

Rotary District 5440
June, 2009
Rotary Fellowships Month

THE COWBOY DIARIES



Susie and Stu Palmer at District Conference

June is Rotary Fellowship Month. By this it must mean we have opportunities to rekindle friendships and become better acquainted for the coming new Rotary year. The district conference was an excellent venue. It felt so much like a three day party. We really didn't want it to end, but we did have to come up for air by the time Sunday morning rolled around. Then along came the District Assembly in Casper on June 6 with the evening District Governor Installation Dinner adding another chapter to the Book of Friendship. District Trainer Julie Phares has another

From the Trail

By DG Stuart Palmer



Assembly planned this weekend in Ft. Collins – yet another opportunity to celebrate! Julie and incoming DG Dave have a Rotary Leadership Institute in the works and D5440 Visioning Chair, Chuck Rutenberg (Ft. Collins) has planned countless individual Club Visionings. The District team is doing a lot to bring Rotary knowledge and training to the clubs. We hope you will take advantage of the many opportunities to have your club grow and be more fulfilling.

As the Rotary year draws to a close, we look back on our accomplishments brought to fruition by clubs and members working together to serve others (Ft. Collins/Windsor clubs, Jackson Hole clubs, Cheyenne clubs, Steamboat and then the Greeley clubs). Cooperation is key to success! A partial list of accomplishments includes, we

and all five of the Jackson Hole area clubs presented a highly successful district conference in Jackson Hole, 4) fielded an animated all-women Group Study Exchange (GSE) team that spent a month immersed in the culture of southern Chile, 5) offered a public relations promotion to tell our story to the public through effective newspaper inserts and 6) chartered four new Rotaract Clubs with a fifth in the works, 7) maintained measured progress to meet our annual goal to raise \$318,800 for the Programs Fund of The Rotary International Foundation, 8) entertained ways to retain and nurture our current members, all the while 9) had fun in the process!

There were a few things I wanted to finish, but could not. You have to leave something on your plate for the next guy. I think the success of Rotary in a community is how it is presented, NOT just the accomplishments we achieve. Therefore, we encourage next year's Leadership Team to bring an effective on-line video conferencing format to clubs and membership, promote an effective membership effort (now being planned by new D5440

Membership Chair PDG Nancy Pettus and her 15 sub-committee chairs), start a new Rotary club - maybe in Casper or in the extended Ft. Collins, Loveland, Greeley area. It looks like there is something for all of us to do in the coming year. If you think you had fun this year, wait until DG Dave and his 2009-2010 team of assistant governors and committee chairs get ramped up!

A special thanks to everyone in this wonderful district that has worked so hard in these tough economic times. You made us always feel welcome, which says a lot about the great Rotarians of D5440. From the bottom of my heart, I want each of you to know how fortunate I feel to have spent this year serving you as your district governor.

We're off to the International Convention later next week in Birmingham, England. We follow that highly charged event with some down time with just the two of us, walking coast to coast across England. (I call it our planned Pub-crawl...so AG Phil, eat your heart out!)With or without tired feet, we'll see you down the trail.....

DG Stu (and Susie, too)

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1) set the bar for contributions to the END POLIO NOW program by leading Zone 25 (15 districts) with \$145,000 of polio contributions by early June, 2) brought the Club Visioning program to D5440 while training over 20 Rotarian facilitators to implement the valuable program district-wide, 3) brought RI President D.K. Lee to Ft. Collins for a successful All-District Luncheon last January (chaired by Pres. Roseann Guyette of Greeley Centennial),

We are pleased to bring you profiles of two dedicated D5440 Rotarians. The following tells us about Mike Forney, Rotarian of the Year (2008-2009) from the Rotary Club of Steamboat Springs. The second profile provides us only a small glimpse into the very active Rotary life of Claude Piché, past president of the Rotary Club of Ft. Collins. Claude was honored this year by Rotary International with the highest award given to a Rotarian, the *Service Above Self Award*.

