



# District Governor's Newsletter

## Membership and Extension Month

### Assistant Governors

- Donna Burrill - Loveland, Loveland Mountain View, Loveland Thompson Valley
- Chan Coyle - Craig, Ski Town, USA, Steamboat Springs
- Gerry Crites - Cheyenne, Cheyenne Sunrise, Laramie, Laramie Sunrise
- Rod Everett - Jackson Hole, Jackson Hole Breakfast, Jackson Hole Supper, Star Valley, Teton Valley
- Ron Fossen - Lander, Riverton, Thermopolis
- Eleanore Jones - Morrill, Scottsbluff/Gering, Torrington
- Ray Leaycraft - Estes Park, Estes Valley Sunrise
- David McGinnis - Evanston, Kemmerer, Rock Springs
- Bill Mortimer - Casper, Casper 5 Trails, Douglas, Rawlins
- Manny Muniz - Cody, Powell, Worland
- Phil Murphy - Fort Collins, Fort Collins After Work, Fort Collins Breakfast, Fort Collins Foothills
- Barb Redder - Buffalo, Gillette-Energy, Ranchester/Dayton, Sheridan
- Chuck Rutenberg - Greeley After Hours, Greeley, Greeley Centennial, Greeley Redeye
- Susan VanDeren - High Plains-Eaton, Johnstown-Milliken
- Peter Youngers - Sedgwick County, Sterling

## District Governor's Message

After a memorable installation ceremony with 14 other DGEs and RI President Ray Klinginsmith and stand-up comedian Rotary General Secretary Ed Futa at RI Headquarters on June 30<sup>th</sup> it was great to get the tour of Rotary & meet Future Vision Pilot Operations Department staff Manager Abby McNear, & Senior Coordinators, Adam McCormack & Lisa Silberstein, but it was good to get home and start out on July 5<sup>th</sup> to

enjoy our beautiful District and our 52 fantastic Clubs (Club Travels featured on pages 3 & 5 of this newsletter).

P.S. Three reminders for Clubs:

1. Register early for Mid Year Conference October 23, 2010 Laramie Hilton Garden Inn
2. Send contact information for your Presidents of Interact & Rotaract Clubs to PDG Dave Scriven at [dscriven@rotary5440.org](mailto:dscriven@rotary5440.org); Dave is organizing a

Training Seminar for Rotaract & Interact Presidents on September 25<sup>th</sup>.

3. Secretaries are encouraged to report the latest number of Rotarians in your Clubs to Kellie Tovar via the monthly club attendance report .



# Assistant Governors Coyle and Crites



Chan Coyle

Chan was born, raised, spending most of his adult life in Rochester, New York, before moving to Steamboat Springs full time in

1998. He graduated from Brighton High School in 1957, received a BS Chemical Engineering from MIT in 1961 and a MS in Industrial Administration from the Krannert School at Purdue University in 1962. He has held two patents and was author of over 10 published technical papers on fluid mixing. Chan retired as Vice President Sales, Lightnin Americas and as a member of the Executive Management Committee, in 1998, after 36 years with Lightnin Mixers, a unit of SPX Corporation and worldwide leader in the design and manufacture of industrial fluid mixing equipment. As VP Sales, had profit and loss responsibility for \$150 Million of sales revenue for all of Western Hemisphere as well as technical sales support for an additional \$100 Million in the balance of the world.

Additionally, he was Partner and general management consultant to Springsips LLP, an internet service provider in Northwest Colorado and is currently Partner and general management consultant, specializing in mergers and acquisitions, for Adi2ude LLC, in Huntington Beach, CA. Is 46 year member of the American Institute of Chemical Engineering (AIChE). He serves as secretary of his class at MIT and is a founding member and Certified Counselor of the Yampa Valley SCORE chapter in

Northwest Colorado, mentoring small businesses in Routt and Moffat counties.

Chan joined Steamboat Springs Rotary Club in 1999 and was President in 2005. he was Project Director of their \$300K Centennial Rotary River Park Boardwalk project Was named Club Rotarian of the Year in 2003. He has chaired several committees, amongst them the Grants Committee and currently chairs their Membership Committee and is a member of the District membership Committee.

