



THE COMMUNIQUE

February, 2008



World Understanding Month

THE FOUR-WAY IS MY WAY

by Mary Gwilliam, 11th grade

Is life getting you down? Do you feel overwhelmed and unappreciated? Take a deep breath and try a cup of Rotary Four-Way. It is tried, tested and true. It's sure to make you feel good about life, yourself and everyone else. Rotary will take you to



Four Way Test contest winner Mary Gwilliam (holding computer) and her mother Catherine (far right) with sisters Bridget and Roslyn.

In today's world, there are people who believe that truth is relative. They will say that what might be true for one isn't true for another. Subjective truth is something one can decide for oneself because it is personal and it can change as often as the individual chooses. For example, favorite foods or what type of music one likes can change and still be the truth because it is a personal choice. However, objective truth is true for all time because the object of truth remains the same whether one agrees with it or not. For example, mammals require oxygen and water is made up of the elements hydrogen and oxygen. Even if individuals disagree, all people desire knowledge and a good cup of java.

We want to know the truth and seek understanding to things in our world. No one wants to be deceived or misled. Our words must have an identity and must be what they are, not something else. We call a chair a chair and expect it to be a chair, not a fish. Without truth in all things, there would be no order and our words would have no meaning. Our universe would be in chaos if our words were not consistently true to their meaning. Truth is critical for communication and for successful relationships. Truth is freedom, and as I live my life speaking the truth, following the truth, and living the truth, I have nothing to fear and everything to gain.

the top of your game. Start your day with a fresh pot of Rotary Four-Way and you'll never look back.

Being the second oldest of 7 girls in my family, I strongly believe in setting a good example. There are times when I could use a tall Rotary Four-Way. There are many different philosophies regarding what is good and right, but I believe that the Rotary recipe teaches useful tools to having a strong character and being a good example.

Kudos

- To all District 5440 clubs who made the recent holiday season better for those in need through generous donations and projects.
- To Dr. Lakhman Gondalia who recently became a TRF White Hat Society member (want to know what this is? Call DG Nancy),
- To Greeley Centennial Rotary Club for its annual Christmas party which included family members plus inbound and outbound exchange students, a GSE team member and Interact students. A true Family of Rotary event.
- To Buffalo Rotary for filling up the local food pantry which was in serious need of replenishing,
- To Jackson Hole Rotary for exceeding 100% of its annual Rotary Foundation goal,
- To Robin Mundell of Casper Rotary for her successful application for the District Public Relations Grant. Billboards will be put up around the district.
- To Estes Park host Vernon Cole and social chairs Barb Lister of Estes Park and Harriette Woodard of Estes Valley Sunrise for a wonderfully successful joint holiday party.
- To PDG John Vandell who was honored by the American College of Apothecaries for his outstanding service to community pharmacy practice.

Four-Way continued from page 1

Fairness is a topic that comes up quite often in a house of 7 girls. What *is* fair? Fairness is about playing by the rules. It ensures equality and order. If we sat down to play a game of cards and everybody cheated, it wouldn't be a game. The basic structure would fall apart. A pot of Rotary java surely would need to be brewing. Can it *always* be fair to everyone? I think it's all about intentions. Are your intentions fair? Are you purposely hurting someone? Are you only thinking of yourself? Or is that certain situation just working out a particular way and it seems unfair? It is good to be sensitive, open minded to others, and realize that although situations in life might not always be fair, it's the intentions that need to be looked at more closely. When we are dealt a blow that seems unfair, I think it's important to look within ourselves and ask how we can become better people through it. Because, as much as we'd like to at times, we can't change other people or the things they do but we can change our ways and be better examples. And we can always offer a cup of Four-Way.

We learn about taking turns and sharing in our primary years. My two-year-old sister will see something that my 6-year-old sister has, and she will demand for it almost immediately. Not because she wants it, necessarily, but because her big sister has it. As it is for most two-year-olds, waiting your turn is a tough lesson but a virtue that comes with understanding and maturity. Being a two-year-old, she definitely is not a fan of the Rotary Four-Way java. But as we grow older, we learn it's patience and kindness and the return is much greater than we ever expected and it doesn't take so bad.

Sometimes unfairness is really thoughtlessness. Sometimes it's the wrong ingredients of Four-Way. A lot of the time, people don't think about their actions all the way through and it may result in hurting someone's feelings or making them feel isolated. In my life, I don't know anything different than to check and double check my intentions and my decisions so that I am being fair to all concerned. I am not completely successful at this, but I try. And you can better believe that a poor pot of Rotary Four-Way echoes loudly in our house especially when one of us doesn't follow the recipe correctly.

A teenager's life can be very full. There's school, sports, friendships, family, community service, church, hobbies, and extra curricular activities. At the same time, there is so much going on mentally and emotionally that it can almost feel like your brain is going to explode. There can be an overload of drama on any given day but nothing that a good dose of Four-Way couldn't help. I think so much could be avoided if each of us asked ourselves, "Will it build goodwill and better friendships?" A lot of the time, things are said and done without thinking of the consequences or how it will effect others. Any virtue takes practice and putting others first is difficult until it becomes a mind set.