We are all honored in District 5440 to know and serve beside these fine Rotarians. We also wish to recognize several other fine Rotarians who were recommended for Rotarian of the Year. We proudly offer the following names of these dedicated members you should know. Their reputation within their respective clubs is stellar. This is not the last that you will hear about: Roseann Guyette of RC of Greeley-Centennial, Alan Ashbaugh of RC of Ft. Collins, Gerry Crites of RC of Laramie Sunrise and Phil Murphy of RC of Ft. Collins Breakfast.

Here is a profile of T. Michael (Mike) Forney Rotary Club of Steamboat Springs

By Suzanne Schlicht, President-Elect RC of Steamboat Springs



Mike Forney accepting the Rotarian of the Year award from DG Stu at the District Conference.

I want to tell you the story of an extraordinary person, an extraordinary Rotarian, who took Steamboat Springs by surprise with his interest, caring and unending energy and desire to serve. Mike Forney moved to Steamboat in 2002. In no time at all he adopted our fine community as his own. He hugged, caressed and loved it like a granddad in his last year of life, drinking the joys of his favorite grandson. The analogy works. Mike Forney is indeed a grandfather and he turned 68 years old this week.

Forney joined the Steamboat Springs Rotary Club in 2003, served a 2-year term on its board of directors and served as president elect in 2007-08 and president in 2008-09.

Mike is a multi-dimensional participant in both Rotary and, really, in all areas of his life. In Steamboat Springs he has served on the local airport commission, the United Way board of directors, SCORE nonprofit business consulting organization, Yampa Valley Partners board of directors, is a contributing author of the Routt

County Livability Index, served on the city manager search committee, and he is a private pilot and volunteers his time for the Angel Flight organization.

As Rotary president, Forney is arguably leading the most successful year on record for our club. Let me share some of his accomplishments.

1. *Created a stronger, more vibrant membership with vastly improved meeting attendance. Boldly led our organization to let go of members who were not engaged. Club membership dropped from 93 to 82, but attendance went from 55 percent to 72 percent and the membership is more engaged than ever.*
2. *Created a comprehensive retention program for new members, which includes a coordinated program for a thorough orientation, new member checklist, providing mentoring services, and involves new members in committee responsibilities very early on. Welcomed 13 new members to the club thus far in his presidential term and has four more in the process of submitting a membership application to the board of directors.*
3. *Improved meeting programs greatly, so much so that non-Rotarian community members often show up to listen to our programs.*
4. *Greatly improved communication to the membership.*
 - a. *After each weekly club meeting, he E-mails a meeting recap to members who missed the meeting and telling them how much we missed their participation.*
 - b. *Produced three edition of Rotary Action, a 12-page newspaper insert featuring club accomplishments designed to keep club members and the greater community informed of the club's good work.*
 - c. *Following each board meeting, he provides a summary of board action/accomplishments at the next regular club meeting.*
5. *Increased Rotary's event responsibility and share of proceeds from the Ski Town USA Classic Golf Tournament and Benefit Auction, which is a joint effort between Rotary and the local hospital foundation. The event nets \$120K-\$150K annually and this June Rotary will be awarded 50 percent of the proceeds. Rotarian volunteers are leading every committee required to produce the event.*

6. *Provided leadership and encouragement for a grass roots effort at creating a new community event called the Rotary Barn Dance. More than 500 men, women and children attended and more than \$30K was raised for Pogie's Place, a new bereavement center for children who have experienced significant losses.*
7. *Led Rotary to manage a community-wide volunteer effort to install new universal playgrounds at two Steamboat Springs elementary schools. This effort saved the district \$80K and created a tremendous fellowship opportunity and good will for Rotary throughout the community. This project earned the club the prestigious Rotary International Significant Achievement Award for the 2008-2009 year.*
8. *Led our club to adopt a meal scholarship policy to assist key members who are facing economic hardships.*
9. *Built the strongest committee system on record in our club, engaging members to join one or more of 40+ committees, take ownership of their projects and grow into leadership positions in the club.*

Mike Forney has served District 5440 in a public relations capacity; creating a template for newspaper PR inserts. He is also a trained D5440 Visioning Facilitator. He is a member of the International Fellowship of Flying Rotarians.