Chan is married to his wife Dixie, who is a fiber artist, specializing in Rug Hooking. Dixie teaches as well as coordinates rug hooking camps with teachers coming to Steamboat from all over the USA. They have 4 children between them (Robb, Wendy, Chan Jr. and Jay) and spend much of their time traveling to Minneapolis MN and Franklin TN, visiting grandchildren.



Gerry Crites

I became a member of Laramie Sunrise Rotary in 1997. Immediately I began to serve as a member of the board and was

elected and serve as Club President in 2003-04. I currently serve on the District Training Team as a facilitator for the Rotary Leadership Institute and the Visioning training team. I have also served as a member of the Nominating committee for the past three Rotary years. This year I am the Rotary Community Corps Chair for the District.

I was born in Kansas, raised in Colorado and graduated from Oklahoma Baptist University in 1975. I served in USN 1961-64 (Viet Nam). I have been a resident of Laramie since 1989 coming to serve as Pastor of Grand Ave Baptist Church where I still serve. My spare time is spent hunting, fishing and camping with my family and grandkids.

To me Rotary International is about "Service Above Self" and the Four Way Test. I am dedicated to Rotary because of polio and the commitment to eradicate it. As Assistant Governor for the Cheyenne and Laramie Clubs I attended all induction ceremonies to begin the new year. Please follow them on Facebook and the District Web sites for the current activities.

# Club Travels by DG Cooke

On July 6<sup>th</sup> we visited Star Valley RC where President Chris Allred, PE Heidi Roberts & Assistant Governor AG Rod Everett gave us a true western wel-

come! We learned that Rtn. Marta Heap & her baby manikin were about to leave for Mongolia to initiate a Neonatal CPR Project & as a fundraiser

there were plans to bring a circus to Thayne, WY. Our next stop was the home of JCPenney, Kemmerer! There our hosts John & P Mary Sawaya & AG Dave McGinnis wowed us with their \$6K Flag Fundraiser & tour of Wyoming's amazing aquarium in stone... Fossil Butte National Monument!



After Kemmerer we attended RRFC Bill Pettus' Grant Management Seminar in Jackson, then we went South to Craig Colorado, where we received a

warm welcome from AG Chan Coyle, PDG Bill & Nancy Muldoon & P Neil Falk. In addition to the unique Sculpture Park, this club maintains Craig's

Rotary Playground, Marcia the rail car, provides scholarships for high school & nursing students and promotes patriotism awareness with their Flag project.



Secretary John Kerst, President Scott Stanford, Kevin Kaminski of Ski Town USA welcomed AG Chan & me at their Board meeting followed by a combined lunch with Steamboat RC at Olympian Hall on Howelsen Hill. Their joint

Storyboard from the Casper District Conference showed their support for community & international projects. Two Quiet Rotarians were recognized... Curt Weiss from Ski Town

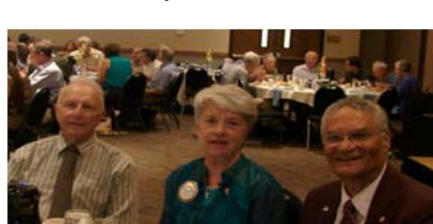
USA and Steamboat RC, Nancy Spillane mom of Olympic gold medalist. P Jane Denning & Winnie Dellaquadri introduced their two outbound Youth Exchange students.



PE Phyllis Abt, AG Phil Murphy & P Alan Ashbaugh Fort Collins RC, helped us setup for our largest Club

meeting. It was a pleasure to see my mentors Myra Monfort-Runyan, Rotary Coordinator Lynne Baker & pioneer of The 4-Way Test in the Schools PDG

Max Getts. The highlight was recognizing John Matsushima for 41 years of perfect attendance! When it comes to community & global projects this Club leads



the way. Hats off to PP Melanie Chamberlain for a model directory!



## District Applies for PR Grant to Promote End Polio Now and Member Recruitment

The District 5440 PR Committee's 2010-11 goals will focus on increasing support to individual clubs wishing to promote End Polio Now fund-raising and member recruitment.

