



THE RHINO EXPRESS

Rotary District 5440
November, 2009
Rotary Foundation Month



DISTRICT GOVERNOR'S MESSAGE

By DG David H. Scriven



Fellow Rotarians,

All I can say is “WOW” for the End Polio Now campaign. Most clubs in the District did amazing projects and, if our

goal was to educate the public and make them a partner in our efforts, we succeeded. A very special thanks to Doug Mannering, Polio Chair and Mike Forney, PR Chair for making this event a huge success this year.

With that major effort somewhat behind us, we now need to concentrate on the Foundation. November is Foundation month. By now, the clubs should have sent off at least a third of their yearly foundation goal into the Foundation. It is a huge help to TRF if the money is sent when you receive it rather than keeping it in your bank accounts. TRF can put the money to work and all it does in the club checking accounts is gather dust!

In October, we visited another eight outstanding Rotary Clubs. At Ranchester/Dayton we met in the new Rotary Room at the Branding Iron. The R/D Rotarians did a great job with the remodel and made a facility that the whole community can use and a great place for their meetings. Ft Collins Breakfast gave us an update on their Four Way Test Program and the Windsor Club is still active with their “ReLeaf Project”. Riverton is a town full of Rotary parks and we had a nice tour of them all. Evanston’s “Fire Circle” is such a great project that Riverton is going to do one just like it! Kemmerer was planning their Purple Pinkie Project and putting up the Four Way Test in the new Events Center. Star Valley has finished their acclaimed Romanian Pro-



Ranchester/Dayton President Pete and DG Dave with Quiet Rotarian Don Steadman

ject and is now taking on Mongolia. Big projects for such a small club! Worland is the Youth Exchange capital of the District with three students, all contributing to make Worland High a better place to go to school.



DG Dave and Howard Johnson at Riverton RC's drinking fountain on the Rail Trail.

October marked the start of the Districts Rotary Leadership Institute (RLI) classes. The first “Class #1” was held in Ft Collins with an attendance of 20 leaders and future leaders of District 5440. They all came out of the class looking forward to “Class #2”--- there are three in all. A “Class #1” will be held in Casper on January 16th and one in Jackson on January 30th. A Class #2 and another Class #1 will be held in Ft Collins in early February. Watch the Website for further details and don't miss out.

Yours in Rotary,

David H. Scriven

DG David Scriven

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The Rotary Foundation

By PDG Mike Tormey, D5440 Foundation Chair

The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

November has traditionally been Rotary Foundation Month in our Rotary year. It is a time when we are to take assessment of our commitments to Rotary and our Foundation. Over the years I have heard frustrations reported by many Rotarians concerning working with the staff in Evanston including communication, staff and committee turnover and a general lack on understanding as to how to get things done. For those of us who remember the 60's, we recall a popular song of the time saying, "The times they are a changing". Well in deed most of us have heard that the times are changing at The Rotary Foundation starting in 2010. District 5440 has been selected to be one of one hundred districts world wide to pilot the introduction of the Future Vision Project for the Foundation. You foundation committee along with Governor Dave Scriven and DGE Bryan Cooke are working hard to facilitate our transition into the new way of administering our foundation funding.

In essence our district will receive a "block grant" annually from the Foundation to administer locally requests much in the way we have handled our district simplified grants during the past few years. We will need to establish and or reorganize any number of our district committees to facilitate our new responsibilities. Many of the changes coming are listed here;

District Designated Fund ([DDF in one annual block grant. Districts are responsible for administering the activities undertaken with these funds, with minimal involvement from the Foundation. The district may disperse these grant funds at their discretion for district- or club-sponsored activities. In addition:](#)

[All activities funded with district grant funds must adhere to the eligibility requirements set forth in the terms and conditions for Rotary Foundation grants .](#)

[Districts must be qualified by the Foundation to receive district grant funds.](#)

[Clubs do not need to be qualified by the district to receive district grant funds.](#)

[District grants may be used within pilot or nonpilot districts.](#)

[Activities are not required to support the areas of focus .](#)

Funding

District grants are funded solely by DDF generated from a district's Annual Programs Fund giving from three years prior, including Permanent Fund *SHARE* earnings. Districts can request up to 50 percent of their DDF each year. Any unused district grant funds are returned to the Foundation and credited back to the district's DDF balance. DDF will continue to rollover to a district's balance for the following year. Rollover DDF will not be used in the calculation of the district grant amount.

