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- Immediate Past Chair - Jesse Tanchanco
- Newsletter Editor - Janie Carlisle
- Directors - Douglas Maymon, Robin Chapple, Sanjay Agarwal, Janie Carlisle
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- Database Maintenance - Robin Chapple
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Volume 7, Issue 2

August 2010



Rotary International
President:
Ray Klinginsmith

Notes from the IFREP Yahoo Group

Following are some comments posted by members to the Topic: Let's assume that a club currently publishing only a hard copy printed newsletter wants to go to a digital format; where a complete newsletter is published using ADOBE Acrobat in PDF. What are the key elements required to convert the club over to digital? What is the PRIMARY requirement?

Posted by Ken Scheffel

To see all of the postings, visit our Yahoo Group RotaryBULLETIN.

—Editor, Janie.Carlisle@gmail.com

“Ken, the primary requirement surely has to be that a majority of the Club Members are able to receive an electronic Bulletin. My experience with Probus is that a surprising number of the elder brethren have that capability, often through their wives and because of far-flung families, with whom they communicate via Skype and/or E-mail. In fact, out of a current 42 members, we have only 4 who are not on E-mail. Our Rotary Club are 100% on E-mail.

Other than that, it just requires that the Bulletin Editor be able to convert his document into PDF format, using PDF995 or something similar. Those who receive it have the option of reading on-screen or of printing it out. Alternatively the document can be posted on the Club's web site, or both routes can be followed. Possession of the Acrobat Reader ought to be universal, because of the free distribution.

There will always be the odd one who wants a hard copy, but that is no hardship.”

Best regards

Terry Harper The Rotary Club of the Sussex Vale D1250, England www.rotary-sxvale.org.uk

“Each week I put our PDF newsletter on our club website, and then I notify members with the following email notice . . . Since the passing of our oldest member on July 1 this year, all our 46 members have email addresses and all tell me they appreciate delivery this way:

Rotary - Furnitureland - theHUB

To: Members and Friends of Furnitureland Rotary Club

The current issue of theHUB, the newsletter of the Rotary Club of Furnitureland, is now available by following the link provided below . . . <http://www.furniturelandrotary.org/FRCweb/frc-thehub.shtm>”

Phil Morris, Club Bulletin Editor

Rotary Club of Furnitureland, High Point, North Carolina

“I have been compiling our bulletin "The Spoke" using Microsoft Publisher and converting it into a pdf file for six years now. Every member has an email address and The Spoke is emailed to them each week. I always add a footnote to the email asking those who no longer wish to receive the bulletin via email to let me know and I'll remove their name from my mailing list. I have never had anybody respond to be removed.”

Arthur Todd Editor 'The Spoke' Rotary Club of Katanning
Western Australia

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Message from President Ray Klingensmith

August 2010

Building Communities – Bridging Continents

**“...Rotary is
a spirit of
service as
well as an
organization
of Rotary
clubs...”**

Several Rotarians have asked me how I chose the RI theme for my presidential year, so let me explain. After reviewing all the past themes, I decided to search for a few words that would fulfill two objectives – to give outsiders a glimpse of our purpose, and at the same time to make Rotarians proud of their membership.

I searched for words to describe the passion, the creativity, and the generosity of Rotarians. And as I sought the right words, I kept in mind that Rotary is a spirit of service as well as an organization of Rotary clubs, and that we need to share our core values of service, fellowship, diversity, integrity, and leadership with other people and organizations. I considered many words and phrases. The four words I finally selected to convey Rotary’s current mission and

highlight our achievements describe what Rotarians do best, which is Building Communities – Bridging Continents.

I hope you agree those four words aptly reflect who we are and what we do as Rotarians. We are a unique organization and certainly one of the best in the world. We build the spirit and resources of our local communities in an important way, and we are a prominent player on the world stage with PolioPlus and our international service projects.

Rotary has changed the world, and Rotarians will continue to change it in a positive way. The formula is simple: For us to succeed, all we need to do is to focus our best efforts on doing what Rotarians are passionate about and what Rotarians are the best in the world at doing, which is Building Communities – Bridging Continents.



Monthly Focus—Growing your Club

Resources for club officers

Rotary International News
19 July 2010

Rotary International offers many resources to help club officers understand their roles and responsibilities and help their club achieve its goals. Effective clubs are able to

Sustain or increase their membership base

Implement successful service projects that address the needs of their community and communities in other countries

Support The Rotary Foundation through both financial contributions and program participation

Develop leaders capable of serving in Rotary beyond the club level

Club president

Club President's Manual – A key resource for incoming presidents that details roles and responsibilities and includes discussion questions and worksheets for the district assembly and the presidents-elect training seminar.