I have learned many things being a member of 4-H. Learning to sew, ride and care for a horse, raise and show livestock are just a few of the many skills and talents I have

learned. But in doing these projects I have also been taught about citizenship, governance, caring for others, working together and working toward a greater good. In doing these things and doing them well, I have seen the consequences of the positive effects in our community and the awesome friendships that I've made. It's almost as if all the members of 4-H have had that fresh cup of Rotary java every day.

Do all things in my life benefit everyone? Probably not, and I'm sure my sisters could say a few things regarding this topic. I think this is a question we could ask ourselves many times in a day and find that changes would be made more frequently. When I don't get up in the morning at the time I should and get that pot of Four-Way brewing, the chores don't get done and my family has to deal with either doing my chores or work around them not being done. My animals certainly don't benefit as they go hungry and then my neighbors aren't happy having to listen to them. It can make others late for appointments, which can in turn set back other people. It is also rude to walk into Church or a meeting late. There is definitely a domino effect in what we do and how it effects others.

Being respectful to my parents and doing what I am asked with a cheerful heart probably helps my family more than anything does. My sisters see my actions and follow my example. My parents are happy and therefore we have a happy home. My mom has taught us girls to answer the phone in a respectful way that many times gives good reviews. But when we just answer with a simple "hello" there is no response other than the person inquiring the information for which they called. Something as simple as answering a phone can make people happy and it's an action that doesn't require much. I think starting the day with a fresh pot of Rotary and asking "Will it be beneficial to all concerned?" I will find that life will be better, not just for myself, but for all.

The recipe for the Rotary Four-Way is home grown and organic. It has fresh solid grounds with an aroma all it's own. It has that addicting taste that keeps you coming back. It reminds us to ask ourselves questions that makes us stop and think of our actions, to check if we're being truthful, to ask if we are being fair, are our actions going to build goodwill, better friendships and be beneficial to all concerned. Learning to live a life with these questions posed at the beginning of every day can bring harmony and goodness to our families, our friends and our community. The Four-Way has become my way and the coffee is always on.

Editors note: This essay was the grade 11-12 winner for the Four Way Test Essay Contest sponsored by Jackson Hole Supper Rotary Club.

We are saddened to report that Tim Gwilliam, father of Mary who wrote the above essay, died in an accident on January 26, 2008. Tim was owner of the Jackson Hole Veterinary Clinic and was performing a necropsy on a horse. He slipped and sliced his femoral artery. He was working alone and had no cell phone with him at the time of the accident. Tim Gwilliam was 46 years old and the father of seven daughters aged 2-18.

DISTRICT GOVERNOR'S MESSAGE



DG Nancy with DG friends from Brazil

World Understanding Month – what a good time to stop for a moment and think about the many wonderful programs and projects we have as Rotarians which work toward that end. Our Group Study Ex-

change Team is busy preparing for their trip to Finland and we are planning a stimulating and welcoming experience for our incoming team. Both of these opportunities certainly help us to make new friends, gain new knowledge and develop an appreciation for another culture. Our scholars, both Ambassadorial and Peace are helping to spread Rotary goodwill and information about our district is Ghana, Australia and Argentina. The 50 plus Youth Exchange students, both outbound and inbound, certainly give many Rotarians an opportunity to not only see another culture but to see it through the eyes of another generation.

As we are nearing the end of our grant application cycle, many clubs are already focusing upon the good works they have planned to make life better for people around the world. Our sharing and efforts are other good examples of Rotary doing its good work and Rotarians taking another opportunity to know about other peoples and countries. You can all be proud of the wide variety of good works that are being done by clubs in District 5440.

I would like to encourage each of you to think about other opportunities to promote and experience the world understanding efforts of Rotary. Try to participate with and meet the incoming GSE team members. Visit another Rotary club as you are traveling, whether it is in the US or abroad. Attend our District Conference so you can meet our visitors. This year our RI President's Representative to the District Conference will be from Korea. Let's give him a big Rotary District 5440 welcome. Plan to attend the Rotary International Convention in Los Angeles in June. There you can really "rub elbows" with thousands of fellow Rotarians from the many countries around the world. As you plan and participate, remember that **Rotary Shares**. You get out of Rotary what you put in and more.



-Condolences to the family of **Delmer Hunter, Sr.** of the Loveland Rotary Club who passed away on January 4, 2008. Del was a longtime Rotarian having joined the club in 1969.

-Condolences to the family of **Hugh Albers** of Estes Park Rotary Club who passed away on December 25, 2007.

-Condolences to the family of **Harold Herman**, long time secretary of the Ranchester/Dayton Rotary Club, who passed away January 10, 2008. Harold had been ill several months but made sure he attended his club meeting for DG Nancy's formal visit. Harold was born in Chicago, IL April 14, 1934, grew up in Chicago and Brookfield IL and graduated from Brookfield High School in 1953. He married Paula Montgomery in Aurora, IL in Sept. 1, 1956. His profession for 17 years was as a machine design Engineer. Paula and Harold moved to Ranchester in 1970. He was a motel owner, restaurant owner and Director of Ranchester Public Works. He has been involved in the Ranchester/Dayton Rotary Club since 1970, club secretary for 15 years and a long time board member of "Christmas in April", an organization that helps repair homes of those who can not afford it. He enjoyed woodworking, gardening sailboat model building, reading and helping others.

