



THE RHINO EXPRESS

Rotary District 5440
October, 2009
Vocational Service Month



DISTRICT GOVERNOR'S MESSAGE

By DG David H. Scriven

News from the Jungle,

As we continue to charge through the jungle we are seeing Rotary action at every corner. We just finished a few days with our fellow DG classmates at the Zone Institute in OK City along with all the DGEs and DGNs and a couple of hundred PDGs. How's that for a mouthful of acronyms. Zone Institute is like a District Conference for anyone with District Governor in their title, past, future and present. We heard from the head doc with the World Health Organization on Polio, Dr. Bruce Alyward, and he informed us that we really do have that pesky little critter on the run and with our attitude of "No Tolerance for Failure", we will finish the job. As many of you know, we started the project with three strains of Polio, Type 1, 2, and 3. Wild virus Type 2 is gone from the face of the earth. Type 1, which is the worst type should be gone within the year. The new bi-valiant vaccine is working just about as well as the mono-valiant vaccine but gets both remaining strains at the same time. Our October 24th projects are extremely important. If you still struggling for projects, get with your Ags, you have plenty of time to really make a difference.

Many clubs have undergone the Visioning session with several more in the pipeline. All the presidents heard about this at PETS so it shouldn't be new to anyone. The worst Visioning can do for your club is to make it better. It's a great evening of fellowship and working together to develop a positive direction for your club. Information is available on the webpage on how to get in the cue and organize your club for a great night.

District 5440 recently joined the Rotary Leadership Institute and several teams of facilitators are trained and ready to go to work. This program is for anyone wanting to know more about Rotary and be a better leader.

Quote of the Month

"Leadership is required for mobilizing people to handle challenging times. In a world that has no challenges, things are fine and you don't require leaders....But, unfortunately, in our world, we have a huge number of challenges in the government, non-profit and business sectors; we have many challenges in the developing world and the developed world. ...In fact, in our world, the need for leadership is more now than ever before."

John P. Kotter, Harvard Business School

I mentioned in the last Rhino Express that The Rotary Foundation has run out of matching grant money. We will continue with the grant applications but without the Rotary match. If you have unfunded grant applications, you may want to try to partner with other groups or Rotary Clubs to

make up the shortfall. We will use our District Designated Funds to help but may not be able to come up with all the required funds. For clubs with partnering clubs you've been working with don't stop the process. Remember the grants still have to be a minimum of \$10,000 and all the reporting requirements are still in place. The only thing that has changed in the process is the Rotary match. We still have District Simplified Grant money available as well so be sure and get those applications in as soon as possible. For all of you grant recipients, I am requesting you put together a display for the House of Friendship at District Conference. It doesn't need to be fancy but the rest of the clubs in the District need to see what we are spending our money on and you need to be proud of spending that money. Each grant recipient will be contacted by our House of Friendship Chair with further details.

As of the end of September, we have visited 28 of our 51 clubs. Everyone should have the opportunity to see all the good things Rotarians do for their communities. Make a point of being in Loveland during Valentine's day to see the large Valentine Cards the Loveland Thompson Valley clubs puts up around town and drive up to Estes to see the Gateway to the City the Estes Park club put in. You may want to take a drive over to Gillette to see the incredible water feature at Lasting Legacy Park or the gazebo at the fishing pond. If you are in Torrington at the Christmas parade be sure to have some cider provided by their Rotary Club. And if you are in the Johnston/Milliken area, see the Gateway into Milliken to help promote the other non-profit organizations in the area. And that is just the things you can see. What you don't see as you drive through these communities is the dictionaries they give to third graders, the scholarships to high school students and the support to the Boys and Girls clubs but you can bet those communities see the results.

It's not too early to register for District Conference. Early registration is available on the website, www.rotary5440.org. Register before January 1st and your name goes in the hat for a Paul Harris Fellow. I want all the clubs to have a project poster board for display at the conference. We'll talk about that more as I visit you clubs.

