



# THE RHINO EXPRESS

Rotary District 5440  
August, 2009  
Membership & Extension Month



## DISTRICT GOVERNOR'S MESSAGE

By DG David H. Scriven



DG Dave & Janice Scriven

Fellow Rotarians,

The year has gotten off to a good start with several clubs sending in Matching Grant applications as well as District Simplified Grant (DSG) applications. Rotary has reduced the amount of matching funds

for Matching Grants by 70 percent this year because of unrealized losses in the Rotary Foundation. Therefore, if you have a matching grant you want to get in this year, you'll want to get it in as quickly as possible because RI will run out of matching grant funds probably by next month. We will be using all of our District available funds for projects even if they are not being matched by RI. You have a little more time for the District Simplified Grants but they are a first come first serve and when that money is gone, it's gone. I know every club is doing projects and if having a DSG will help with the financing, don't hesitate to ask for the money. The grants have a maximum of \$2,000 and it's nice to have at least an equal match from the club or some other source. If you've never applied for a DSG, the application is pretty easy and if you need help, you can ask anyone on the grants committee. They can be found in the directory in the website. Speaking of the website, after a few unforeseen glitches, it is up and running at [www.rotary5440.org](http://www.rotary5440.org). As a club secretary or other club leader, if you haven't taken advantage of a training webinar and need help, you'll have to make arrangements with Kellie. The only way club secretaries will be able to report attendance is through the website.

For next year's club presidents, it's not too early to be thinking of PETS (President Elect Training Seminar). Please mark the dates: February 26, 27 and 28, 2010. We will be having some special events centered around fund raising this year as it seems to be a very popular subject. If your club has had a particularly fun and successful fund raising effort, we want to know about it and highlight it at PETS. Send pictures or other information to Bryan Cooke as soon as possible so we can fit your event into a program. Even if you have attended a PETS some other time in your Rotary career, the PETS leading up to your year is critical as new programs and projects are introduced.

All clubs should be working on their END POLIO NOW community fundraiser. We have an opportunity to have some posters made for you to place in businesses, schools and around town showing the progress of our eradication effort. The posters are 18" by 24" and if you'd like to order some, visit our website and under the Events tab click the link titled End Polio Now Posters For Sale to order a bundle of 5 for \$20. They will be mailed to you.



Our club visits are now up to 13. Since our last newsletter, we have visited Fort Collins After Work, Ft Collins, Greeley, Estes Valley Sunrise, Loveland, Thermopolis, Powell and Cody. We have had a great time and want to thank each of the clubs for the warm reception shown to us. We have been impressed with all the clubs. As I've mentioned in my club visits, I am here as a resource to you. If there is anything I can do or any member of the District Leadership Team can do to help your club, please let us know.

Yours in Rotary,

DG Dave Scriven

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## HOMEGROWN PROJECT EARNS INTERNATIONAL AWARD



From left to right: Barbara Reed, BBB VP/Communications Director; Lorna Reeves, RC-Ft. Collins, co-chair BBB/Rotary Scholarship committee; Jan Bertholf, RC-Ft. Collins 2008-2009 president; and Betti Seay, RC-Ft. Collins, BBB VP/Business Relations, celebrate the Rotary International Best Cooperative Project award. Photo courtesy of Lannie Boyd.

Rotary International's out-going president, D.K. Lee, presented the first ever "Best Cooperative Project" award to the collaborative effort of the Better Business Bureau serving Northern Colorado and Wyoming and the portion of the BBB service area in Rotary Districts 5440, 5450 and 5470.

The partnership between the BBB and Rotary began in 2001 during the BBB Torch Awards for Business Ethics. During the awards program, RC-Fort Collins had a display explaining the Four-Way Test and Rotary's work in schools.

"It was clear at this point that the relationship between the BBB and Rotary was destined for greater good," said Pam King, president/CEO of the BBB.

In 2002, three Rotarians from RC-Fort Collins approached the BBB Board of Directors to request funding for a scholarship. The board voted unanimously to provide the \$5,000 scholarship to be awarded each year during the annual BBB Torch Awards.

RC-Fort Collins oversees the project and contacts all 63 Rotary Clubs in the BBB service area. Each Rotary Club is responsible for contacting high schools in their area, inviting and collecting student essays based on Rotary's Four-Way Test and selecting one entry to forward for final judging.

