock, to review the goals that we have set for ourselves, and to evaluate how well we have fulfilled those expectations. It is a time to look honestly at our progress and our challenges and to consider the steps we will need to take to complete our planned service successfully.

I am sure there is much you can be proud of achieving in the last six months. In my travels, I have already seen how much Rotarians can accomplish when they are determined to do so. You have helped bring safe, pure water to those who lacked it, provided food and shelter to those who needed it, and assisted in the educations of those who could not read or write. You have promoted the ideal of service within a context of fellowship, friendship, and high ethical standards.

Rotarians are able to make changes that will shape the course not only of the months but of the years and decades that lie ahead. This is our privilege. It is also our duty as Rotarians – as caring members of society who are in the fortunate position of being able to help those living in conditions we can barely imagine.

So there is much to be done these next months. Do not waste a moment of that most precious commodity: time.

We are all volunteers serving in a volunteer organization. None of us was compelled to become a Rotarian; each of us chose, and was chosen, to become a member. Every year, every day, each of us chooses to continue the task we have begun, and to continue to put Service Above Self. It is not always the easy path, but I know it is the right one.

I wish to take this opportunity to thank you for the Rotary service you have given, the service you are giving, and the service I know you will continue to give in the future.

*The Future of Rotary Is in Your Hands.*

John Kenny

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I am pleased to announce that our District received one of the Public Relations matching grants from Rotary International. District Public Relations Chair Marsha Whetham and her committee put together an outstanding and expansive plan for effective promotion of Rotary in our District. We will receive \$7,000 from RI to add to the \$2,333 from the District to allow us to implement a program to air 30 second television advertisements and banner ads on web sites. The promotional ads will run for five months and will be customized to showcase district projects. These ads will begin this month so be watching for District 5610 promotional spots—they should air throughout the District with the major television broadcast stations participating in the promotion. This is a wonderful opportunity to share and enhance pride in Rotary and to promote Rotary throughout the District.

Again, I wish you and all your family a very Happy New Year.

Roger L. Kozak  
District Governor