Until next time, have a great month, and END POLIO NOW!



Estes Park President
Jay Harroff



David H. Scriven

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DG Dave visits Torrington Rotary Club



Nancy Hobbs, co-chair for our Foundation (end Polio Now Campaign), President Dee Ludwig, Dist. Gov. David and Co-Chair Eleanore Jones. Looking on is Rotary member Mike Patterson



(l-r) District Governor Dave & Janice, Assistant Governor Wayne Gentry and President Dee Ludwig

END POLIO NOW

By Doug Mannering, District Polio Chair

Where were you when Polio Eradication was declared? This is your notice to stay involved so you can answer that question in the not-too-distant future. We're getting closer to declaring an end to the crippling effects of Polio, and you'll want to take part as a supporter of the End Polio Now Campaign.

District 5440 has received an \$8000 public relations grant from Rotary International, which will be matched 1/3 by the district. The total of over \$10,600 will be utilized to purchase television, radio and print ads to promote awareness and the opportunity to contribute to ending polio worldwide. Ads will direct viewers/listeners/readers to our district website, www.rotary5440.org, where they can learn about local activities and events and also make a contribution. Other districts in our area will cover other regional media, so watch, listen and look for these ads to run from October 12 through October 24, End Polio Now Day.

More than 3,300 Rotarians in 51 clubs throughout our district (Wyoming, Northern Colorado and portions of Idaho and Nebraska) are joining together during the month of October to highlight efforts to raise awareness and dollars to End Polio Now.

One club that already held events is the Rotary Club of Scottsbluff/Gering, working with the Rotary Club of Morrill. They held a Purple Pinkie event at which all the children of St. Agnes Elementary School wore white t-shirts, except for four who wore purple shirts to represent the four countries where polio is endemic. They also hosted a Purple Pancake Project at Arby's that raised about \$4500, and a fundraiser at the Midwest Theatre that raised \$2930.

The two Estes Park Rotary clubs also have an ambitious agenda arranged. The Purple Pinkie Project will be presented for all grade levels on October 23, headed up by doctors in the local clubs, with the help of Interact members. October 24 will be the date for a pancake breakfast at the American Legion, an event at Safeway at which Rotarians will collect for polio in purple pumpkins, and a Halloween Party Fundraiser in the evening. The Town of Estes Park has designated the week of October 19 as Polio Awareness Week.

We look forward to hearing about your club's events and activities during October and beyond that date, as the fight to eradicate polio continues. Have fun as you work with local kids and adults to meet the challenge.

Remember, The Future of Rotary is in Your Hands.



Julie Marshall applying a purple pinkie to "End Polio Now" special events committee member Ron Schluter, who with his wife Sara, provided the hor'devors for the evening



Scottsbluff-Gering President Elect, Jim Trumbull and two attendees, Dona and Jim Zimmerman standing by the Iron Lung

Vision Facilitators Trained in District 5440

By PP Chuck Rutenberg, District Visioning Chair

Interest in the District Vision Facilitation program is growing quickly among clubs in District 5440 along with the need for more facilitators to handle the demand.



Front Row (left to right): Helen Higby, Beth Smith, Donna Martemuccie; Back Row (left to right): Tom Anderson, Chuck Levine, Dick Lubinski, Barbara Jones, Tracy Mead, Ardin Wright, Mike Griffith

Currently eight Rotary Clubs in the District have gone through the process and another six are on the schedule for the

month of October. "This is really exciting to see so much interest in improving the direction of the individual clubs involved", says Chuck Rutenberg, District Chair of the Vision Facilitation Team.

On Saturday September 19th Chuck, along with Vision trainers Julie Phares and Phil Murphy, traveled to Laramie, Wyoming to train a new class of Vision Facilitators. This is the first class trained by the District and will increase the number of trained facilitators from 19 to 29 available to help individual clubs through the visioning process.

