

The Pride



Rotary District 5230



*"We make a living by what we get,
We make a life by what we give!"*
-Winston Churchill

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Pride Corner

District Governor August Hioco



I would like to share a story to all Rotarians of District 5230 in this issue of the Pride Newsletter.

THE STORY OF THE LITTLE WAVE

The story is about a little wave bobbing in the ocean, having a grand old time. He is enjoying the wind and the fresh air...Until he notices the other waves in front of him, crashing against the shore. "My God, this is terrible," the wave says. "Look what's going to happen to me!" Then along comes another wave. He sees the first wave, looking at him, "Why do you look so sad?" The first wave says, "You don't understand! We're all going to crash! All of us waves are going to be nothing! Isn't it terrible?" The second wave says, "No, you don't understand. You are not a wave. You are part of the ocean!"

Tuesdays with Morrie by Mitch Albom

The above story reaffirms my belief that I learned decades ago when my Grandfather told me that the only way to keep our cup of water from drying up is to drop it in the ocean!

Why do Rotary International leaders keep emphasizing membership growth and development? The answer is easy. Rotary's very survival depends upon membership growth. It is a universal maxim that an organization either grows or dies. Just as with a beautiful bouquet, we must replace the old flowers with new flowers, or the bouquet will soon wither and die. Adding one drop of water (Rotary Member) to the ocean (Rotary International) makes us, Rotarians, stronger than before.

Rotarians do not serve in isolation, but as part of their local Rotary community. Rotary is a force for peace and friendship. It connects us and allows us to help others in so many ways. But Rotary, is only as strong as each one of its clubs, and our clubs are only as strong as their members. Each of us must remember what a great responsibility we have undertaken and work to fulfill it in our homes, our clubs, and our vacations.

My fellow Rotarians, as the story says, you are not a single wave but a

Dates to Remember

August – Register for the District 5230 Conference “Pride Safari to Seaside,” California Embassy Suites

IMPORTANT NOTE: The Special Interest Seminar scheduled for September 13th at Harris Ranch, has been changed to September 20, 2008. The venue and times remain the same.

IMPORTANT NOTE: As we are now in the first quarter of Rotary’s 2008-09 year, there is less than 6 months to submit proposed legislation for the 2010 Council on Legislation. RI must receive proposed legislation, along with its certification form signed by the district governor, no later than 31 December 2008.

*We will cease to exist in three decades if we do not change the way we pursue membership”
- RI President Wilf Wilkinson
07/08*

part of the entire ocean, and the task ahead of you is never as great as the Power Behind You! 300 new Rotarians in District 5230 in 2008-2009!

District Governor’s Schedule

- August 2 GSE team leader interviews
- August 5 DG official visit to Carmel Valley
- August 6 DG official visit to Carmel by the Sea
- August 9 GSE team member interviews
- August 11 DG official visit to Gonzales
- August 12 DG official visit to Salinas
- August 19 DG official visit to Dinuba
- August 20 DG official visit to Kingsburg
- August 21 DG official visit to Porterville Breakfast
- August 13 Ambassadorial Scholars interview
- August 25 DG official visit to Fresno
- August 26 DG official visit to Dinuba Sunrise
- August 28 DG official visit to Fresno Sunrise
- August 29 DG official visit to Kerman

Membership

District Membership Chair, Sam Lucido, East Fresno Rotary

August is Membership Month

“Grow or Die”

“We will cease to exist in 3 decades if we do not change the way we pursue membership,” quote of Rotary International President Wilf Wilkinson 2007/2008.

There are two ways that a District can encourage club membership growth.

One way is to be grandfatherly and tell you everything is OK. We are doing well and everything will be alright. Just keep doing what your club is doing, just get through the year. Even though in reality membership is slowly dwindling and the statistics show that without a new club last year we would actually be down or break even for the entire Rotary year.

The other is to tell you what you need to hear without sugar coating the facts or numbers. It’s called a reality check. Most of us don’t like to face reality, that would mean changing the way we approach membership and “we never did it that way before,” therefore “it can’t be done that way.”