-Condolences to Rotarian **Tim Sullivan** of Laramie Rotary Club on the loss of his mother.



PDG Charlie Peterson receives a copy of *Frank Talk* on The Rotary Foundation from the author.

PDG Charlie Peterson of the Fort Collins Breakfast Rotary Club, was recognized by Past Rotary International President Frank Devlyn for his 50 year membership in Rotary. Charlie celebrates his Rotary anniversary in February. Though in Rotary for half a century Charlie remains active and busy in Rotary activities. He attends club meetings regularly and assists on the club grants committee. He is a member of the Past Governors' Council and the District Awards Committee. Congratulations, Charlie, on your continued dedication to Rotary.



Leah and her father.

District 5440 World Peace Scholar Leah Aylward received her Master's Degree in December. She will be staying in Queensland to work on her PhD where she received a scholarship for tuition. Congratulations Leah!

MEET THE ASSISTANT GOVERNOR CORNER



Julie Phares was born and raised in Columbus, Nebraska and graduated from Columbus High in 1979. She moved to Estes Park, Colorado in 1983 and been a resident ever since. She started out her professional career as a Real Estate Agent. A couple of years later she partnered with a local agent and started her own real estate agency, Prudential Team Realty. A couple of years later she had the opportunity to become the National Sales Director for Michael Ricker Pewter, and decided to hang up her real estate hat. After 5 years of traveling she decided she wanted to stay closer to home, so she became an insurance agent. She is currently the manager for LBN Insurance in Estes Park. Julie is married to Charles Phares who grew up in Oklahoma. They have three children, Bridget (25), Sean (16), & Marshall (7). In Charles's and Julie's spare time they like to perform on stage. Charles has been blessed with an incredible voice, and is a semi professional singer, while Julie likes

to perform in the local theater productions.

Julie has been a member of The Estes Park Rotary Club since 1993. She has been involved in various committees throughout the years. She was chairperson of the Estes Park Duck Race, The Estes Park Wine Tasting, and founder of Estes Park Sings. She served as club president in 2006-07. In 2003 she was honored as "Rotarian of the Year" by her fellow club members, and then in 2006 she was honored as "Rotarian of the Year" by the District. She currently serves on the Interact committee for the District.

Julie is the assistant governor for the Rotary Clubs of Estes Park, Estes Valley Sunrise, Loveland, Loveland Mountain View and Loveland Thompson Valley.

ESTES PARK ROTARY SINGS FOR SCHOLARSHIPS



For the fifth year in a row, Estes Park Rotarians will stage an evening of music, dancing, and fun to raise thousands of dollars for local scholarships.

"We are so blessed to have an abundance of musical talent in the Estes Valley. We have singers and musicians and actors and they all come together for our kids," said Julie Phares, chair of the Estes Park Sings Committee of the Rotary Club of Estes Park and the Rotary Assistant District Governor. "If your Rotary club wants a way to showcase local talent while raising money at the same time, this is the perfect vehicle. It's also just a lot of fun."

Estes Park Sings was launched four years ago when the Rotary Club needed more money for scholarships for local students. Phares and husband, Charles, knew a bunch of singers in town and within a month's time, they put a show together.

One day before the performance, only about 150 tickets had been sold. The following night close to 300 people showed up raising more than \$4,000 for the scholarship fund.

"It was amazing," said Phares. "We figured we'd be playing to our families, some close friends, and our fellow Rotarians, but a whole bunch of folks showed up and it was absolutely thrilling. When I walked out and saw all those people in the audience, I was speechless -- and I was supposed to be singing! What we set out to accomplish we did, and it was so much fun."

Each year, the performers pick a different theme for the show.

Last year, it was "Estes Park Sings Across America." It was staged on two nights and raised \$12,500 for the Rotary Club Foundation's scholarship fund.

"This year we're doing 'Estes Park Sings Around the World,' explained Phares. "We'll be doing songs like 'Oh, Danny Boy,' 'Bohemian Rhapsody,' 'Don't Cry for Me Argentina,' 'Three Little Maids from School' from the Mikado, a Beatles medley, and a host of other songs from all over the world."

Estes Park Sings will be staged for two nights, April 24 and 25, at Mountain View Bible Fellowship Church, 1575 S. St. Vrain (intersection of Highway 7 and Peak View Dr.) in Estes Park. Tickets are \$20 each. For additional information, call Julie Phares at (970) 586-5368.



KIDSWRITE

By Melissa Adams
Thompson Valley Rotary Club

The Thompson Valley Rotary in Loveland has a special focus on youth and last year combined this with one of Rotary International's priorities, literacy. It's called Kids Writing for Kids or the Little Books project. TV Rotary has encouraged and funded publishing of middle school authors, guided by their teachers and working within curriculum goals, providing two books per month to over 375 preschool children.