The Vision process itself takes from three and a half to four hours to complete for each club using a team of four facilitators. The team leads each club through a writing exercise to encourage clubs to think to the future. The ideas generated from the writing exercise are then extracted from the participants and added to flip charts, which the club then votes on to narrow down the ideas. The process results in a number of ideas for the club to focus on in the next three to five years while fostering consensus within the club. If the club follows through with a strategic plan to accomplish the vision, it will result in consistent programs and continuity from year to year as leadership in the club changes.

After a full day of working through a "mock vision" process, the new facilitators are prepared to join the team and begin serving the Rotary Clubs of District 5440.

To arrange a Vision Facilitation for your club, contact the District Vision Coordinator, Charlie Peterson at Peterson@frii.com.

Laramie Rotary Improves its Vision

By Tony Hoch, Club President

It is now the year 2014.

"Where is your club? What does it look like? What is it Doing?" These were some of the questions presented by District 5440 Visioning facilitator, Lloyd Thomas for 20

members of the Rotary Club of Laramie. Club members participating ranged in club experience from four days to twenty-eight years.

After a primer on the visioning process and the need to stop reinventing the wheel with every new president, the facilitators made the case for continuity, consistency, and consensus in planning and following through with club priorities. "Successful clubs sustain or grow their membership, complete successful projects, support the Foundation, and develop new leaders for the club and the community," said George McIlvaine, PDG, and facilitator.

Participants were given a questionnaire designed to allow them to use their imagination in observing the state of the club five years in the future. In 30 minutes the Laramie Rotarians wrote their future observations re-



Runner and facilitator Phil Murphy helps keep the energy high

garding the club's Avenues of Service, club size, character, and public image. The group then shared their ideas with "runners" who recorded them on large sheets and attached them to the wall around the room. After the brainstorming session, members undertook a "dot exercise" and affixed colored dots to ideas within

each category which they favored most. Several ideas rose to the top in each category and these priorities will define the club's long range plan over the next five years. In general, the group decided that they want to continue to be community oriented, with an active membership, and they want to have fun and variety while doing meaningful service work. In addition, many specific goals were defined that will help the club define its identity in the community and focus its volunteer and fiscal endeavors.

In order to ensure follow through, the club assigned tasks, set deadlines and made plans to keep in touch with District Vision Coordinator Chuck Rutenberg. At the end of the evening this club president was ready to start moving into the future with a much better vision of where we are headed. Thank you facilitators and club participants!



Laramie Rotary Club members ponder the year 2014

R. I. Award Highlights Loveland Rotary's Membership Efforts

It is no doubt the initial purpose of the typical membership committee to grow the club membership and to encourage diversity in age, sex and business / professional categories. The Loveland Rotary Club membership committee, however, goes about the process in achieving its purpose in perhaps some unique ways and maybe, just maybe, that is a primary reason why the club inducted 45 new members in 2008-09 and received the International Membership Award from R.I. President D.K. Lee. Carol Gattis and Phil Ashcraft, Co-Chairs of the committee in 2008 and again in the current year, schedule a regular monthly meeting with active and interested team members identifying opportunities and challenges and developing an action plan using the club's database and demographics. This action plan, developed last year, included:

- 1-Developing a focused approach to recruiting new members.
- 2-Establishing a "mentor" system where a Rotarian is assigned to take the candidate under his/her wing and explain Rotary.
- 3-Reworking and clarifying the application process for candidates and establishing guidelines for mentors to assure follow through.
- 4-Establishing a quarterly telephone tree to encourage members with less than 50% attendance year to date to attend meetings.
- 5-Updating the process for candidates to give their three-minute thumbnail sketches.
- 6-Introducing an exit strategy, including a letter expressing regret in losing the member and an exit survey to help improve membership efforts.
- 7-Reducing the application to induction process to a maximum of six weeks in order to speed the candidate through the membership process.
- 8-Encouraging candidates to greet members and guests before meetings in order to become acquainted with the membership.