At the Presidents assembly held in Sanger, the club presidents were given a membership information booklet. The five-year membership history for each club was included so clubs could see how they are progressing. Are your numbers rising or falling? Is the club growing in comparison to the population of the area you serving? If

not, why not? Do you have a plan to continue growing or a plan to reverse a downward trend?

Membership is not just a one month program. It is a daily duty of all members to be constantly looking for qualifies persons to become Rotarians. "Membership is Everyone's Job." There should be a weekly reminder by the president from the podium about membership and the progress of the club. Introduce the latest new members and acknowledge members that have sponsored a new member. Make membership a "Big Deal" in your club.

Membership must be your first priority. Without members we have no Rotary. What would this world be like without Rotary?

Gone is our right to be considered a strong partner with other world organizations eradicating disease.

Gone is our ability to reach the poorest of the poor, because we will have fewer hands to do the work.

Gone is our strength to promote peace through Rotary programs.

Gone are the Rotary Youth Exchange Students and Group Study Exchange programs that encourage world peace and understanding.

Gone is Camp Royal.

Gone are the programs of the Rotary Foundation.

Gone are the fellowships and community projects that bring Rotarians together at a club level.

Gone are the hopes and dreams of those who lived Rotary before us.

Gone is the opportunity of those who want to carry the Rotary mission into the future.

And so much more!!!!!!

LET'S TALK FACTS:

Fact: Our district membership has not had a significant increase since "Global Quest" in 2001/2002. In fact, if not for new club development we would be a net loss in the last 5 years.

Fact: Only 10% of Rotarians sponsor a member into Rotary.

*Membership is Everyone's Job!
Make membership a "Big Deal"
in your club.*

Fact: We must “Grow or Die”

How do we solve these membership opportunities?

1. Have a goal. A minimum of 10% net increase.
2. Have a plan.
3. Establish a budget.
4. Plan membership Events.
5. If you do not have a viable membership plan that will accomplish a 10% net increase for your club, adopt the “Membership is Everyone’s Job” program. Information and forms are available on the District web site.
6. Invite dynamic speakers to be programs at your club meetings to encourage membership.
7. Make membership your club’s #1 priority.

Strong membership growth will re-energize your club and bring new ideas and projects with the people to carry on the mission of Rotary.

Children’s Hospital

From the Stars of Children’s Hospital Story Album



Jack. He has those piercing blue eyes that could make a leading lady melt. His head, covered in blond locks, is always camera ready. He may be little now, but it’s no stretch to picture Jack McDowell as a future Hollywood giant.

But it wasn’t long ago that the 1-year-old couldn’t picture much of anything. Blocked Tear Ducts were causing mucous to build up around his eyes, matting them shut.

“Every time he’d sleep, whether it was a nap during the day or sleeping through the night, he’d wake up with both eyes absolutely crusted shut and

screaming because he couldn’t see,” remembers his dad, Andy.

It started in his right eye, eventually moving to his left. A trip to the doctor revealed blocked tear ducts. Tears mucous and bacteria weren’t being sufficiently cleared from the eyes, resulting in a build up of “gunk,” as his parents put it. Turns out nearly 75 percent of infants have some sort of similar obstruction, though most of them don’t show the symptoms Jack did. In fact, all but 6 percent of kids with this blockage will

show no ill effects at all, and the blockage will often clear on its own within a year.

Not so for little Jack. After a thorough examination, Pediatric Ophthalmologist Jane Kelly, M.D., determined surgical intervention was necessary to clear the obstruction. She informed the McDowells that she'd be utilizing the specialized surgical facilities at Children's Hospital to perform the procedure. Though it was to be a minor operation, the boy's parents were nonetheless apprehensive.

"I wasn't nervous about the surgery because I knew it was necessary to make him feel better," says Nicole, Jack's mom. "But I was scared that they were going to put him under. I knew he was going to a great place, and he would get better."

And he did, quickly. It took Dr. Kelly just a few minutes to clear the blockage. Once their son shook off the anesthesia cobwebs, the family was headed back to their Clovis home. The entire visit took just a few hours, and soon Jack's baby blues dazzled once again. It was the latest success story for the Hospital's Day Surgery Department, which performs nearly 10,000 operations annually.