The Thompson Valley Rotary's involvement with Kids Writing for

Kids is expanding this year as the groups are branching out to gain more community sponsors, once again, with help of the students.

TV Rotary earned the Governor's Award for Literacy in 2007 with this unique program that pairs Rotarians with middle school students who write and create books for preschool students in the Thompson School District. The Rotary Club has provided sponsor funds as well as readers who visited the Thompson School District Early Childhood Program's six locations to read to preschoolers.



Rotarian Jan Scott reads to a child.

As a recipient of a Rotary District 5440 simplified grant, the TV Rotary partnered with the Thompson School District to create a "streaming video" that describes the project for their web site and a longer video for presentation and distribution that describes the program so other Rotary Clubs can create similar projects.

Lynn Gilbert, a science teacher at Conrad Ball Middle School, has carried the torch for the students. Last year, her after-school science club members researched, wrote, created and assembled (with Rotarians) the "web" books that are written age-appropriate for preschoolers. The Rotary provided small containers to hold the little books so they could take them home and start their own library at home.

"This is such a wonderful project for the Early Childhood children," said Theresa Clements, principal for the program, "Many of these children have no age-appropriate reading materials at home and these books are something they can read with their parents."

This year the program has broadened with students at Lucile Erwin Middle School and some home-schooled students creating books under the guidance of Mike and Phoebe McGuffee, who created the web book templates. Gilbert has moved the book project into part of her science curriculum. As the Rotary began to seek out more community support, Conrad Ball language arts teacher Pam Brietharth agreed to have her students write letters to community members seeking sponsorship. The letters are part of the writing curriculum at the school.

"This program is so amazing," said Denny Varns, president of the TV Rotary. "It touches so many people and has so much room for growth."

McGuffee has his own company that creates the templates for profit but also is involved with non-profit ventures with the Bureau of Indian Affairs and projects in Belize and other countries.⁵⁰

LOVELAND MOUNTAIN VIEW ROTARY

The Loveland Mountain View Rotary club was chartered one year ago, January 12, 2007, with 22 members. Since then, the club has doubled in size and has moved full speed ahead.

"Fun"draising has been FUN for Mountain View Rotary! In August, we held a Peach Sale which raised over \$3000 for our club. We followed that up with Our First Annual Golf Tournament which was a day of fun for all, and which raised over \$7500. We are



Rotarian Rhonda Heth setting up for golf tournament.

currently planning an event for spring, and we will be hosting our Second Annual Golf Tournament in June 2008 rather than in September.

Our fundraising efforts have positively contributed to several organizations this year. Mountain View Rotary donated \$3000 to C.L.E.A.R., a local organization educating our public on the dangers of methamphetamine use in our community. We also donated \$1000 to Children of Peace, and organization with local ties that helps build schools and provides medical attention in Vietnam. Our goal with this organization is to expand the platform of our involvement yearly.

We also contributed a day's worth of manpower to help build two homes in Loveland in conjunction with Habitat for Humanity. In December as part of our holiday White Elephant Gift Exchange, we held our annual Long Underwear Drive and were able to donate over 40 pairs of long underwear to Loveland Cares/Loveland Soup Kitchen. In April 2008, we will be hosting "Heroes Among Us", an event to honor the essay winners of our local middle and high school students, and in May, we will be awarding three college scholarships to our local high school students based on an essay relative to the importance of the "Four-Way Test."

We've also managed to fold in a few social activities this year. In addition to our holiday party, members attended "Foam on the Range", a tour of our local breweries that included taste testing, and a wine making event at Vintages in Ft. Collins. We also held a membership drive social on January 5th, 2008.

ANNUAL AUTUMN GOLD FESTIVAL A WINNER FOR THE COMMUNITY

by Sandy Burns



Estes Valley Sunrise Rotarians and thousands of visitors welcomed the fall season with the annual Autumn Gold Festival held in downtown Estes at Bond Park the weekend of Sep-

tember 22. The event has become an annual tradition along with the celebration of the elk and the fall colors. It is sponsored by the Sunrise Rotary Club, and is a significant fundraiser for the local community. Festival manager Bruce Johnston reported that a record breaking \$25,000 plus was raised this year. The Bands, Brats and Beer theme featured great food, beer on tap, and free entertainment by many performers including local favorites Brad and Kathy Fitch, the Elktones and Elk Hollow.

One of the most popular events of the festival was the Raffle, which featured a \$5,000 grand prize and over 100 other prizes donated by local merchants. Many who purchased tickets for the raffle were winners, since 654 tickets were sold this year. Local resident Ron Gordon is this year's winner of the \$5000 grand prize.

The Festival is the premier fundraiser for the Sunrise Rotary Club. Projects the Club funds or has contributed to include youth scholarships, literacy programs, wireless microphones/transmitters for classroom sound field amplifications systems, the skateboard park, the soon to be constructed Estes Park Memorial Observatory, foreign exchange programs for students, and international charitable activities such as the Peru Water Project featured recently in the Trail Gazette. Sunrise Rotarians are characterized by many as individually generous with their time and money, setting fine community examples of the Rotary theme of service above self. At the festival, in addition to Rotary Club members volunteering their services, one could find spouses of Rotarians doing the same!