In addition to what the membership committee has achieved, the public relations committee has also enhanced membership growth by regularly publishing an insert in the Loveland Reporter Herald newspaper advertising the local Rotary Clubs, as has Loveland Rotary's on-line editor who keeps the website up to date.

Increasing the membership in a club is certainly an achievement in and of itself. Of greater importance, however, is the fact that the Loveland Rotary Club membership committee can look at the past year and feel confident that the quality of the membership has not suffered in the process.

Membership Minute

By PP Pat Butts, D5440 Membership Committee

One of the advantages of volunteering to be on a District 5440 committee is the incentive to visit other clubs. Being on the District Membership Committee has prompted me to make initial visits to the clubs surrounding Teton Valley. The experience has been marvelous with each of our neighboring clubs having unique gifts to share because each club in our Rotary district has its own special personality.

Since membership is the focus for my committee, let me share some observations on the approach to membership in my area clubs. Some have membership committees and membership chairs. Their responsibilities are to focus on attracting new members and retaining existing members. A big part of their responsibility is communication with all members. Others route membership duties through the secretary, whose responsibility it is to keep track of the membership records. Others in those clubs invite new members to visit and possibly join. And, in some clubs the president drives the membership focus.

Whatever the approach, membership is a key factor to a club's success. The synergy of the club depends on its members and their interaction at meetings and during projects. Are you happy with your club's approach to membership? Is your club holding its own or growing? If not, perhaps it's time for your club to look at a new membership approach.



Why do we need The Leadership Institute?

Rotary is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world. Approximately 1.2 million Rotarians belong to more than 32,000 clubs in more than 200 countries and geographical areas.

Rotary needs a constant influx of leadership as club officers, etc. change every year. It is difficult at the club level to learn enough about the exciting world of Rotary. Furthermore, leadership skills in a voluntary organization are often different from business leadership skills. It is important that club leaders have every opportunity for education because the success or failure of our clubs depends in large part on the quality of their leaders.

More information on courses is available at www.rotary5440.org by clicking on the Rotary Leadership Institute Link on left toolbar. Training dates to be announced, please check website often.

Matching Grants at Work

By PDG Stuart Palmer



A commercial laundry was installed at the Senior Center for the Homeless in Miranda, Brazil as a matching grant project between Rotarians of the

Rotary Club of Miranda and the Rotary Club of Jackson Hole. This is but one of dozens of initiatives created between District 5440 Rotarians and clubs around the world to promote peace and understanding through the support of worthy humanitarian assistance projects. Matching funds (money we give as donations to our individual Paul Harris accounts) from our Rotary International Foundation help pay for the project.

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)!