"The experience was phenomenal," says Andy. "From the nurses who first checked him in to the anesthesiologists to the people that assisted with the procedure, everyone was great. We feel privileged to know that there's a world class facility to provide such great treatment to children literally just minutes from our house."

Today, Jack stays busy reigning over his kingdom. When not basking in healthy doses of attention from his adoring fans (most notably his grandparents), he's exploring his surroundings and practicing his enunciation, like every good actor should.

"He's pretty vocal, he's just not speaking the English language yet," says his father. "Every word is 'da'."

While not quite ready for Shakespeare, Jack's future looks as bright as his million dollar smile. Thanks to Dr. Kelly and Children's Hospital, the illness that quieted this little monster's roar is but a fleeting memory.

"The only downside of the procedure," jokes his dad, "is that now he's able to open his eyes in the morning, he starts waking up a lot earlier."

Seems the curtains open early for matinee performances of "King Jack," but his audience wouldn't have it any other way.

Story Sponsored by: Drs. John and Jared Buck

Advanced and Aesthetic Dentistry

Photo Sponsored By: Joanne Quinn



Simplify, Simplify, Simplify. Make it simpler to use. Make it simpler to read. Make it simpler to Navigate!

What's Happening with the IRC?

Jeff Dippel, AG for Information

Simplify, Simplify, Simplify... that's been the consistent request we've received regarding the District IRC.

Make it simpler to use, make it simpler to read, make it simpler to navigate. So, Simplify is what we've done! In a matter of weeks, if not days, District 5230 is transferring our IRC from the VisionOne format to the DaCdb (pronounced DAK-D-B) format in order to give our clubs much more flexibility in a much simplified program. Because it is such a significant step forward, the website itself is taking on a new name upgrading from "IRC" to "IRC 2.0."



DaCdb is primarily a database developed by former District Governor Mike Thacker of District 7710 to improve communications within a Rotary District and to simplify the administrative reporting requirements of all Rotary Clubs. From a general database with every Rotarian's contact information, club offices held, committee assignments, etc., club leadership can be easily break out specifically defined groups, e-mail lists, duty assignments, etc. with a few simple keystrokes. In addition, the new IRC 2.0 lets clubs create and update their Club Calendars and provides easy links to Club Newsletters and Web Sites.

Among the specific benefits of IRC 2.0 are the ability to:

- Facilitate e-mail communication on all levels of district and club management.
- Create an easily-maintained club calendar.
- Create club directories with photos.
- Allow on-line event registration, with name badges for participants.
- Display basic club information such as meeting time and place, maps newsletters.
- Create attendance reports, with weekly and monthly reporting.
- Update the Rotary International database, automatically when updating district database.

If your club has its own free-standing website, all you need do is create a

link to the District's IRC 2.0 pages in order to make use of a database that is going to save you uncounted time and frustration (e.g. Club Leadership, Club Membership, Club Events, Club Committees, etc.).

If your club currently has a VisionOne Club Website then we will show you how to transfer it to an IRC 2.0 webpage.

If your club currently has no website then our conversion to the new IRC 2.0 will probably give you just the jumpstart you need to get your club involved in the IRC.

We are currently setting up training sessions for the key people in your club and we'll have more information for you on that soon. In the meantime our IRC 1.0 program will continue unchanged and if you have any questions about IRC 2.0, please don't hesitate to drop me an e-mail or give me a call.

Checklist for Club Presidents

By popular request of club presidents at P.E.T.S., this column will become a regular feature of the monthly newsletter.

- August is Membership and Extension Month. Present interesting programs on Membership. Have your Club Membership Chair enlist the help of District Membership Chair Sam Lucido.
- Encourage each Rotarian to bring at least one guest (prospective member) to the regular club meetings. Then evaluate and actively pursue these candidates for membership.
- Continue with Club Classifications Committee by updating the roster of filled and open classification within the community.
- District 5230 is looking for four professionals between the ages of 25 and 40, who are in the early stages of their careers for this once in a life time experience for A Group Study Exchange to District 3260 in India. Also a Team Leader to lead the way. Contact GSE Chair Dean Osterling for details and applications.
- If you haven't already done so, pay Club District dues to District Treasurer Ben Krikoran. They were due in July!
- Sign up for the Leadership in the Pride District Conference in Monterey Bay, Embassy Suites Hotel, June 5-7 2009. Save money on your suites by early reservation. Contact Conference Chair Sandy Whittle for information and activities.