The Festival would not have been such a resounding success without the generous participation of local businesses. Merchants contributed either raffle prizes or they were cash/in kind sponsors of the event. The Estes Valley Sunrise Rotary Club extends a sincere thank you to the businesses, individuals, and to the community for their participation and enthusiasm.

ROTARY CLUB OF ESTES PARK WILL HOLD SCHOLARSHIP BENEFIT GOLF TOURNAMENT

The Rotary Club of Estes Park conducts two major fundraising projects, "Estes Park Sings" and our "Scholarship Benefit Golf Tournament", to support our clubs high school scholarship awards.

Held each year in June, the "2008 Scholarship Benefit Golf Tournament" will be held on Friday, June 13th and will be our 12th year to host this fundraising event. The tournament is a fun event and is held at the Estes Park 18-hole golf course. The tournament has four entry classifications (Men's, Women's, Mixed and Fun Division) with prizes awarded to each division. With support from the local business community as well as Rotarians and community members, the golf tournament has been able to raise over \$15,000 each year. These monies help fund our scholarship program for Estes Park High School students. In 2008 we will award three, 4 year scholarships. Each scholarship will have a \$2,500 per year award with a total award of \$10,000 over the four year scholarship period (\$30,000 total award for all three scholarships).

To obtain entry information about the 2008 Scholarship Benefit Golf Tournament please contact 2008 tournament chair person Suzy Blackhurst at (970) 577-9900 or e-mail Suzy at: sblackhurst@estes.org.



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THREE CHEERS FOR BELL RINGERS

by Karen McClure

A coalition of organizations in Estes Park, Colorado, teamed up in November and December with the Salvation Army for their annual kettle campaign. Included in the coalition were the Rotary Club of Estes Park and the Sunrise Rotary. Thanks to the generosity of Estes Park residents and visitors, this year's final figure surpassed that of last year: \$23,500! A small army of kettle captains and organizations mobilized over 200 bell ringers who made it happen. Rotarian Randy Skeie, with in-house assistance from Verjean Skeie, was coordinator for the seventh straight year. Ninety-nine percent of the funds remain in Estes Park to fund assistance to local residents and visitors.

The following Rotarians were kettle captains: Larry Allen, Wayne Anderson, Jim Broomfield, Dick Brown, Ken Cole, Doug Frisbie, Tom Gardner, Jay Harroff, Ron Kuhns, Don Lowe, Glen Mapes, Roy Marvin, Karen McClure, Terry Paranti, Julie Phares, Ernie Petrocine, and Glenn Richardson.

The following were supporting organizations: American Legion, First National Bank, US Bank, Bank of Colorado, Board of Realtors, Boulder Valley Credit Union, Christian Church of Estes Park, Crossroads Ministry, Estes Park High School, Estes Park News, Estes Park Trail Gazette, Hobert Office Services, KEPL 1470 AM, Kiwanis Club, Lions Club, Knights of Columbus, Macdonald Bookshop, Optimist Club, Redstone Restaurant, as well as Estes Park's two Rotary clubs.

THE POWER OF NETWORKING

by Karen McClure

At a recent meeting of the Rotary Club of Estes Park, Tom Maher reviewed the success of their clean-water project. A magnificent undertaking that continues to give describes the Claro Water Project. Dr. Robert Quick of the Center For Disease Control (CDC) had the idea. The need was, and still is, clean drinking water in developing countries. Quick had conceived of an inexpensive way to do this but funding was not available, government or otherwise. At the suggestion of his father, Bob Quick, he presented the idea to a group of friends over coffee at a local café. Present were Robert Burkhardt, Bob Hamblin, Tom Maher, Bob McFarland, Bob Quick and Dr. Quick, all members of the Rotary Club of Estes Park

They were excited about the possibilities.

Members Neil Rosener and his daughter Suzy Blackhurst teamed up to coordinate a fundraising committee. Their passion and organization, combined with the enthusiasm and generosity of many, netted \$17,000 within three weeks. Significantly, the Rotary International Foundation matched these local dollars.

Shipping properly designed water containers would have been a bulky and expensive operation so a mold was designed and created and shipped to Bolivia where the bottles were created: a large one to contain treated water and a small one to contain chlorine with which to treat the water. Population Services International (PSI), a non-profit marketing concern liked the idea and approached Dr. Quick to promote the project. PSI named the product CLARO, a Spanish word meaning "clear water"; these containers are still used in Bolivia and many Latin countries. Tom Maher and Bob Quick accompanied Dr. Quick to La Paz, Bolivia, for a kick-off parade and promotion. They also visited the plant in Northern Bolivia where the molds were being produced as well as a number of grass-hut villages where the project was initiated.

This project was so successful that the Rotary Club of Estes Park mounted a second fundraising campaign to support a similar effort on the African continent. The Rotary International Foundation, again, matched the \$20,000 that was collected. CLORIN is the brand name used in several African countries.