In addition to a PR Tool Kit which will be offered to club PR Chairs this year, the committee has submitted a request for \$10,000 from Rotary International to create an internet "mini-site" clubs can use to localize Rotary information and produce a series of tutorials that will help clubs create their own new social media sites. If the grant is successful, an additional \$3,500 in district funds will be allocated to the project.

A similar grant was awarded to District 5440 last year to promote End Polio Now. Nearly \$11,000 from RI and the district was used to run promotional advertising in about 40 district newspapers, radio and television stations. Clubs in the district collected almost \$130,000 during last year's

campaign.

"The Rotary world is filled with excellent materials which can be used by clubs to 'toot their own horn' and communicate Rotary activities and values to the general public," according to Mike Forney, District PR Chair and past president of the Rotary Club of Steamboat Springs.

"We've been extremely fortunate that so many Rotarians who are seasoned PR and media professionals have agreed to join the District PR Committee and are committed to helping get the Rotary message across," District Governor Bryan Cooke said.

The committee hopes to establish links with the Public Relations chair in every club, understanding that successful PR coverage is best obtained by local Rotarians working face to face with local media representatives.

"We will provide a wide variety of PR tools including templates that can be used to issue news releases to the local media, ad-

vertising copy and layouts to announce End Polio Now fundraisers, local Rotary-sponsored events and new member announcements," Forney said. The committee will also localize the TV, radio, newspaper and website materials provided by Rotary International through their "Humanity in Motion" public service announcement materials.

The primary delivery mechanism for PR materials will be through links on the District 5440 website.

A major focus within the district will be better utilization of "new social media" such as *Facebook*, *YouTube*, *LinkedIn*, *Flickr* and other social websites. Rotary International already has excellent information on each of these sites. Just "Google" "Rotary YouTube," "Rotary Facebook," "etc. and see for yourselves! The District PR Committee hopes to broaden the use of these tools through the district in the coming year.



## Focus on Membership

by Pat Butts, District 5440 Membership Chair

August is Membership and Extension Month so let's focus on membership. We know that Rotary is

only as strong as its individual clubs. Recognizing that, RI President, Ray Klinginsmith, has challenged clubs to grow membership by **"+1 by 1-1-11!"** If every club in District 5440 does that, we'll increase our membership in the district from 3300 to 3352 (we currently have 52 clubs in our district) by January 1. We might also look at our membership mix. Currently we have

947 women and 2352 men. Women are still substantially in the minority. Additionally, each club can look at its membership breakdown to see what classifications in their community are missing from the club roster. That's a good place to focus recruitment and round out membership.

Club membership chairs and presidents can find valuable membership information on our District 5440 website under *Membership*

**Challenge to be  
+1 by 1-1-11**

on the left. Nancy Pettus has posted multiple helpful documents to assist clubs in building and retaining membership. The RI website also has a membership link to advise clubs in membership development. Just click the Members tab and look under *Running a Club*.

One more hint on Rotary focus—the Executive Committee visioning resulted in two goals for membership: the development of a model induction and a model orientation/education plan. Is your club in the running?

## District Conference in 2011

Friday night May 13<sup>th</sup> evening activities will begin with a barbecue at the Historic Centennial Village northern Colorado's premier outdoor museum with 30+ structures set on eight acres. Located on the south side of Island Grove Regional Park, it interprets the settlement history of Greeley and areas of Weld County from 1860 to about 1920. Named Centennial Village in honor of the nation's bicentennial and the state's centennial, the site was opened on July 4, 1976. You will be entertained by volunteers

in character demonstrating and explaining the work they did. The delicious food will be served by the District 5440 AGs and appropriate music will be provided.