Types of activities

Districts have flexibility in identifying the types of activities it will support with a district grant. Examples of activities include:

Local or international service projects as well as service travel or disaster recovery efforts

Vocational training flexibility includes:

- No partnership or international requirements
- No restrictions on team size or length of training
- Teams travel to either conduct or receive training

Scholarships flexibility includes:

- No restrictions on the level (secondary, university, or graduate), length, location (local or international), or area of study
- No restrictions on the dollar amount for the scholarships

Districts will develop their own standards for vocational training teams and scholars because of the grant's flexibility.

Indeed the time are a changing and District 5440 will be a vital part of the Future Vision of Our Rotary Foundation!

Polio Awareness Day Recap from District Assembly

By AG Doug Mannerling, D5440 End Polio Now Chair

A large group of active Rotarians celebrated our clubs' efforts to date at our District Assembly in Laramie on November 14. All of you who've participated in raising awareness and dollars to push polio from the globe can be proud, and there are many events presently in process and continuing into 2010. Polio survivors speaking at our Rotary club meetings brought their pain into our hearts, and their positive attitudes have paid great dividends in their lives and the lives of those around them. Some of them want to continue to help us fight to end polio, and are joining us as Rotarians. They have the passion necessary for the continued battles ahead. Gaining the support of our communities outside our clubs will continue to make it possible to raise the funds to reach our goal of eradication.

We shared a presentation put to music that Kellie Tovar, our District Secretary, created from pictures and information submitted by your clubs. We'll add to it as pictures and figures come in from awareness-raising events, and will present it at District Conference in Casper June 3-5, 2010. What FUN it is to see what you've been doing in the district! The help of Interact clubs and Rotaract clubs cannot be overemphasized. They have untold energy and enthusiasm for their projects. Working with students from elementary through high school was exciting and rewarding. I heard principals say the educational experience was so positive that they'd like the Purple Pinkie Project back next year.

As of reports coming in on November 14, clubs in our district have raised over \$75,000, and over 30,000 people have been made aware of Rotary's efforts to end polio. The numbers will only increase as other events are held. One idea that the Rotary Club of Loveland carried out was to contact local businesses and ask them to give discounts or other offers to customers who mentioned Rotary's effort to end polio, as well as financially supporting our campaign. Coupon sheets were distributed to people who came by the club's Quilt Show on October 24, and the Reporter-Herald newspaper ran a list of the 27 businesses and their offers on the back of the weekly TV section for 3 weeks, free of charge. What a win-win for Rotary and for businesses needing our support!

Our best to all of you who are planning events for the next few months. Be sure to support Lander's spaghetti dinner at their International Pedigree Stage Stop Sled Dog Race, and put New Year's Eve, 2009, on your calendar to be in Rock Springs for their Kiss a Cow and Bull Riding Contest. Two thousand people are expected.

Club Attendance and Membership - September, 2009

ROTARY CLUB	Sept - 09 Attendance	Sept - 09 Members	July - 09 Members	Change YTD	Change Per Mth	ROTARY CLUB	Sept - 09 Attendance	Sept - 09 Members	July - 09 Members	Change YTD	Change Per Mth
Buffalo	45.00	34	35	-1	0	Lander	48.00	66	67	-1	-1
Casper	Not Rep'd	177	177	0	0	Laramie	55.60	99	100	-1	0
Casper 5 Trails	45.50	64	65	-1	-1	Laramie Sunrise	87.00	24	26	-2	0
Cheyenne	52.00	206	202	+4	+2	Loveland	81.00	183	187	-4	-2
Cheyenne Sunrise	68.82	35	35	0	0	Loveland Mtn View	Not Rep'd	47	48	-1	0
Cody	63.00	76	76	0	0	Loveland TV	65.41	36	36	0	+2
Craig	75.00	20	20	0	0	Morrill	Not Rep'd	17	17	0	0
Douglas	Not Rep'd	37	37	0	0	Powell	56.00	28	28	0	+1
Estes Park	71.70	141	144	-3	-1	Ranchester/Dayton	Not Rep'd	22	22	0	0
Estes Valley Sunrise	99.36	63	65	-2	-2	Rawlins	36.47	34	34	0	0
Evanston	74.00	44	43	+1	+1	Riverton	Not Rep'd	50	50	0	0
Ft. Collins	61.00	184	194	-10	0	Rock Springs	Not Rep'd	30	29	+1	0
Ft. Collins After Work	65.00	20	21	-1	-2	Scottsbluff/Gering	55.23	109	113	-4	-2
Ft. Collins Breakfast	66.81	74	73	+1	+2	Sedgwick County	Not Rep'd	24	24	0	0
Ft. Collins Foothills	59.00	108	108	0	0	Sheridan	46.96	130	129	+1	0
Gillette	32.94	68	67	+1	+1	Ski Town, USA	84.38	32	32	0	0
Gillette-Energy	52.00	55	54	+1	+1	Star Valley	55.00	21	21	0	0
Greeley	Not Rep'd	153	153	0	0	Steamboat Springs	73.51	84	85	-1	0
Greeley After Hours	80.00	19	21	-2	0	Sterling	56.00	35	36	-1	0
Greeley Centennial	63.82	106	109	-3	0	Teton Valley	59.00	39	39	0	0
Greeley Redeye	91.33	35	30	+5	+2	Thermopolis	60.00	28	28	0	0
High Plains (Eaton)	65.69	27	25	+2	+2	Torrington	Not Rep'd	70	70	0	0
Jackson Hole	Not Rep'd	199	198	+1	0	Windsor	55.00	32	34	-2	0
Jackson Breakfast	67.00	18	18	0	0	Worland	37.00	39	39	0	+1
Jackson Supper	85.95	38	38	0	0						
Johnstown/Milliken	82.00	15	15	0	0	TOTALS		3318	3340	-22	+4
Kemmerer	67.00	23	23	0	0						