Education was an integral part of these endeavors. Along with the molds, a guidebook of instructions for their use was published. Thousands of these books have been requested and distributed throughout the world. This book has been so successful that it has subsequently been published in four languages and is available online at the CDC website.

Twenty-six foreign countries and approximately 8,000,000 families have benefited from the project that was started over a cup of coffee in 1992. Once the validity of the project was established other governments, corporations and NGO's endorsed and are sponsoring this effort, which continues today.



Steamboat Springs Rotary Club hosted a Family of Rotary Christmas party. Looks like they had a great time!

DISTRICT YOUTH EXCHANGE COMMITTEE

by Bobbe Fitzhugh, Chair



(l-r) Joe Bluemel, Anne Bluemel, Terry Collins, Sonja Stump and Bobbe Fitzhugh attended the RI Convention in Salt Lake City last year.

Cowboy Country Youth Exchange District 5440 (CCYE) exchanges with 15-25 different districts in Europe, South America, Central America, Asia and Australia. This program is a district-to-district exchange wherein District 5440 sends a student to a specific district and we agree to host a student from that district somewhere in our district.

The program falls under the U.S. Immigration and Naturalization Services jurisdiction as a J-1 Status visa (an education visa for high school studies that does not require tuition payment by the student). Contractual arrangements between countries of exchange dictate age and language requirements (if any).

The District Chairperson and Committee are appointed by the District Governor and are responsible for coordinating and promoting club participation. The Youth Exchange Committee is responsible for final selection of outbound students, for overseeing travel arrangements, and for placement of the students within the District. Members are assigned as country representatives for one to three countries where they establish and maintain contracts and contacts with those countries, coordinate exchanges for both inbound and outbound students; maintain regular contact with students and are available to respond to student problems and crises as necessary.

Current committee members include Chairperson Bobbe Fitzhugh (Douglas) who has served as chairperson since 2001, Treasurer Josephine Gilpatrick (Riverton), Julie Yates (Ft. Collins), Joe and Anne Bluemel (Kemmerer), Bill and Gentry Moellenhoff (Ft. Collins), Terry Collins (Powell), Sonja Stump (Thermopolis), Neil Harrison (Laramie), Beth Vandewege (Cheyenne), State Department Responsible Officer and PDG Dave Bostrom (Worland) and Youth Protection Officer Kathy Majerus (Cheyenne). Valuable clerical support is provided by District Administrative Secretary Kellie Tovar.

Upcoming member transitions will leave some key gaps with long-time YEC members Joe and Anne Bluemel retiring from active duty following the 2008 District Conference and current Co-Chair Julie Yates resigning because of family and work conflicts. So, CCYE is recruiting new committee members!

This is a year-round working committee. Members are asked to make a three to five year commitment in order to create consistency and stability in the program. The group spends five to six week-ends together a year at youth exchange events including Inbound Student Orientations in September and January, Outbound Student Interviews in December and Orientation in April and District Conference in June. For this reason, it is important that everybody enjoys each others company and is willing to pitch in to help make the program successful.

Those involved in Rotary Youth Exchange are true believers that what they do makes a difference, one exchange at a time. Each of the seven thousand exchanges worldwide per year touches the lives of many people, and the accumulated benefit to world understanding is substantial and lasting. We do this because we love Rotary, we love these kids and we love doing our part in the quest for peace in these troubled times. Rotarians interested in learning more about youth exchange involvement are asked to contact Chairman Bobbe Fitzhugh at bfitzhugh@cityofdouglas.org or 307-359-3311.

2007-08 YOUTH EXCHANGE STUDENT OVERVIEW

by Bobbe Fitzhugh, District YE Chair

There are currently 30 Rotary Youth Exchange Students in the district, including five January 2008 arrivals. The students will be treated to a weekend of skiing and other activities during the January 25-27 Winter Inbound Orientation hosted by Teton Valley Rotary Club with support from the Jackson Hole clubs. Students will ski Grand Targhee Resort, review program guidelines, prepare for District Conference and enjoy the hospitality of the area.

Teton Valley Rotary Club will provide host families for



the students, transportation to and from the ski area, food and recreation activities off the slopes and facilities for the meeting and District Conference preparation part of the week-end events. Grand Targhee Mountain Resort will provide complimentary lift tickets and equipment rental for the students. This event is guaranteed to be an experience none of them will forget.

January new arrivals in the district include Kaylah Earl from Australia, hosted by the Powell Rotary Club; Argentina students Amaya de Aguirre, hosted by the Torrington Rotary Club and Santiago Lovisololo, hosted by the Cheyenne Rotary Club.; and Brazilian students Lethicia Leonel, hosted by Loveland Thompson-Valley and Camila Stefany, hosted by Riverton RC Rotarians will have the opportunity to interact with these incredible young people at the District Conference in Cody.

Meanwhile, 23 students are halfway through their year abroad in everywhere from Chile to Taiwan. We started the year with 25 outbound students and unfortunately have had two early returns. Being an exchange student takes commitment and courage and sometimes, despite all of our efforts at preparation, an exchange will not be completed. Our hope is that the vast majority of these students will have the wisdom to recognize the opportunity they have been given and the courage to persevere so they end up with a heart full of glorious memories at the end of their exchange.