From there you will drive a short distance to the Union Colony Civic Center for entertainment you will never forget. The UCCC provides Northern Colorado and the surrounding areas with a variety of the best local, regional and national entertainment. From Broadway musicals, to comedy, concerts, dance, plays and

more, there's always something exciting coming to entertain you! And just for you get ready to rock with Greeley Rotary's own Elvis (George Gray) and the 16-member Elvis Experience Band as they take you on a rollicking ride down memory lane. George has brought "The King" to Las Vegas as well as igniting shrieks and swoons at many major events throughout Colorado. With traditional favorites and glorious gospel hits, all performed in classic Elvis style, this will be an evening to remember! Move over Vegas, this interactive show – complete with choir – features your favorite tunes sung, played, and even danced – the Elvis way!

# Club Travels Continued by DG Cooke

Sunday, July 18th, we drove up to the

YMCA of the Rockies to help kick off its 24 Years of RYLA! Pioneers Murph Widowfield, Warren Holm & Doug Armbrust were recognized for their contributions by RYLA Chair Leslie Calkins. For the first time two

former RYLA Senior Counselors Karen Sekich (5450) & I (5440) were introduced as District Governors!



It was good to see AG Bill Mortimer and long time friend Martin Pederson at the Square Shooters Restaurant, which has to serve the largest portions in the entire dis-

trict & where Rotarians can choose from a menu of 4 items! President Randy Dabb proudly showed us the Rotary Gazebo & Park thanks to a District Simplified Grant,

which they need a 2nd one to install a sprinkler system. In Laramie we were invited to stay at PDG John and Joyce Vandel's home. In Joyce's absence Carolyn & I were treated to the best steak in our district prepared by none other than.... Chef John!



When AG Gerry Crites introduced me to the Laramie Sunrise Board, I was so impressed that President Jake Anfinson, Tia Farmer, Liz Onteros, PP

Chuck Shawver & Phil Pridmore their 3-5 year plan a year before Club Visioning was introduced into District 5440. Their community & global con-

tributions showed what a small club could do! They are now working with PDG John Vandel to try to sponsor an evening club in Laramie.



Our thanks to the leadership of our Assistant Governors, Club Presidents, Board members and Rotarians for making our visits enjoyable & educational.

On the basis of the 8 Clubs that we've visited, Pilot District 5440 is well on the way to Building Communities Bridging Continents by thinking Big-

ger, Better, Bolder! Until next month, cheers & happy trails!

# August 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## Schedule of Events

- **8/1/10-8/6/10**-YRYLA, Larkspur, CO
- **8/3/10**-Rock Springs DG Club visit
- **8/4/10**-Lander DG Club Visit
- **8/9/10**-Ranchester/Dayton DG Club Visits
- **8/10/10**-Buffalo DG Club Visit
- **8/11/10**-Worland DG Club Visit
- **8/12/10**-Cody DG Club Visit
- **8/17/10**-Thermopolis DG Club Visit
- **8/18/10**-Powell DG Club Visit
- **8/24/10**-Jackson Hole DG Club Visit & Jackson Hole Supper DG Club Visit
- **8/25/10**-Teton Valley DG Club Visit
- **8/26/10**-Jackson Hole Breakfast DG Club Visit
- **8/31/10**-Evanston DG Club Visit



## Cheyenne Rotary to Ride the Moonlight!

by Billie Addleman, Club President, RC of Cheyenne

Dust off your wheels, don your helmet, and giddy up! On the evening of **August 7, 2010**, the Rotary Club of Cheyenne will host the inaugural **Moonlight Cowboy Ride** a fun family event for the Cheyenne community. The Moonlight will take participants on a summer evening bicycle ride throughout Cheyenne, with options for a 10 mile or a 4.5 mile route. The Pony Express Family Ride (4.5 mile) starts at 10:30 p.m. and the Mustang Ride (10 mile) starts at 11:30 p.m. Entertainment, costume contest, a team challenge, prizes and a cowboy breakfast will all be a part of the event, truly unique to the Cheyenne community.

The event was created as a fund-

raiser for the Club's World Community Service (WCS) committee. The WCS committee has developed clean water projects in Guatemala and brought much needed medical



equipment to hospitals in Brazil. Finally, the Moonlight Cowboy Ride will raise community awareness of the good work done by the Club in the Cheyenne community, including the Rotary World Food Garden, the Rotary Century Plaza, the Read-to-Me program, the 3<sup>rd</sup> Grade Dictionary Project, along with many other programs and projects.