In short, Forney has boundless energy and enthusiasm. He works tirelessly on every project he undertakes and there are countless projects that he is involved in. Forney is quick to give praise to his colleagues and often shrugs off his own great efforts. He is smart, humble and committed, and our club and community are better off for his efforts.

The spirit of giving is part of Forney's DNA makeup and this philosophy guides the way he lives his life. Forney is a natural leader and he sets a fine example for new and long-time Rotarians. He has truly been an inspiration to the Rotarians in Steamboat Springs.



Because Edwin Olivas (right) "googled" Claude Piché (left), Josue (center) has a new home (background).

Here is a profile of Claude Piché Rotary Club of Fort Collins By Connie Pfeiffenberger

Claude Piché is a wealthy man by the "They profit most who serve best" standard. And receiving Rotary International's Service Above Self award left him speechless. "I'm just having fun."

Surprisingly his penchant for having fun while changing lives was realized when he joined RC-Fort Collins in 2000. That year another scientist and RC-Fort Collins member, Dr. Duane "Dutch" Gubler, received the same RI award for his Dengue Fever work. But Gubler was moving to Hawaii so Piché assumed responsibility for the club's Dengue Fever projects. With mentors like Joe Looper and Charlie Petersen and the support of several clubs in the District, he began work on many World Community Service projects including livestock and micro-credit projects in the Philippines and health and education projects in Latin America.

At the same time and a continent away Dr. Edwin Oliva, a Gualan, Guatemala, pediatrician "googled" for help. Dengue Fever had struck his country and Oliva's own daughter. His search found the RC of Ft Collins and Gubler, who had spearheaded efforts on Matching and 3H Grants for Dengue projects.

Oliva and Piché bonded as doctors, Oliva joined Rotary, and the two new friends branched out on many more multi-Rotary Club Matching Grant projects with such groups as Rotaract, Interact, Ambassadorial Scholars, Group Study Exchange and Habitat for Humanity.

But before he leads a fourth team to Guatemala in June, Piché became a U.S. citizen, primarily to expedite international travel for the tri-lingual, French-Canadian, who initially became a veterinarian, but found he needed more.

There are at least 32,000 Rotary Clubs with more than 1.2 million members world-wide, yet Piché joins seven previous honorees from District 5440 to receive one of only 150 Service Above Self awards RI gives annually.

Why did Paul Hudnut (RC-Fort Collins) sponsor Piché? "I thought Claude would be a good Rotarian. ...and figured at least I'd get to see him on Wednesdays." What an understatement!



DG Stu Palmer dropped by to visit the members of the RC of High Plains - Eaton last month. It turned out to be a pot-luck gathering and workshop. Here, PP Judy Meyer, cuts a new **Welcome Sign** for the Eaton, CO community. There was lots of excitement as one after another, members used the electric cutting torch to cut the heavy sheet metal material in the foundry workshop of member, Gary Pitcher.

Gary also builds race car engines. After dinner many of the members got to take a few laps in Gary's race car around the farm's 1/4 mile dirt track. How's that for a club program!



Rotarian PP Francis Warziniak of the Jackson Hole Supper Club presents his Rotary Readers and class teacher, Amanda Robson of Jackson Elementary School with framed 4-Way Test diplomas and t-shirts at their final class reading session. RC of Jackson Hole Supper Club members awarded 3 laptops to Jr. and Sr. High students in an annual 4-Way Test Essay contest earlier this year. Francis hopes these 2nd graders will be entering the contest in 6 years. During the year, each has learned about and can recite the 4-Way Test by heart!