Gillette Evening Rotary 5k Run/Walk

by Doreen Schaar

Approximately 40 people and 8 canines braved the rain and wind to participate in the first annual Gillette Evening Rotary End Polio Now 5k Run/Walk on October 24, 2009. For just \$15, the participants helped eradicate polio, got a sweet t-shirt and burned numerous calories, all before 9 am.

The event was organized by Dan Clouston, a relatively new member to the club. Dan organized the event



from start to finish, pardon the pun. He hung posters at local businesses, ran an ad in the local paper, found timing equipment

and met with the Gillette News Record, resulting in a nice article that ran prior to the event. The article not only highlighted the event, but also Rotary International's efforts to End Polio throughout the world. We suspect that club member and Gillette News Record editor, Ann Turner had something to do with the article and we thank her for the publicity.

As the race concluded, we discovered that the traditional 5k or 3.1 miles had been stretched to 3.35 miles. All agreed the extra quarter of a mile went to a good cause! The well received event is sure to become a local tradition.

Purple Pins for Polio

by Judy TeSelle

Sunday, October 18, 2009, was the official kick-off for the *End Polio Now* campaign. Tanis Roeder and Dawn Davis of the Rotary Club of Ft. Collins Downtown, came up with the idea of hosting a



bowling tournament at Chippers North to get things started off with a bang. The Quad Clubs of Ft. Collins and the Windsor Rotary Club participated and had a great time competing. Family members joined in the fun as well. \$500.00 was raised from bowling fees and *End Polio Now* pin sales.

When all was said and done, the Rotary Club of Ft. Collins After Work walked away with the traveling trophy for 50% club participation . . . way to go team!!!

Many thanks to everyone for your support.



Powell's Kids Give Generously to Pennies For Polio

Friday night's Powell/Cody football classic marked the conclusion of Powell Rotary's Pennies for Polio campaign. The week-long campaign, conducted primarily in Powell classrooms, was a huge success thanks to the generosity of Powell's kids. "I am humbled by the amazing generosity of the students of Powell. I knew our kids were the greatest. . . but I had no idea they would raise more than \$2,222 to help eradicate polio," said Cathy Marine, co-chairman for the campaign. Competition added to the excitement of the campaign as the elementary, middle and high schools competed to raise the most money. "I'm pleased to announce that Westside Elementary School was the winner, but it was close. I'm so proud of all the schools. . . Powell's kids are the best," said Marine.

In addition to raising money in the schools, Powell Rotarians "passed the can" at the Powell/Cody football game. The additional contributions from the fans brought the total raised by Powell to almost \$3,000. "I can not thank the community enough for their generous support. Their outpouring is a tribute to all of Park County," said Bill Baker, Powell Rotary's president. "In addition, I wish to thank Superintendent Mitchell, the principals, and the teachers for supporting this effort. And, I thank Keith Bloom for acting as our honorary Pennies for Polio chairman, and the Powell Panther football team for a great game," said Baker.

Powell Rotary's Pennies For Polio campaign is part of a worldwide "End Polio Now" campaign sponsored by Rotary international. "Rotary has received grants in the past 18 months totaling \$355 million from the Bill and Melinda Gates Foundation to end polio," said Patrick Croft, co-chairman for Powell. "Rotary clubs here and around the world have agreed to match those funds by raising another \$200 million so that we may achieve a world free of the crippling disease. I wish to thank all who contributed to Pennies for Polio for their generous support," Croft concluded.