So far 20 communities, some with multiple Rotary Clubs, have participated. Scholarship recipients thus far include: Sasha Gartin, Merino; Gabriel Recchia, Berthoud; Amy Kreykes, Windsor; Emily Garcia, Fort Collins; Kelly Joy Lemon, Vail; Sonja Koldewyn, Berthoud; Joshua Metherd, Wiggins; and Jarek Buss, Laramie.

In addition to rewarding a high school student who demonstrates outstanding ethical behavior, the BBB/Rotary Ethics Scholarship strives to impact all businesses by demonstrating the importance of ethical behavior and decision-making for the business market as well as the general population.

For more information on the BBB/Rotary Ethics Scholarship and the BBB Torch Awards for Marketplace Ethics, visit [www.wynco.bbb.org](http://www.wynco.bbb.org) or call 970-484-1348 or 800-564-0371.

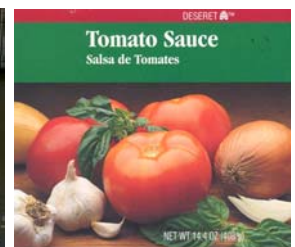
## TOMATO SAUCE TAKES ON NEW MEANING

By Judy TeSelle, Fort Collins After Hours Club President



On July 27, I had the pleasure of joining Rotary Club Ft. Collins in, what I feel, was a unique opportunity.

We met at the LDS Cannery in Aurora, CO to can tomato sauce for the benefit of the Larimer County Food Bank. RCFC travels to Denver about every other month to can whatever crop is in season. The average yield of a five-hour shift is approxi-



mately 3000 cans, labeled, packaged and ready for shipment. This particular day we put up 2500 cans. I was unaware that the cannery existed, so imagine my surprise to find such a facility in our backyard.

## MEMBERSHIP MINUTE

PDG Nancy Pettus

Each year our new Rotary International President encourages us to increase membership in our clubs by a specific number or percentage. Then, our District Governor asks us to meet that membership goal. What is it Governor Dave is asking of us this year?

Again, a net gain of one member per club is the target. That, of course, means we must either retain all our current members or replace them AND gain one member. This should remind us that there is more to membership than recruitment.

Recruitment now requires us to think about the several generations of potential members and what might attract good future Rotarians from each generation. Just think about the differences between us in: ways we communicate, how we get important information, what types of projects are attractive, what type of time commitment we can make, etc.

Retention begins the second after a new member is inducted. Don't let a new member wander around looking for a welcoming table at which to sit in meetings. Get everyone involved in activities and projects throughout the year, including both new and "old" members. Maintain interest and enthusiasm. Work club membership as you would work with the employees of your business. And lastly, to help new members feel welcome the District would like to send them a welcome letter. Please let your District Membership liason know the names and addresses of new members as they are inducted. If you don't know your liason's name, contact Kellie

## Gillette Evening Rotary Annual Golf Outing



On July 21<sup>st</sup>, the Gillette Evening Rotary club took their show on the road for the annual golf outing and barbeque. Nearly 20 club members and their spouses traveled to nearby Pine Haven for the event which

concluded with a barbeque hosted by long time club member, Karla Fiebelkorn.

Barb and Don Redder teamed up with Mitch and Dixie Maycock to win the event with a 3 under par. Rick McElroy swept the pin prizes to no one's surprise. He is a banker after all. The afternoon and evening were filled with fun and fellowship.

Events such as the golf outing are one reason the club has been successful in recruiting and retaining new members. The right balance of doing for the community and others while building relationships is key to sustainability in any service oriented organization.

## BLUE BANNER PROGRAM HONORS TROOPS

By Ernie Over, Club President

Spearheaded by the Rotary Club of Lander, a total of 18 Rotary Clubs in District 5440 contributed to purchase Blue Star Banners for the families of Wyoming National Guard members being deployed to the Middle East this past spring. The banners were distributed to the soldiers and their families at a send-off rally in Lander on April 18. The presentation included a handout explaining the banner's history, how it is to be used, and a list of all participating Rotary Clubs who made the banner distribution possible.

The Rotary Club of Lander expresses its thanks to the District 5440 clubs that participated. Those clubs in Wyoming included: Jackson Hole, Cody, Laramie-Sunrise, Evanston, Laramie, Gillette, Jackson Hole-Breakfast, Casper, Cheyenne, and Rock Springs. Colorado clubs are: Windsor, Estes Park, Estes Valley, High Plains Eaton-Greeley, Johnstown-Milliken, and Greeley; plus Scottsbluff, Nebraska.