DG Stu and Susie Palmer participated with the Cheyenne Community Rotaractors in the recent Cranium Cup, a test of brain trivia (see article on page 6). Four new Rotaract clubs were chartered this year in Cheyenne, Greeley, Laramie and Sheridan.



In late May, DG Stu Palmer and Assistant Governor Judy Boggs present the **members of the RC of Johnstown-Milliken with the district's Sam Portner "Hang On And Row Like Hell" annual award (paddle) given to the club in the district that best overcame adversity.** In midyear the club's president was injured in an accident and had to resign and the president-elect resigned a few weeks later after taking a new job in another state. The club then morphed from a Friday lunch club to a Thursday breakfast club in a new location (Johnstown Corner). The members then became one of the first clubs in D5440 to participate in the District's Club Visioning exercise and is now on the way to being a newly energized club, ready for the coming Rotary year.

Laramie Rotary Club is Active in their Community

By Todd Pearson, Club President

The Rotary Club of Laramie recently purchased a new pool table and accessories for Laramie Senior Housing, a local non-profit housing complex that serves approximately 65 residents. Eligibility for residence at the facility is based on financial need, disability, or both, and the pool table proved to be a hit with the many seniors



who turned out for the “Pool Party”. Laramie Senior Housing provided a brunch to christen their new table and thank our club for the donation.

One of our local members and a past president provided half of the funding in memory of her father, who loved the game of pool.

Quite often we wonder if our monies are being spent wisely and how much impact our contributions are making in the community. Seeing the joy on the resident’s faces and reading the thank you notes that followed were more than enough to validate our “Service Above Self”.

The Rotary Club of Laramie sponsored an “Ethics Essay” contest this spring for local high school students to compete. The essay had to relate the four-way test in a real life situation, with the winner receiving a \$100 gift certificate at a local merchant and the opportunity to move on to the district level. Jarek Buss, a Laramie High School senior and past Rotary youth exchange student to France, won the local competition out of five entries. His essay truly dealt with a controversial issue, one that high school students face on a regular basis. Jarek used the principles of the four-way test he learned as a Rotary exchange student to make the right decision, even with the potential of losing a close friend.

At the District 5440 Rotary Ethics Essay/Better Business Bureau competition for Wyoming and northern Colorado contestants, Jarek again won first place with eight out of nine judges voting in favor of his essay. He was awarded a \$5,000 scholarship to the school of his choice and will attend BYU-Hawaii in the fall and plans to study international diplomacy.



Congratulations Jarek!!!
Pictured above from left is
Todd Pearson, President of RC
of Laramie, Jarek and DG Stu Palmer.

Scottsbluff/Gering, NE Rotary Club Supports Special Olympics

By Mark Gillam, Club President

COYOTES DECKED OUT IN ROTARY CLUB UNIFORMS



The COYOTES of the Panhandle of Nebraska are looking their best on the basketball court this season. Thanks to a gift from the Scottsbluff-Gering Rotary Club #1126, this Special Olympics sports team is not only playing good, but looking good too.

Coaches Pat Horner and John Massey have been leading their team to victories for many seasons. "It's not the thrill of "beating" another team, it's the thrill of playing, of trying and

doing and achieving and being recognized." We work with the local high schools whose varsity players participate and help with the games. The games are "called" on the sports Public Address system, and "you should see the glow on the kids faces when their name is called for achieving a score", said Horner.

Embroidered with the Wheel of Rotary, the Black and Gold warm-ups and Gold uniforms really raised the team spirit. Coach Massey said, "These kids really love to play the game, and learn teamwork and sharing skills. And now, their team pride has been enhanced as well. The friendships built during the season go way beyond the basketball court."