Powell Rotary Honors Seventh Grader

By Sharon Baker, Powell Club Secretary



Dawson Hutzenbieler

When Wyoming's Powell Rotary planned their culminating event for their Pennies for Polio drive, they had no idea that a seventh grader would step up to help. The October Polio fundraiser was focused on the schools, with students from three elementary, one middle and one high school competing to bring in the most money to help eradicate polio. The week long drive culminated at the Friday night football game where Powell played arch rival, Cody.

During half time of that game, Keith Bloom, Honorary Polio Chairman and Wyoming State Athletic Hall of Famer, gave a plea for folks to open their wallets as cans were passed in the stands. Having noticed the booth set up by Rotarians when he entered the stands, seventh grade student, Dawson Hutzenbieler, came over, asked if this was still the Pennies for Polio he had been donating to in class. When informed that it was, he simply said "What can I do to help." He then proceeded to do whatever was asked of him, even during the game. He helped pass the cans in the stands and kept an eye on them when they reached a collection point. When all was done, he simply nodded and walked away. He was later identified by his teacher after viewing a video made during the event.

Dawson was presented with a Friend of Rotary certificate for his unquestioned and eager help during the Polio fundraiser. His teacher stated that during the drive, he had attempted to donate his lunch money, telling her "Did you see those kids?!!!" The certificate was presented by a teacher during an all school assembly. She read how much his concern and help had meant to the Rotary Club as well as to polio eradication. He had difficulty believing that the Certificate and the applause were for him. Dawson was/is not a model student. He was almost not in that assembly, but he held his head high, finally believing that Rotary was proud of him. His classmates' rousing applause and the appreciation of Rotary touched him in ways that will hopefully remain with him all his life. His concern for others less fortunate has started him on the right road.



Members of the Rotary Club of Jackson Hole Breakfast and the visiting District Visioning Team were on hand to congratulate Past District Governors Bill and Nancy Pettus on their 50th Wedding Anniversary during the week of October 17th.

Have you visited www.rotary5440.org lately?

The District's new website is up and running. You will find information from our youth exchange programs, ambassadorial scholarship information, grants and End Polio Now. There is a wealth of information on the site~check it out today! And while you're there, don't forget to click the new user button and obtain your user ID/password. You can maintain your own membership information for the District and be sure to stay connected by inserting your email on your profile.

Why you should attend a District Conference!

- Celebrate your club's accomplishments as part of this district
- Dynamic speakers
- Make new friendships and rekindle old ones
- Enjoy the Rotary hospitality of Casper, WY!



Visit www.rotary5440.org today to enter in the District Conference Early Registration contest (under events tab on homepage). A PHF will be awarded (see web for details)!

Cans Around the Oval

CSU Rotaract members participated in **Cans Around the Oval** this year, which started on September 17 and ended on October 14. From collecting donations from local Rotary clubs as well as going door-to-door in the Greenbriar neighborhood, they received 559 pounds of non-perishable food, and also raised \$82 for the Larimer County Food Bank!

Participating members included Kellie Thompson, Shannon Thomson, Jess Rutishauer, Audrey Matsulich, Sara Podgorski, Xin Huang and their advisor Amelia Striegel, as well as Kathy, the president of Big Thompson Interact.



Membership Minute Retention is the Key

By Chuck Rutenberg, PP The Rotary Club of Fort Collins

Each year Rotary International stresses the need to set new member goals. This is passed on through the Districts to each individual club to focus on. But what about member retention? Does your club have a member retention goal? Do you have a "new member" retention goal? And more importantly, if you do have goals set for your club, do you actively track your progress against them?

These are important questions to ask yourselves and your club leadership if Rotary is going to continue to grow and thrive. We've all focused on new member orientations and trying to get members active. But do we take the time to discern why these new members are joining our club in the first place, or do we treat all new members the same? We have to ask ourselves, how we can retain these new members if we don't even know why they joined Rotary in the first place. For instance, if a new member is joining a club seeking friendship and fellowship opportunities and the club has no fellowship activities outside their weekly meeting, how long will he or she stick around? Or if their passion is hands-on community service and the club has no hands-on programs, the prospects for keeping those members are not very good.