Club Attendance and Membership - August, 2009

ROTARY CLUB	Aug - 09 Attendance	Aug - 09 Members	July - 09 Members	Change YTD	Change Per Mth	ROTARY CLUB	Aug - 09 Attendance	Aug - 09 Members	July - 09 Members	Change YTD	Change Per Mth
Buffalo	60.00	34	35	-1	-1	Lander	43.00	67	67	0	0
Casper	Not Rep'd	177	177	0	0	Laramie	60.30	99	100	-1	-1
Casper 5 Trails	50.75	65	65	0	0	Laramie Sunrise	83.00	24	26	-2	-2
Cheyenne	68.00	204	202	+2	+2	Loveland	79.00	185	187	-2	-2
Cheyenne Sunrise	Not Rep'd	35	35	0	0	Loveland Mtn View	68.23	47	48	-1	-1
Cody	59.00	76	76	0	0	Loveland TV	79.69	34	36	-2	-2
Craig	80.00	20	20	0	0	Morrill	Not Rep'd	17	17	0	0
Douglas	Not Rep'd	37	37	0	0	Powell	61.00	27	28	-1	-1
Estes Park	68.70	142	144	-2	-2	Ranchester/Dayton	Not Rep'd	22	22	0	0
Estes Valley Sunrise	66.15	65	65	0	0	Rawlins	Not Rep'd	34	34	0	0
Evanston	Not Rep'd	43	43	0	0	Riverton	Not Rep'd	50	50	0	0
Ft. Collins	60.00	184	194	-10	-10	Rock Springs	51.28	30	29	+1	+1
Ft. Collins After Work	51.14	22	21	+1	+1	Scottsbluff/Gering	64.38	111	113	-2	-2
Ft. Collins Breakfast	78.85	72	73	-1	-1	Sedgwick County	Not Rep'd	24	24	0	0
Ft. Collins Foothills	64.00	108	108	0	0	Sheridan	46.87	130	129	+1	+1
Gillette	35.44	67	67	0	0	Ski Town, USA	77.34	32	32	0	0
Gillette-Energy	Not Rep'd	54	54	0	0	Star Valley	60.00	21	21	0	0
Greeley	Not Rep'd	153	153	0	0	Steamboat Springs	72.99	84	85	-1	-1
Greeley After Hours	88.57	19	21	-2	-2	Sterling	52.14	35	36	-1	-1
Greeley Centennial	54.36	106	109	-3	-3	Teton Valley	54.00	39	39	0	0
Greeley Redeye	84.74	33	30	+3	+3	Thermopolis	60.00	28	28	0	0
High Plains (Eaton)	Not Rep'd	25	25	0	0	Torrington	Not Rep'd	70	70	0	0
Jackson Hole	54.00	199	198	+1	+1	Windsor	53.00	32	34	-2	-2
Jackson Breakfast	64.00	18	18	0	0	Worland	34.00	38	39	-1	-1
Jackson Supper	60.81	38	38	0	0						
Johnstown/Milliken	75.00	15	15	0	0	TOTALS		3314	3340	-26	-26
Kemmerer	50.00	23	23	0	0						

On the Ground in Cambodia

By PP Pat Butts, Teton Valley Rotary Club

An International Matching grant connects people across the world. Teton Valley, partnering with Jackson Hole Supper and Jackson Hole Breakfast Rotary clubs, was fortunate to be awarded an International Matching Grant for this coming year where we will join with the Trailblazer Foundation to expand our work in rural Cambodia. The grant builds on work we've been doing with Trailblazers since 2004. The timing of the grant couldn't be better for the Cambodians.



Two Cambodian children pose in Siem Reap in the midst of early flooding during the recent Typhoon Ketsana which brought torrents of rain to Cambodia. Thirty five crocodiles escaped a neighboring farm adding even more challenge to the flooded environment.

When Philippine Typhoon Ketsana brought lethal floods to Vietnam, Cambodia and Laos, the world's tragedies got very close to home. Trailblazer's Cambodian team reported injuries and deaths from Siem Reap and sent pictures of the initial flood waters. Concerns were raised whether the Trailblazer headquarters and water filter plant would escape damage. As flood waters rose and more storms were forecast, Chris Coats, Trailblazer Executive Director, reported that the rice fields are in grave danger of being flooded out just weeks before harvest. "Yes, it could be really bad next year for 100s of 1000s of folks." Scott sent in an e-mail. "I'm so glad we got that grant so we can help people grow other and more foods!" Our initial Rotary funds supplied the first wells in rural SRAS village allowing the village to begin growing an expanded food supply. The present grant will allow expansion of irrigation and farming techniques across the rural district to educate and allow more people to grow a year round food supply.

I'm happy to report that the flood waters stopped short of flooding out the Trailblazer headquarters. A report just received from the field stated that OXFAM indicates 500,000 hectares of rice crop is destroyed in areas just to the immediate east and north of our work perimeter. This is an area roughly 2/3 the size of Yellowstone Park. An average paddy size of 2.5 hectares will supply a subsistence farmer and family of 4, rice for 1 year. The concerns here are obvious for the coming year. We're hoping the rice fields in Angkor Thom and Bakong Districts will survive the massive flooding. I'll let you know.