Cheyenne Rotary Club holds 2nd Annual Cranium Cup

By Billie L. Addleman



The Unshelved championship team

Question No. 1: In what state was Abraham Lincoln born? (Answer below)

This was the first of thirty trivia questions asked at the 2nd Annual Cranium Cup held by the Rotary Club of Cheyenne on May 16, 2009. Sixteen teams of eight competed in answering questions in the categories of History, Science, Entertainment, Culture and Sports. Approximately 170 people, including DG Stuart Palmer and Susie Palmer, attended the fundraiser for the local Rotary foundation.

The Unshelved team sponsored by the Laramie County Library took home the Cranium Cup. *The Unshelved* team name and members' names will be engraved on the perpetual trophy that

will be proudly displayed at the Laramie County Library until next year's Cranium Cup on May 14, 2010. Each member of the championship team also received their very own Leonardo da Vinci action figure. *The Numb-skulls* sponsored by Spradley Barr Motors took home the *Sir Isaac Newton Gold Apple Trophy* for Best Team Spirit. The Cheyenne Sunrise Rotary Club showed their support by fielding the *Redeye Express* team and bringing an enthusiastic crowd of supporters. The LCCC Rotaract and Community Rotaract both competed as well. Ultimately, the event raised \$10,000 for the local Rotary foundation.



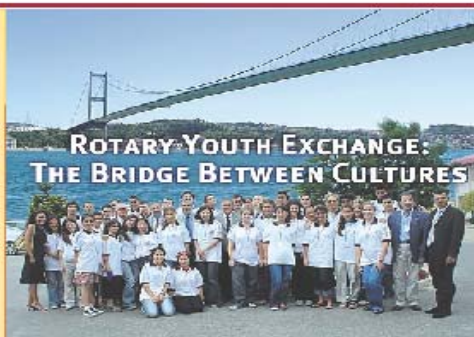
DG Stuart Palmer with Rotarian Lucie Osborn and Elizabeth Thorson of *The Unshelved* team

ROTARY YOUTH EXCHANGE

an opportunity of a lifetime



- an opportunity to develop your self confidence and maturity
- an opportunity to develop a lifetime of international friendships
- an opportunity to develop new language skills



- an opportunity to develop a base for future education and career goals
- an opportunity to develop a real understanding of many different cultures
- an opportunity to develop in many ways

Rotary Youth Exchange, the beginning...



In 1958, PDG Harley Shaver from Scottsbluff, Nebraska, USA and Rotarian Peter Barnett from Myrtleford, Victoria, Australia worked with others to develop the first long term student exchange between districts. This was to be the beginning of today's Rotary Youth Exchange Program.

The first exchange student was 15 year old John Rogers from Scottsbluff who spent 1959 in Myrtleford. At the same time Norm Jordon, an Australian student from the same district spent his exchange year in Scottsbluff.

During 1959 several other exchanges were arranged between the USA and Australia and between Australia and India, Malaya, and The Philippines.



Rotary Youth Exchange, in 1958 an idea, in 1974 an R.I. program, today, an opportunity for building bridges between cultures

and then 50 years later.....

In October 2008, John Rogers returned to where it all began for him. For the first time since his exchange year he was back in Australia and in Myrtleford to reunite with many members of his twelve host families, including 94 year old Ora Long, one of his seven surviving host mothers.....



.... and to again meet Marjorie Price who in 1960 and Vonnie Tsimbinis in 1961 were the first two girls to go on exchange. Both were from Myrtleford and went to Scottsbluff. and were hosted by John's family.

John was invited to attend the 2008 Australian Rotary Youth Exchange Officer's meeting held in Myrtleford to acknowledge and thank all of those people who made it all possible



the future - the next 50 years....

In 2009 Natalie O'Callaghan from the Rotary Club of Myrtleford is having her exchange year where it all began 50 years ago in Scottsbluff, Nebraska, U.S.A.

In July 2009 Riley Smith will arrive from Nebraska to spend her exchange year in Myrtleford, Victoria, Australia, recreating that very first opportunity that John Rogers had in 1959.