Folks of all ages and fitness, from the young to the "young at heart," are invited to cruise Cheyenne's moonlit streets with family and friends. For more information visit [www.moonlightcowboyride.org](http://www.moonlightcowboyride.org), email [info@moonlightcowboyride.org](mailto:info@moonlightcowboyride.org), or call 307.421.9179.



## Thoughts of a “First-Timer”

by PP Judy TeSelle, RC of Fort Collins After Work

Montreal, Quebec, Canada is an exciting city, but when you meet 18,000 of your closest friends for a RI Convention, it takes on a completely different dimension. I have attended many district conferences, but International is eye popping. Alphabetic entry and posting of flags by country is simply breathtaking and the entertainment, what can I say except ‘sensational’. I know there were opening comments made that evening, but the magnitude of the event was a bit overwhelming.

I am a people watcher, so it was particularly interesting to listen to a multitude of languages being spoken, observe and appreciate native costumes, visit RI vendors and the dozens of Friendship Fellowships in the House of Friendship.

Breakout sessions covered every conceivable subject in the RI world from *Build-*

*ing Peace: The Importance of the Rotary Peace Centers Program; Don't Meth With Us; Matching Grants; Public Relations Grants; Sustainable Water and Sanitation projects; Recruitment and Retention . . .* the list is endless; hours and energy not even close.

RI President John Kenny came to the stage each session to “*He's Got the Whole World In His Hands*”, and he certainly had us in the palm of his. He introduced us not only to the RI leadership, but to world class speakers such as Greg Mortenson, *Three Cups of Tea*; Her Majesty Queen Noor of Jordan, advocate for Arab-Israeli peace and Palestinian refugees, Palestine being the most recent country to join the Family of Rotary; Dr. Bruce Alyward, director of the Global Polio Eradication Initiative since 1998; Peter Kyle, lead counsel for the World Bank until his retirement in 2009;

On to New Orleans! ! !  
“Let the Good Times  
Roll . . . Again.”

Dolly Parton, literacy champion, and the Imagination Library celebrating distribution of its 25 millionth book across three countries. And yes, she sang ‘9 to 5’ charming each and every one of us with her wit, humor and open nature.

Did I mention spectacular entertainment? When *Celtic Thunder* is the opening act, *Russell Watson*, drop dead gorgeous tenor; he can sing too, and *Cirque du Soleil* are the closers, you know you are a participant in an exceptional opportunity.

Montreal 2010 was my first RI Convention, but it certainly will not be my last. I had a BLAST!!! Thank you from the bottom of my heart.

## District 5440 Lends a Hand to District 4350

By PDG Stuart Palmer, RC of Jackson Hole, WY



D5440 purchased a generator for an orphanage (pictured left) in Chile after the earthquake with a second generator destined for the fire fighters (pictured right) of District 4350 with whom we had our Group Study Exchange in 2009. We arranged this with PDG Luis Enrique Espinoza, my friend and District Governor classmate.

D5440 used \$2,000 of district emergency funds for the purchases.



## Rocky Mtn RYLA Helps District 5970 Prepare for RYLA

By David Kutter, D5970

Wow! What an experience. I'm ready and willing to take on any role the District deems appropriate to make RYLA a reality for all clubs in the District 5970.

Rocky Mountain RYLA, at the end of the conference, presents a challenge to each RYLAian to go back home, be a leader and make a difference in his or her community. I don't see how I could ask any less of myself.

It was great seeing 240 youth coming to grips with who they are, learning new lead-

ership skills, learning to accept their peers for who they are and becoming excited about the power they have to be leaders and make a positive difference in the world.

I can tell you that with these young people the future of Rotary is in good hands and so is our country, our world.

A big part of the wow for me was the dedication of the Rotarians that make this conference possible. While you could explain their extraordinary hospitality by saying they are Rotarians, their dedication,

enthusiasm and competence in guiding youth in their role as senior counselors and conference directors was just over the top. It was amazing and inspiring to watch.