Greeley Redeye works with Interact Club for Polio Plus Project

By Jennifer Owens, Greeley Redeye Club President

Greeley Redeye Rotarians are busy organizing the Purple Pinkie Project with their Northridge High School Interact Club. Both clubs are working together to raise funds for the Polio Plus Challenge. Redeye Rotarians and Interact students will be painting pinkies purple at events throughout Northridge's Homecoming week. The events include: Powder Puff Football game, pep rally and during the Northridge High School Homecoming Football Game. Additionally, Northridge Interact students are challenging their opponent's football team and fans to raise money to end polio now.

Greeley Redeye receives Grant for "Safety and Comfort Project"

By Phyllis Naibauer, Redeye Rotary



Pictured (from left, clockwise) are Redeye Rotarians, Ranelle Lang, Jennifer Owens, Phyllis Naibauer, and volunteer Sydney Rehmer.

Members of the Greeley Redeye Rotary Club were recently awarded a grant from Rotary District 5440 to help fund the "Safety and Comfort Project" to benefit A Woman's Place in Greeley, Colorado. The grant, combined with funds contributed by Redeye Rotary, was used to purchase additional security cameras and anti-micro bal mattress covers for A Woman's Place. Redeye Rotary members (with the help of some good-hearted non-Rotarian volunteers) also put a fresh coat of paint on hallways, stairways and bedrooms to provide clients and staff with a more comfortable environment.

Sample Membership Classification Survey

- Accounting and Financial Services
- Advertising/Public Relations
- Agriculture, Fishing and Forestry
- Architecture and Engineering
- Art and Design
- Banking and Money Management
- Clergy and other Religious
- Communications/News Media
- Community and Social Services
- Computer and Information Systems
- Construction, Repair and Maintenance
- Education
- Entertainment and Sports
- Food Industry
- Government
- Hospitality
- Human Resources/Personnel Management
- Insurance and Risk Management
- Legal
- Management and Administration
- Manufacturing
- Marketing and Sales
- Medical/Health Care
- Military
- Protective Services
- Real Estate
- Science, Math and Technology
- Service Industries
- Social Sciences
- Tourist Industry
- Transportation
- Other (Please explain)

1. What classifications exist in our locality and surrounding area that are either not represented or underrepresented in our club?

2. Have any business developments in the past year had a significant impact on the local economy?

3. What modifications to current classifications do you recommend?

4. Which potential classifications that you listed in response to question 1 should our club focus on filling?

5. Do the classifications held by our current club membership accurately reflect the makeup of our local business community?

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)

October, 2009 - Vocational Service Month
 24 - End Polio Now Public Campaign
 31 - GSE Team Member Interviews, Laramie, WY

November, 2009 - Rotary Foundation Month
 13 - Executive Committee Meeting, Laramie, WY
 14 - Mid-yr Assembly at Hilton Garden Inn, Laramie, WY

December, 2009 - Family Month

January, 2010 - Rotary Awareness Month
 8 - Foundation Dinner, Denver, CO
 9 - Foundation Seminar, Denver, CO
 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
 TBD - District Assemblies

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.

We're on the web
www.rotary5440.org

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.

D5440 Mid-Yr Assembly November 14, 2009

Location: Hilton Garden Inn, 2229 Grand Avenue, Laramie, WY 82070
Cost: \$25 (includes lunch)

To view the agenda or register visit www.rotary5440.org and click the Mid-Yr Assembly link on right toolbar under District Events.

For overnight stays a block of rooms are available for Friday, November 13th at a cost of \$99 per night. To book a room at this rate, please call the hotel directly at 307-745-5500 and ask for the District 5440 Mid-Yr Assembly rate (rate available until October 13th).