Wherever you go today in the Rotary World you will often meet Rotary exchange students being both enthusiastic and appreciative and with the goodwill of youth sharing their opportunities to bridge cultures.

As we move forward into the next 50 years the challenge is to continue what commenced with an idea of two Rotarians and the enthusiasm of two students who met their challenge 50 years ago.



Rotary Youth Exchange - an opportunity of a lifetime

If you were a Board Member of the Rotary Club of Fort Collins, this is what would be expected of you.

What does your club ask of your Board members? If there is no written job description, consider creating one.

Be familiar with and carryout the provisions of the club bylaws (a copy will be provided).

1. Attend Rotary meetings ----- at least 60%
2. Attend Rotary Club Board meetings, normally once a month-----Notify club president if unable to attend. (prepare for board meetings by reviewing minutes, etc., and be prepared to update board about committee activities or problems)
3. Attend annual Club Assembly Meeting (the Assembly Meeting, usually in April or May, is an effort to set chairs, members and budgets of committees and assignments for board members, etc.)
4. Attend annual Board training session held by the district (usually in the spring).
5. Attend and participate in the following annual activities:
 - a. District Assembly, usually on a Saturday in January
 - b. District Conference, usually over a weekend in June
 - c. Annual Foundation Dinner, usually a Tuesday evening in November
 - d. Past Presidents Dinner
(notify the club president if unable to attend)
6. Attend committee meetings of those committees under the board members area of responsibility and regular communication with the chair persons of those committees. Ensure that committees are effectively planning and implementing the various programs under their responsibility.
7. Informing committee chairs about the guidelines for spending budgeted funds.
8. On an annual basis, help get committees started by ensuring chairs/co-chairs have been appointed and assisting them in getting the committees running as soon as possible.
9. Provide guidance to new committee chairs on activities, budgets, etc.
10. Represent committees to the board for needs/recommendations by the committees.
11. Provide monthly committee updates to the board.
12. Provide annual committee update to the District.
13. Review and understand the financial statements as presented by the club Treasurer.
14. Attend annual meeting with district Governor and provide a written update of committee activities.
15. Prepare a mid-year report, in Jan., for the President and Board of committee accomplishments and needs.
16. Prepare a final year report for the President and Board of committee accomplishments and needs.



The District Governor's banner was passed between DG Stu Palmer's Rotary Club of Jackson Hole to DGE Dave Scriven's Casper 5-Trails club at Dave's Installation Dinner held in Casper on June 6th. Past District Governors in attendance were Diane Kessel Knight (speaker for the evening), John Guyette, John Patton, Mike Tormey and George McIlvaine. Assistant Governors attending were Rod Everett, Judy Boggs, John Roberts, Lynn Richardson, Bill Patton, Doug Mannerling, Julie Phares, Bill Mortimer, Wayne Gentry and Gerry Crites.

Social Media in Business and in Rotary

By Sean Macready, Loveland Mountain View President Elect

Social Media is on the rise and is getting more and more popular every day. From checking in with friends to building a business marketing strategy, media outlets such as Facebook, LinkedIn and Twitter are gaining popularity. I am sure you have heard these names before, but maybe you aren't sure how they can help your business or club. In my dealings with Social Media, I have found that something very simple can keep your name and face fresh with hundreds if not, thousands of people in your local area.

Twitter, www.twitter.com

What the heck is Twitter and what are these people tweeting about? Twitter is a simple interface that simply asks, "What are you doing?" In 140 characters, you can update your entire list of followers as little or as often as you like. Things like "I just landed the deal of a lifetime," "My plane is delayed" or "Heading to my Rotary meeting" are ways to let your friends, colleagues, clients and future clients know what you are up to. Twitter has over five million followers and is the third ranked Social Media tool, following Facebook and Myspace respectively. Users have the ability to follow their friends, and also be followed by others, whether you know them or not. I have found some interesting factoids regarding Twitter in researching this subject. During the 2007 wildfires in California, the Los Angeles Fire Department utilized Twitter to keep residents updated as to the status of the fires. In this same regard, NASA is known to use Titter for updates on shuttle missions and news about the International Space Station.