And what about those members who leave? Does someone in your club sit down and interview them to find out why they left, or do you just let them fade into the background assuming they were just not a good fit for your club? Anyone who takes the time to join your Rotary club deserves more. If you really want to know why, then it takes more than a "quick" phone call asking why, or mailing a questionnaire hoping that they will take the time to complete it. This approach will most certainly get a response that he or she is too busy at work and can't find the time, or worse, no response at all. All clubs should incorporate a process that includes sitting down, face-to-face, and filling out a questionnaire and discussing it with the Rotarian to determine the real reasons for his or her departure. Who knows, you may even find out that there was something that you can still "fix" and retain a good member.

Again, knowing why the member joined in the first place will help this process. If you don't have a questionnaire for this purpose, contact any member of the District Membership team and we will make one available to your club.

Remember, member retention is the key to having a vibrant, enthusiastic, and active Rotary club.

Australia GSE Team Selected

By PP Mike Forney, D5440 GSE Team Leader

Mike Forney, past president of the Rotary Club of Steamboat Springs will lead five young professional men and women from the region in a five-week Rotary business, cultural and study exchange to New South Wales, Australia in February and March, 2010. Forney is the 2009 recipient of the District 5440 Rotarian of the Year.



Upper tier: Josh Mallonee, Jackson; Kellie Humphries, Kemmerer (alternate), Sarah Kostin, Steamboat Springs; Matt Weisman, Jackson; Lower tier, Mike Forney, Team Leader, Steamboat Springs; Leslie Sampson, Loveland, Tiffany Lehman, Fort Collins, John Roberts, Fort Collins (Team Leader alternate).

The team members selected on Saturday, November 7th included Sarah Kostin, 29, the Youth Services Librarian at Bud Werner Memorial Library in Steamboat Springs, Colorado. Kostin has a Masters Degree in library and information from the University of Illinois. Tiffany Lehman, 31, has her own life coaching business in Fort Collins. She is a graduate of the University of Wyoming with a Master's Degree in community counseling.

Joshua Mallonee, 26, is the International and Service Program Coordinator at Wilderness Adventures in Jackson, Wyoming. Originally from Athens, Georgia, Mallonee graduated from the University of Georgia with a degree in biology and psychology. Leslie Sampson, 33, is the Senior Vice President—Human Resources for Home State Bank in Loveland, Colorado. She is a Colorado State University graduate with a degree in business administration.

Matthew Weisman, 35, is a resident of Driggs, Idaho and Director of Information Technology for the Town of Jackson, Wyoming. He is working on his degree in business and technology management from Western Governor's University in Salt Lake City, Utah.

Kellie Humphries, 30, from Kemmerer, Wyoming was selected as first alternate will remain a part of the team through the extensive training and orientation program leading up the departure in February. Humphries is an Interpretive Park Guide at Fossil Butte National Monument.

Rotary International pays all travel expenses and the exchange team members stay with host families of Rotarians in Australia. A similar group from Australia will visit Rotary clubs in Wyoming and Colorado later next spring. About 500 group study teams will be involved in the program during this Rotary year.

All of the participants are between 25 and 40 years old and are required to have been fully employed in their profession for a minimum of 2 years. They cannot be Rotarians or direct relatives of Rotarians. They were selected based on their interest in the study of diverse cultures, an outgoing personality, a commitment to serve as an "ambassador" to another country and a desire to learn more about their individual fields and vocations.

"Our team members will travel a wide area of Northeast New South Wales, from about 240 to 400 miles north of Sydney. The team will visit many of the 55 Rotary clubs in the host district, attend their meetings, witness first hand a wide variety of community and international service projects, and explore the area's natural resources and highlights. They will also meet and confer with Australians who work in industries and professions similar to their own," Forney said.

The Rotary district in Australia includes seaside resort areas that feature extensive tourism, farming, equine management, education, manufacturing, aviation, and healthcare. February and March are the height of the summer season in Australia.

Applicants will devote about one weekend a month in meetings and orientation sessions prior to their departure from Denver International Airport on February 6th for the 22-hour flight to Sydney. They will also be responsible for presenting their experiences to Rotary clubs upon their return.

DISTRICT CALENDAR

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

November, 2009 - Rotary Foundation Month

December, 2009 - Family Month

January, 2010 - Rotary Awareness Month

8 - Foundation Dinner, Denver, CO
9 - Foundation Seminar, Denver, CO
16 - RLI Course #1-Casper, WY
17-24 - Rotary International Assembly, San Diego, CA
30 - RLI Course #1-Jackson, WY

February, 2010 - World Understanding Month

TBD - RLI Course #1 & #2, Fort Collins, CO
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

27 - District Future Vision Assembly, Embassy Suites, Loveland, CO

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
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We're on the web
www.rotary5440.org