Club Leadership Plan – A brief publication that describes the recommended administrative structure for Rotary clubs. It's based on the best practices of effective Rotary clubs.

Club President's Monthly Checklist – A monthly reminder of activities and deadlines that apply to all Rotary clubs; revised annually and sent by your RI Club and District Support representative

RI Theme and Presidential Citation Brochure – This outlines the

Presidential Citation program

Strategic Planning Guide – It helps clubs develop a long-range vision and serves as a framework for establishing goals.

Club secretary

Club Secretary's Manual – It includes RI policies and describes the responsibilities of club secretaries

Club treasurer

The Club Treasurer's Manual – It includes RI policies and describes the responsibilities of club treasurers

For all club leaders

TRF Global Contribution Form – This document that should accompany contributions and donor appreciation requests to The Rotary Foundation

Leadership Development: Your Guide to Starting a Program – This provides guidelines and resources for developing a leadership development program

RI Catalog – A list of RI publications, audiovisual programs, forms, and supplies, updated annually. Available in print and online at shop.rotary.org.

RI Visual Identity Guide – A reference for the design of publications at all levels of Rotary. Includes information on the proper use of the Rotary emblem, the Rotary colors, elements of good publications, grids and page layouts, typography, graphics, and photographs.

Member Access – The members-only area of the RI Web site that allows Rotarians to contribute to The Rotary Foundation,

manage their e-mail subscriptions from RI, register for meetings, download administrative software, and access member benefits. Club presidents, treasurers, and secretaries have access to additional club reports and records.

Membership Development Resource Guide – Materials to assist the club officer responsible for developing the club's prospective and new member information programs. Contents: New Member Orientation: A How-to Guide for Clubs (414-EN), Membership Development Resource Guide (417-EN), and the RI Catalog.

Resources for Rotarians

Rotary International News
23 July 2010

Rotary International offers myriad resources to help Rotarians build effective clubs. Effective clubs are able to achieve the Object of Rotary by

Sustaining or increasing their membership base

Implementing successful service projects that address the needs of their community and communities in other countries

Supporting The Rotary Foundation through both financial contributions and program participation

Developing leaders capable of serving in Rotary beyond the club level

Explore the tools listed below, and share your favorite RI resources in the comments section.

(Continued on page 4)

Monthly Focus—Growing your Club

(Continued from page 3)

Club membership

Club Leadership Plan – A guide to strengthen Rotary clubs

Club Assessment Tools – Contains the Planning Guide for Effective Rotary Clubs, as well as a variety of membership surveys

How to Propose a New Member – Outlines the steps for proposing new Rotary club members

RI Web site: Running a Club section – Offers ideas and information to help strengthen clubs

Rotary Basics – Provides an overview of Rotary that can help inform new and prospective club members. The print resource also is available . (PDF)

New club treasurer's manual – Club treasurers now have their own manual included in the Club Officers' Kit .

Strategic Planning Guide – This guide and the accompanying worksheet provide clubs with a starting point for strategic planning.

Rotary Minute – Why are you a Rotarian? What does Service Above Self mean to you? How can you get more involved? Hear answers to these questions and more from Rotarians around the world with Rotary Minute videos.

Public relations

Rotary Images – Contains hundreds of high-quality Rotary photos

RI Web site: Public Relations section – Includes Humanity in Motion public service announcements

RSS news feed – Allows your club or district to update its Web

site instantly with the latest Rotary news

RVM: The Rotarian Video Magazine – Offers a look at Rotary service projects around the world

Weekly Update newsletter – Provides links to RI news stories, which can be used in Rotary-related newsletters and Web sites

Social networks – Join the conversation with Rotarians on our social network pages on LinkedIn, Facebook, Twitter, and YouTube.