In business, I have found that letting your community know about a special event, special offer or special promotion is just a few keystrokes away. You can even do it from your cell phone! Thinking of Rotary as a business, Twitter can allow a Rotary club to reap the same rewards as a business when Social Media is involved. Live updates from your special event or conference will allow followers to see how beneficial a relationship can potentially be with your business or club. Invitations to try your product or visit your club are just as easy. A friend of mine on Twitter updates me daily on how people in the world are doing great things with projects in their communities and even worldwide with a project called "End Polio Now." This friend of mine goes by the name if Rotary International.

LinkedIn, www.linkedin.com

Being a young business professional, I strive to make myself known to others in the community. Using LinkedIn, I have the ability to find current and past colleagues, friends and potential clients as I am with Twitter, but in a more professional realm. As with Twitter, building a strong network is important, but on LinkedIn you have many more options for letting your network get to know you professionally. A LinkedIn profile allows you to tell a story about your business and, more importantly, yourself. What do you do? Where do you work? Where did you work before that? These are all questions you will answer while building your profile. I like to think of it as a progressive online resume that you share with your network. You can list current and past employers, hobbies, memberships, awards and everything else you would find on a professional resume.

Facebook, www.facebook.com

Oh beautiful, beautiful Facebook. This is obviously my favorite of all the social networking tools. Facebook has over 200 million active users and allows you to do everything that Twitter and LinkedIn can do, but it makes it a little more fun. Building a network, sending out status updates and adding a professional profile are all part of Facebook. On top of these aspects, you can also use Facebook to keep in touch with old friends, classmates and family members. Something I have recently added to my profile is a business page. With this, I am able to let my network know about special events and promotions, and more importantly, who we are and what we do. If you have the desire, you can participate in surveys, quizzes and games on Facebook, but if you are looking to use it in a more professional manner, you can opt out of those features.

Recently, I started a Facebook account for the Loveland Mountain View Rotary Club. For the club, I see it as being a great tool to attract the tech-friendly community in your local area. You have the ability to join a geographical network, in our case, Northern Colorado, and finding local partners and future Rotarians. In our case, I added all the members of our club that utilize Facebook and that started the ball rolling. When you add friends to your network, lists of suggested friends appear and you have the opportunity to request their friendship. This list keeps building the more friends you add. Not everyone will be interested in the club, but sending out a status update about special events or even club meetings and times keeps your club fresh in the community's mind. This creates the possibility of your friends gaining interest in your club, Rotary International, or the events you have going on. In this regard, gaining members for your club or attendees and sponsors of your event can be just a status update away.

The last idea I had about social media was a very simple addition to the signature line in my email. A small picture that simply reads: "I am a Rotarian" has received very positive feedback from club members, fellow Rotarians and also clients. Something as simple as this has the potential to make a huge impact with potential clients and personal contacts alike. It is an easy way to let your network know that you are involved with the community and the most prominent service organization in the world. It is just a small picture below my name that means so much.

There are many other social networking applications out there, but in my experience, these three have given me the most success, with their easy to use interfaces. Also, this is not an exhaustive list of features that Facebook, LinkedIn and Twitter offer. This is simply a list of some of the features that I use and enjoy. So take this and run with it. If you feel that you will be able to benefit from this article in your business or in gaining membership in your club, I hope you now have a foundation of understanding that can build as time goes on. You can find me at the links below if you have any questions or if you just want to be friends with a familiar face. See you in cyberspace!

Facebook: <http://www.facebook.com/people/Sean-Macready/1470093077>

LinkedIn: <http://www.linkedin.com/in/smacready>

Twitter: <http://www.twitter.com/smacready>

Email: smacready@gmail.com

Note: If you would like to use the signature line idea in your own email, simply copy the picture and paste it under your regular signature line in your mail program.