During the course of the week we talked to all of them and they could hardly contain themselves when talking about RYLA. They literally are “hooked” on youth and devote hours to helping them achieve their full potential.

So how could I come back from that experience and not be ready to rock-and-roll?

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**Rotary International**

*Service Above Self*

*We're on the Web!*  
**www.rotary5440.org**

**The Four-Way Test**

The test, which has been translated into more than 100 languages, asks the following questions:

Of the things we think, say or do

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOODWILL and BETTER FRIENDSHIPS?

Will it be BENEFICIAL to all concerned?

**2009 District Conference Photos have been uploaded. To check them out visit**

[http://www.clubrunner.ca/dprg/dxjournals/\\_journal.aspx?did=5440&jid=25514](http://www.clubrunner.ca/dprg/dxjournals/_journal.aspx?did=5440&jid=25514) and  
<http://www.clubrunner.ca/CPrg/DxJournals/journal.aspx?cid=5236&jid=25657>

**Club Attendance and Membership - June, 2010**

ROTARY CLUB	Jun - 10 Attendance	Jun - 10 Members	July - 09 Members	Change YTD	Change Per Mth	ROTARY CLUB	Jun-10 Attendance	Jun - 10 Members	July - 09 Members	Change YTD	Change Per Mth
Buffalo	55.00	31	35	-4	-1	Lander	50.00	66	67	-1	+3
Casper	55.46	181	177	+4	+2	Laramie	48.70	102	100	+2	+5
Casper 5 Trails	48.20	60	63	-3	-1	Laramie Sunrise	76.00	28	26	+2	+1
Cheyenne	56.00	205	202	+3	-1	Loveland	61.78	167	187	-20	-7
Cheyenne Sunrise	73.75	34	35	-1	-1	Loveland Mtn View	53.86	43	48	-5	-1
Cody	53.00	81	76	+5	+1	Loveland TV	59.85	33	36	-3	-1
Craig	72.00	21	20	+1	-1	Morrill	Not Rep'd	20	17	+3	0
Douglas	Not Rep'd	33	37	-4	0	Powell	53.00	32	28	+4	0
Estes Park	98.90	133	144	-11	-11	Ranchester/Dayton	64.00	23	22	+1	+1
Estes Valley Sunrise	81.12	64	65	-1	+2	Rawlins	Not Rep'd	31	34	-3	0
Evanston	71.00	46	43	+3	+1	Riverton	39.66	57	50	+7	+1
Ft. Collins	64.10	187	194	-7	0	Rock Springs	37.21	27	29	-2	+1
Ft. Collins After Work	Not Rep'd	23	21	+2	0	Scottsbluff/Gering	50.17	112	113	-1	-5
Ft. Collins Breakfast	73.00	76	73	+3	+3	Sedgwick County	75.00	27	24	+3	+1
Ft. Collins Foothills	64.00	105	108	-3	-5	Sheridan	36.23	126	129	-3	-2
Gillette	32.84	67	67	0	0	Ski Town, USA	73.25	27	32	-5	-4
Gillette-Energy	53.00	52	54	-2	-14	Star Valley	80.00	18	21	-3	-1
Greeley	47.32	151	153	-2	-1	Steamboat Springs	64.22	85	83	+2	-2
Greeley After Hours	70.97	19	21	-2	-1	Sterling	53.33	37	36	+1	-1
Greeley Centennial	88.43	104	109	-5	+1	Teton Valley	55.00	41	41	0	0
Greeley Redeye	Not Rep'd	32	30	+2	0	Thermopolis	63.00	31	28	+3	+2
High Plains (Eaton)	76.72	29	25	+4	+2	Torrington	61.54	65	70	-5	-6
Jackson Hole	Not Rep'd	196	198	-2	0	Windsor	58.00	32	34	-2	+1
Jackson Breakfast	Not Rep'd	16	18	-2	0	Worland	Not Rep'd	40	39	+1	0
Jackson Supper	66.86	38	38	0	0						
Johnstown/Milliken	73.08	20	15	+5	+1	TOTALS		3298	3338	-40	-38
Kemmerer	60.00	24	23	+1	0						