The send-off ceremonies included a parade down Lander's main street for the deploying troops, a community dinner for the soldiers and their families, and a formal send-off ceremony featuring officers from the Wyoming Army National Guard. Lander's main street was also decorated with bright yellow banners bearing the names of local soldiers who were deployed. The banners will remain in place until the soldiers return home.

## CARING HANDS



Caring Hands CEO  
Rosemary Donahue

Caring Hands, Inc. provides a service that addresses a need that more and more of us face, or will face, as our population ages. Caring Hands helps elderly, ill or otherwise physically restricted individuals remain in their homes -- maintaining the quality of life they have become accustomed to, rather than being confined to nursing homes or assisted living centers.

Having worked with geriatric patients since 1977, Rosemary Donahue, Founder and CEO of Caring Hands, realized the need for this unique service and founded Caring Hands in 2002. Rosemary is a Registered Nurse, whose clinical training was at Fort Hood Army Base, with an extensive medical background including work as a surgical nurse, training as a respiratory therapist, and certification in orthopedics, bone densitometry and chemotherapy. She also serves as a medical coordinator for the annual Denver Channel 9 Health Fair.

Rosemary is assisted by a staff of nurses, certified nursing assistants and trained personal care givers, as well as others whose specialties complement the services offered by Caring Hands. Those services include: housekeeping, meal preparation, personal care and grooming, companionship, pet care, grocery shopping and other errands, transportation to doctor's appointments, post-operative recovery, case management, medication management, assistance with physical therapy routines and supplemental hospice care. Services are available 24 hours a day, seven days a week.

Caring Hands serves Estes Park, Allenspark, Pinewood Springs, Glen Haven, Drake and the Front Range area. However, its clients include out-of-towners who are attempting to meet the challenge of providing care, long-distance, to parents or other family members who live in the service areas. Comments from clients attest to not only the quality of service provided by Caring Hands but the compassion with which it is administered.

### Club Attendance and Membership - June, 2009

ROTARY CLUB	Jun - 09 Attendance	Jun - 09 Members	July - 08 Members	Change YTD	Change Per Mth	ROTARY CLUB	Jun - 09 Attendance	Jun - 09 Members	July - 08 Members	Change YTD	Change Per Mth
Buffalo	51.76	34	34	0	0	Lander	49.61	65	69	-4	+1
Casper	54.38	176	192	-16	-2	Laramie	61.83	101	106	-5	0
Casper 5 Trails	46.00	65	64	+1	0	Laramie Sunrise	57.00	27	24	+3	0
Cheyenne	52.00	202	213	-11	0	Loveland	85.00	187	183	+4	-1
Cheyenne Sunrise	74.12	35	30	+5	0	Loveland Mtn View	67.02	48	47	+1	+2
Cody	61.00	76	70	+6	+2	Loveland TV	58.57	37	44	-9	-1
Craig	Not Rep'd	21	19	+2	0	Morrill	78.00	17	16	+1	-1
Douglas	Not Rep'd	37	43	-6	0	Powell	57.00	28	29	-1	-1
Estes Park	76.10	148	143	+5	0	Ranchester/Dayton	75.00	22	20	+2	0
Estes Valley Sunrise	81.64	65	61	+4	0	Rawlins	52.94	34	28	+6	0
Evanston	72.00	43	42	+1	0	Riverton	Not Rep'd	50	49	+1	0
Ft. Collins	Not Rep'd	194	187	+7	0	Rock Springs	51.20	28	27	+1	0
Ft. Collins After Work	52.38	21	23	-2	0	Scottsbluff/Gering	55.82	111	117	-6	-4
Ft. Collins Breakfast	64.84	74	68	+6	+1	Sedgwick County	76.00	24	23	+1	0
Ft. Collins Foothills	62.03	112	115	-3	0	Sheridan	41.75	130	134	-4	+1
Gillette	37.94	68	62	+6	0	Ski Town, USA	85.63	32	30	+2	+1
Gillette-Energy	46.00	54	54	0	0	Star Valley	60.00	21	16	+5	+1
Greeley	47.50	153	155	-2	0	Steamboat Springs	74.38	85	89	-4	0
Greeley After Hours	50.00	22	24	-2	-1	Sterling	37.86	35	40	-5	-1
Greeley Centennial	60.00	110	112	-2	+1	Teton Valley	57.00	39	37	+2	-1
Greeley Redeye	89.50	30	30	0	0	Thermopolis	63.00	29	29	0	0
High Plains (Eaton)	80.50	25	30	-5	-2	Torrington	58.00	70	67	+3	+1
Jackson Hole	54.00	198	196	+2	+2	Windsor	63.00	33	35	-2	0
Jackson Breakfast	63.00	18	13	+5	0	Worland	Not Rep'd	39	39	0	0
Jackson Supper	63.40	39	32	+7	-1						
Johnstown/Milliken	75.50	13	19	-6	0	TOTALS		3348	3352	-4	-3
Kemmerer	70.00	26	25	+1	0						