Web ads – Use RI's Web ads to help members quickly access online resources

Project funding

ProjectLINK – Is an online, searchable database which lists Rotary club and district community service projects in need of funding, volunteers, donated goods, and/or partners for a Rotary Foundation Matching Grant

RI Web site: Humanitarian Grants section – Includes everything you need to know about Rotary Foundation humanitarian grants

The Rotary Foundation

The Rotary Foundation Annual Report – Outlines the major achievements and program highlights of the 2008-09 Rotary year, along with key financial information

Rotary Foundation Facts – Provides a brief statistical overview of the Foundation, its programs, and contribution information

Online contribution forms – Offers the forms you need to con-

tribute to the Foundation

Youth programs

RI Web site: Students and Youth section – Offers ideas for Rotarians and participants in RI and Foundation youth, young adult, and scholarship programs

Abuse and Harassment Prevention Training Manual and Leaders' Guide – Helps club and district leaders create and maintain a safe environment for participants in RI youth programs and projects that involve minors

Interact Brochure – Provides information on Interact for potential members

Interact Handbook – Discusses organizing and administering effective Interact clubs, for both sponsor Rotary clubs and Interact club leaders

Youth Exchange Handbook – Offers guidelines and other materials for Rotarians organizing a district Rotary Youth Exchange program

News and Tidbits from Around the Rotary World

Register for 2010

Rotary-UN Day

Rotary International News
13 July 2010

The annual Rotary-UN Day will be held on Saturday, 6 November, at United Nations headquarters in New York City.

Under the theme "Rotary and the UN: Building Communities, Bridging Continents," the daylong meeting will bring together key leaders from the United Nations, Rotary International, and other organizations to discuss humanitarian issues and opportunities for collaboration.

Organized by the RI representatives to the UN, this year's event will feature presentations from senior UN staff and Rotary leaders as well as panel discussions on health, water, literacy, and youth.

High school-age students, including Interactors and Rotary Youth Exchange participants, can attend a special youth program in the morning and join the adult

program in the afternoon.

Rotary-UN Day 2009 attracted more than 1,600 attendees from 46 countries. Because of reduced meeting space this year, early registration is encouraged. Read more.

To register, submit the appropriate form and payment.

Adult registration form and Youth/student registration forms are available Online.

For further information, contact Brad Jenkins, RI representative to the UN in New York.

What is your club doing to promote member diversity?

Rotary International News
29 July 2010

Does your club have a creative approach for attracting a diverse membership? Are your club meetings different from neighboring clubs? The Leadership Education and Training Division is interested in innovative approaches to mem-

ber recruitment. Share your club's creative strategies by e-mailing us at leadership.training@rotary.org.

Share on LinkedIn how you would describe your Rotary club in 30 seconds

Rotary International News
3 August 2010

Visit the RI LinkedIn group to share with Rotarians or to find out how group members are answering the following question:

You're approached by someone who you think may be a prospective Rotarian. How would you describe your Rotary club in 30 seconds?

PURPOSE of International Fellowship of Editors and Publishers:

- 1.> provide easy method to contribute, distribute, and search for ideas and information for bulletin editors.
- 2.> encourage more club members to accept the opportunity to be bulletin editor.
- 3.> improve retention of current bulletin editors.
- 4.> improve club member's knowledge of Rotary.

Yahoo Group—RotaryBULLETIN

Website: www.IFREP.org





PEN Publication Schedule

Published Date	Deadline for Submissions	Focus
July 11		Happy New Year
August 9	August 6	Membership/Extension
September 11	September 8	New Generations
October 11	October 8	Vocational Service
November 9	November 6	Foundation
December 11	December 8	Family/Technology
January 9	January 6	Rotary Awareness
February 11	February 8	World Understanding
March 11	March 8	Literacy
April 9	April 6	Rotary Magazine
May 9	May 6	Public Image
June 11	June 8	Rotary Fellowships

Message from the Foundation Chair

August 2010

The Rotary Foundation's strength depends on membership, extension, and contributions

It is interesting to note that three countries – India, Japan, and the United States – alone account for 46 percent of the Rotary population worldwide. Together with Korea and Taiwan, they are among the largest contributors to The Rotary Foundation.

This is, of course, of greatest importance to The Rotary Foundation, as the possibility for it to support various programs is totally dependent on contributions from Rotarians, clubs, and districts. I am happy that

in spite of the world financial crisis, Rotarians have been very generous and supported their own Rotary Foundation. This is something that we shall never forget – The Rotary Foundation belongs to the Rotarians.

Unfortunately, the membership numbers have been very static for quite a number of years. Controlling retention is one way to make membership increase or, at least, not decrease.

Another is extension. For instance, I feel it is time to seriously study the possibility of re-entering Cuba and again investigate the possibilities of expanding into China on

a larger scale. I am sure this can happen if we really try. If we do not, it will never happen. These are just a couple of examples – there are many more.

Consequently we can note how membership, extension, and contributions all are linked together, and it is every Rotarian's responsibility and honor to work toward these goals as we are Building Communities – Bridging Continents through Service Above Self.

Carl-Wilhelm Stenhammar
Foundation Trustee Chair