INTRODUCING ProjectLINK

Rotary International has announced the debut of the new RI projects database, ProjectLINK. ProjectLINK replaces the World Community Service (WCS) Projects Exchange and is an on-line, searchable database that lists Rotary club and district community service projects in need of funding, volunteers, donated goods, and/or partners for a Rotary Foundation Matching Grant. It also lists completed projects that can be used as models.

The newly redesigned RI website debuted last October, and the WCS information is now integrated with other related RI and Rotary Foundation resources. For those who have yet to visit the new www.rotary.org, here is a brief overview of where you can find WCS information and documents:

*On the Start a Project page, there are links to information on starting an international service project.

*On the Project Resources page, you can access ProjectLINK. From the ProjectLINK page you can also download the *WCS Project Data Form (784)* to list a project seeking support or a *WCS Remittance Form* to make a contribution.

*On the Fund a Project page you can find information on the Humanitarians Grants Program of The Rotary Foundation as well as information on other funding options.

For more information on WCS projects you may contact our District Grants chairman John Henley at 307-235-6613 or jhenley9@bresnan.net.



June 5-7, 2008
Visit
[www.
rotary5440.org](http://www.rotary5440.org)
for
registration
details.

The Value Proposition To Bring Younger Business Men and Women To Rotary

By PDG Rosemary Barker Aragon #D5030/RRIMC Zone 23

Rotary is an organization which aspires to be a reflection of the professional and business people in its community. So, as we also aspire to bring in professional and business people under age 40---what do we know about them and what they are looking for in a professional and service organization?

Think about the concept of the “employee value proposition” and apply it to “Rotary value proposition”.

The persuasive statement of what you have to offer aimed at appealing to a particular generation of recruits that is focused on the audience not on the organization.

By putting together focus groups with Rotarians under age 40 Rotarian John Martinka District 5030 and a special membership sub committee can developed a message and retention strategy for the under 40’s. The following are a few of the messages from the focus groups.

- The under 40’s do not want to be in clubs composed only of under 40’s. They see personal (and professional) value being in clubs with more experienced Rotarians and Business people. So, how about inducting a group of younger professionals at once into our multi-age clubs.
- Rotary is a way to “lend them a hand”. The under 40’s said they can learn from the expertise and knowledge of the more experienced members. They ask that we once-again recognized the vocational (and business related) value to Rotary. We have experience and insights to give to them—if we know they value that. What if we proactively offered Leadership Development opportunities to our younger member-NOW. What if our clubs had programs periodically which covered the latest and greatest in management or leadership concepts? Wouldn’t this be beneficial to Rotarians of any age?
- They want to participate in service (but more hands on, perhaps even family focused—so spouses and kids could participate). Yes, they have money---but have many commitments (more expensive housing, daycare for 2-income households, etc). So, at Club’s Goal Setting meetings or assemblies, suggest they address this directly.
- Like boomers, they also see Rotary as a means to change the world for the better. Our “service above self” and international humanitarian focus fits perfectly.
- They want to “bring back the fun”. Now, what does that mean? Probably not fun as it was defined for Traditionalists and baby boomers---but something else. That would need to be a drill down)
- Use the internet/email and other forms of electronic communication more—for all communication—and who know what else. Let’s ask them for help.

What do your suggest we do with these insight?

DECEMBER, 2007 ATTENDANCE

ROTARY CLUB	Dec - 07 Attendance	Dec - 07 Members	July - 07 Members	Change YTD	Change Per Mth	ROTARY CLUB	Dec - 07 Attendance	Dec - 07 Members	July - 07 Members	Change YTD	Change Per Mth
Buffalo	57.66	37	35	+2	0	Kemmerer	80.00	25	23	+2	+2
Casper	46.46	197	197	0	0	Lander	78.22	75	74	+1	0
Casper 5 Trails	43.00	65	65	0	-1	Laramie	59.14	103	105	-2	+1
Cheyenne	52.00	205	205	0	-1	Laramie Sunrise	80.30	22	23	-1	0
Cheyenne Sunrise	78.00	31	29	+2	-1	Loveland	85.00	167	171	-4	-3
Cody	60.00	65	64	+1	-1	Loveland Mtn View	62.80	44	32	+12	+1
Craig	69.00	19	21	-2	0	Loveland TV	45.01	49	52	-3	0
Douglas	72.50	40	42	-2	-1	Morrill	83.00	18	21	-3	0
Estes Park	56.90	113	119	-6	-2	Powell	41.43	41	41	0	0
Estes Valley Sunrise	79.79	67	61	+6	+1	Ranchester/Dayton	Not Rep'd	19	18	+1	0
Evanston	72.00	40	41	-1	0	Rawlins	41.03	33	31	+2	+1
Ft. Collins	Not Rep'd	186	184	+2	0	Riverton	44.00	50	52	-2	-1
Ft. Collins Breakfast	62.00	66	69	-3	-1	Rock Springs	56.25	32	31	+1	0
Ft. Collins Foothills	69.58	105	107	-2	-2	Scottsbluff/Gering	70.72	110	115	-5	0
Ft. Collins After Work	67.95	27	25	+2	0	Sedgwick County	85.00	23	24	-1	-1
Gillette	34.16	60	57	+3	0	Sheridan	47.99	131	131	0	+2
Gillette-Energy	Not Rep'd	58	62	-4	0	Ski Town, USA	88.17	30	32	-2	0
Greeley	42.28	163	161	+2	-1	Star Valley	53.00	17	14	+3	0
Greeley Centennial	83.19	121	116	+5	+1	Steamboat Springs	67.02	96	95	+1	-1
Greeley Redeye	78.00	32	32	0	0	Sterling	47.41	40	41	-1	-1
High Plains (Eaton)	70.00	33	30	+3	0	Teton Valley	Not Rep'd	30	30	0	0
Jackson Hole	54.00	196	189	+7	0	Thermopolis	62.00	27	28	-1	0
Jackson Breakfast	69.00	13	17	-4	-1	Torrington	67.00	65	64	+1	+1
Jackson Supper	62.00	36	34	+2	0	Windsor	55.00	33	35	-2	0
Johnstown/Milliken	49.00	22	22	0	0	Worland	Not Rep'd	37	41	-4	0
						TOTALS		3314	3308	+6	-9