## PENTAD CLUBS COORDINATE POLIO ERADICATION CAMPAIGN

by Judy TeSelle

### FUNDRAISING SUCCESSES



### PURPLE PINKY PROJECT

Photo courtesy of Rotary International website

The Pentad Clubs of Northern Colorado, Ft. Collins, Ft. Collins Breakfast, After Work, Foothills and Windsor, have formed a coalition to coordinate the RI *End Polio Now* campaign culminating on October 24, 2009. The objective is to blanket the communities with *Purple Pinkies*.

Each club has appointed a *Purple Pinkie* coordinator to compile a list of activities and collection points throughout the schools, businesses and grocery stores. Ideas have surfaced specifying the week of October 18 – 24 being officially declared as Polio Eradication Week by the Mayor(s) of Ft. Collins and Windsor; suspend street banners; place posters and collection containers in supporting businesses; utilize Rotaract and Interact wearing Purple Pinkie tee-shirts with End Polio Now logo in student unions and entry points for football games; develop a script (elevator speech) for parent/teacher education and ensure volunteer participation; adopt a school and specific grade; give kids a buy in telling them that by donating any amount of money up to, but not to exceed \$1.00, that they are saving a child's life when they have their pinkie painted purple; utilize

PSA announcements provided by RI, and on and on.

Fundraising ideas continue to pour in from club members as we near the ERADICATION OF POLIO. WE CAN DO IT . . . !!!



After 20 years of hard work, Rotary and its partners are on the brink of eradicating this tenacious disease, but a strong push is needed now to root it out once and for all. It is a window of opportunity of historic proportions.

Your contribution will help Rotary raise \$200 million to match \$355 million in challenge grants received from the Bill & Melinda Gates Foundation. The resulting \$555 million will directly support immunization campaigns in developing countries, where polio continues to infect and paralyze children, robbing them of their futures and compounding the hardships faced by their families.

As long as polio threatens even one child anywhere in the world, children everywhere remain at risk. The stakes are that high.  
(Information courtesy of RI website)

## DISTRICT CALENDAR

For a complete listing of DG Club Visits visit [www.rotary5440.org](http://www.rotary5440.org)  
 July 1-December 31, 2009 - Early registration contest for District Conference  
 (see website for full details)

**August, 2009** - Membership & Extension Month  
 29 - Leadership Training Seminar, Laramie, WY

**September, 2009** - New Generations Month  
 19 - GSE Team Leader Interviews, Kemmerer, WY  
 26 - GSE Team Member Interviews, Laramie, WY

**October, 2009** - Vocational Service Month  
 24 - End Polio Now Public Campaign

**November, 2009** - Rotary Foundation Month  
 13 - Executive Committee Meeting, Laramie, WY  
 14 - Mid-yr Assembly at Hilton Garden Inn, Laramie, WY  
 (visit website to register)

**December, 2009** - Family Month

**January, 2010** - Rotary Awareness Month  
 17-24 - Rotary International Assembly, San Diego, CA

**February, 2010** - World Understanding Month  
 23 - Rotary's Anniversary  
 25 - Executive Committee Meeting, Cheyenne, WY  
 26-28 - Multi-District PETS, Denver Marriott Tech Center, Denver, CO

**March, 2010** - Literacy Month

**April, 2010** - Magazine Month  
 1 - Presidential Citation Forms due to DG David Scriven  
 15 - Deadline for clubs to submit nomination forms to DG David Scriven for the RI Recognition of Membership  
 Development Initiatives (MDI Award)  
 25-30 - Council on Legislation, Chicago, IL  
 30 - Executive Committee Meeting via conference call

**May, 2010**

**June, 2010** - Rotary Fellowships Month  
 2 - Executive Committee Meeting, Casper, WY  
 3-5 - District 5440 Conference, Casper, WY  
 20-23 - RI Convention, Montreal, Quebec, Canada (tentative)

To submit articles to The Rhino Express,  
 please contact Editor Judy TeSelle at  
[judy55454@aol.com](mailto:judy55454@aol.com).

**We're on the web**  
[www.rotary5440.org](http://www.rotary5440.org)