DISTRICT CALENDAR

June - Rotary Fellowships Month

5 - Deadline for final copy of *Cowboy Diaries* newsletter

6 - Installation Dinner for incoming District Governor David Scriven, Casper, WY

15 - Nominations for Citation of Meritorious Service due

21-24 - RI International Convention, Birmingham, England (41 District 5440 Rotarians are currently registered to attend)

30 - End of fiscal year - all gifts must be received at TRF by 10:00 am in order to count towards 2008-09 Rotary year.

This is the last edition of *The Cowboy Diaries* for 2008-09. Thank you for your submissions..

We're on the web
www.rotary5440.org

Club Attendance and Membership - April, 2009

Let us work hard to maintain positive growth in membership!

ROTARY CLUB	Apr - 09 Attendance	Apr - 09 Members	July - 08 Members	Change YTD	Change Per Mth	ROTARY CLUB	Apr - 09 Attendance	Apr - 09 Members	July - 08 Members	Change YTD	Change Per Mth
Buffalo	62.14	35	34	+1	0	Lander	64.83	64	69	-5	-2
Casper	55.33	180	192	-12	-5	Laramie	64.18	99	106	-7	0
Casper 5 Trails	46.00	66	64	+2	+1	Laramie Sunrise	54.00	27	24	+3	+1
Cheyenne	58.00	205	213	-8	-1	Loveland	86.00	190	183	+7	+1
Cheyenne Sunrise	77.00	35	30	+5	+1	Loveland Mtn View	75.74	47	47	0	0
Cody	66.00	72	70	+2	0	Loveland TV	73.86	38	44	-8	0
Craig	Not Rep'd	21	19	+2	0	Morrill	80.00	18	16	+2	0
Douglas	70.40	37	43	-6	0	Powell	59.00	29	29	0	+1
Estes Park	88.10	147	143	+4	0	Ranchester/Dayton	70.00	23	20	+3	0
Estes Valley Sunrise	82.99	64	61	+3	0	Rawlins	51.49	34	28	+6	+1
Evanston	80.00	43	42	+1	+1	Riverton	Not Rep'd	50	49	+1	0
Ft. Collins	Not Rep'd	194	187	+7	0	Rock Springs	Not Rep'd	29	27	+2	0
Ft. Collins After Work	50.00	24	23	+1	+1	Scottsbluff/Gering	50.62	121	117	+4	+2
Ft. Collins Breakfast	73.90	72	68	+4	+2	Sedgwick County	72.80	23	23	0	0
Ft. Collins Foothills	67.86	113	115	-2	-2	Sheridan	49.88	133	134	-1	+1
Gillette	38.60	68	62	+6	0	Ski Town, USA	86.45	31	30	+1	+1
Gillette-Energy	60.00	55	54	+1	0	Star Valley	56.00	20	16	+4	-1
Greeley	49.23	153	155	-2	+2	Steamboat Springs	67.36	84	89	-5	+2
Greeley After Hours	51.09	23	24	-1	0	Sterling	46.53	38	40	-2	0
Greeley Centennial	65.61	108	112	-4	+2	Teton Valley	65.00	40	37	+3	0
Greeley Redeye	80.60	31	30	+1	0	Thermopolis	65.00	29	29	0	0
High Plains (Eaton)	82.20	27	30	-3	0	Torrington	68.00	69	67	+2	0
Jackson Hole	53.00	198	196	+2	0	Windsor	79.00	34	35	-1	-3
Jackson Breakfast	63.00	19	13	+6	0	Worland	Not Rep'd	39	39	0	0
Jackson Supper	58.28	40	32	+8	+4						
Johnstown/Milliken	91.00	13	19	-6	0	TOTALS		3378	3352	+26	+10
Kemmerer	70.00	26	25	+1	0						