DISTRICT CALENDAR

FEBRUARY - World Understanding Month

- 1 - Rotary Foundation Dinner, Denver
- 2 - Rotary Foundation Seminar, Denver
- 8 - Torrington, Wine Tasting Gala
- 12 - Estes Park, Winter Beach Party
- 22 - Casper, Foundation Pheasant Dinner
- 29 - March 2 - PETS, Denver

MARCH - Literacy Month

- 1 - Significant Achievement Award application deadline due to DG
- 8 - Greeley W.D. Farr Gala Banquet
- 8 - Ft. Collins After Work, Black Tie Bingo
- 14-15 - Cody, Rotary Talent Show
- 18 - Lander Harlem Ambassadors Basketball
- 29 - Scottsbluff/Gering, Rotary Gold Silent Auction
- 30 - Ambassadorial Scholarship applications due to Kellie
- 31 - Matching Grant application deadline (to TRF)

APRIL - Magazine Month

- 1 - RI Presidential Citation & Gov. Citations due to DG
- 5 - Windsor, 9 Health Fair
- 10-May 15 - GSE Outbound Team in Finland
- 21-22 - Ambassadorial Scholar interviews (tentative)
- 22 - Distinguished Club Citation deadline
- 24-25 - Estes Park, Estes Park Sings
- 25-27 - Youth Exchange outbound orientation, Douglas

MAY - District Convention Month

- 1 - Memo of Club Visit due to Dg from AG's
- 2 - Greeley Centennial, Golf Tournament
- 3 - Estes Park, Duck Race
- 3 - Greeley Redeye, Geranium Sale
- 10 - Gillette, The Rotary Ball
- 15-June 20 - Inbound GSE Team here from Finland

JUNE - Rotary Fellowships Month

- 5-7 - District Conference in Cody
 - 13 - Estes Park, Golf Tournament
 - 15-18 - Rotary International Convention, Los Angeles, CA
- Does your club have an upcoming event you would like to see featured on the District Calendar? Please send dates with event information to the Editarian.

ROTARY DISTRICT 5440

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Please submit articles along with photos that you would like to see printed in this newsletter to the Editarian.

PETS REMINDER TO PRESIDENTS ELECT

District 5440 Presidents Elect are reminded they **must** attend the High Country Presidents Elect Training (PETS) in Denver prior to assuming office on July 1, 2008. PETS will be held February 29 – March 2, 2008 at the Marriott Hotel in the Tech Center at Denver.

Presidents Elect, AG's and other District leaders are asked to set aside the above dates and register immediately if they haven't done so. PETS registration can be done online at www.rotary5440.org. Use the link for PETS to register.

Presidents Elect are encouraged to share a room with another Rotarian; however, you may bring your spouse or select a private room. The extra cost for spouse or private room is the individual's responsibility. Any questions may be addressed to District

Governor Elect Stu Palmer at:
stupalmer@rmisp.com.

Conference Rep from Korea



DG Nancy has learned that SangKoo Yun and his wife, Eun Sun, have been selected by RI President Wilf Wilkinson to serve as his representative at the District 5440 Conference in Cody. Yun has been president of Dong Suh Corporation, an architectural materials trading firm, since 1985. He is also Chair of the Korean National Trust National Heritage Committee and its foundation. A Rotarian since 1987, SangKoo is a member of the Rotary Club of Sae Hanyang in Seoul. He was a Centennial Rotary Governor and currently co-chairs the Keep Mongolia Green project which was initiated during his year as Governor. Currently SangKoo serves as President Elect DK Lee's Domestic Aide. SangKoo was educated in the field of architecture at Syracuse University and speaks impeccable English. His wife, Eun Sun, maintains and helps restore their historical home and enjoys learning about different types of cooking.