Information Resources for 2008-09 Club Presidents and Secretaries

Are you aware that Club and District Support (CDS) staff serves as your primary contact at Rotary? Staff can answer any question about Rotary as well as provide advice on club elections, constitutional matters, club traditions and customs, club operations, and RI Board policy. Below are some important web resources to assist in leading and supporting your club in the year ahead.

Learn the names and contact information of your CDS team members by using this web link:

<http://tinyurl.com/5gxuta>
(rotary.org)

Review a list of helpful resources for club presidents and secretaries prepared by CDS:

<http://tinyurl.com/589kmq>
(rotaryintl.org)



Make changes to your club's membership records at RI, reference various Rotary Foundation reports, pay your club's dues, and report next year's club officers using Member Access. Full instructions, helpful suggestions and frequently asked questions (FAQ) are found at:

<http://tinyurl.com/596g4z> (rotaryintl.org)

Find helpful club publications, audiovisuals, forms and supplies:

<http://tinyurl.com/6qqvxy> (rotaryintl.org)

Use the Club Presidents' Checklist, a monthly calendar for both presidents and presidents-elect, with reminders of club and district functions, as well as RI and Rotary Foundation deadlines: <http://tinyurl.com/6qcbzh>
(rotary.org)

Consider adopting the Club Leadership Plan - a strategic planning tool based on the best practices of actual Rotary clubs:

<http://tinyurl.com/5tl7o4> (rotary.org)

Rotary staff looks forward to working with you and supporting your club's service efforts. Be sure to contact your CDS representative whenever you need assistance.

[Editor's Note: The "tinyurl" web addresses above utilize a service (www.tinyurl.com) that creates short web addresses for easy publishing. Follow the link then look at your browser's address bar to see the underlying URL]

Around District 5230

Send bulletins, news, and press releases from your club to districtnewsletter@gmail.com.

CORRAL DE TIERRA

A name change was approved on 27 June 2008. The Rotary Club of Salina (Rodeo) is now the Rotary Club of Corral de Tierra.

DINUBA SUNRISE

Save the date! Dinuba Sunrise announces the First Annual Community Golf Tournament on October 4, 2008 at Ridge Creek Golf Course in Dinuba, California. Call Steve Sunderland at 901-2714 for more information.

EAST FRESNO

Pres Jim thanked PP Dorrance for arranging a great demotion party and dinner at Ft Washington Country Club. Everyone enjoyed the golf and air conditioning afterwards.

MONTEREY INTERNATIONAL

We will begin our World Speaker Series this year with a presentation and film by our own member, Max Perelman. Max will be presenting information on the importance of straw building in rural China.

The project is designed to build strawbale homes that will have an impact on reducing greenhouse gas emissions and providing energy efficient and earthquake resistant alternatives to home construction.

Please save the tentative date of Friday, August 22, 2008 for this worthy event. The event will serve as a fundraiser for the project and a most interesting and informative discussion for our speaker series.

MONTEREY PACIFIC

From July 15th through September 30th, residents are encouraged to donate non-perishable food items to help the Food Bank for Monterey County.

The second annual food drive Hunger Doesn't Take a Summer Vacation is sponsored by the Rotary Club of Monterey Pacific, which hopes to raise over 8,000 pounds of food.

Donations are accepted in various ways, including contributions through an online virtual food drive found at www.montereypacificrotary.org or by dropping off non-perishable food items at select locations. For residents offering more than five bags, call 831-277-4388 to arrange for complimentary pick up.

NORTH FRESNO

Storyland & Jazz is on August 9!

PACIFIC GROVE

The Auto Rally is coming on August 15th so mark your calendars for this major club fundraiser.

SANGER

A very successful five day Integrated Solar Cooking workshop was completed (July 14-20, 2008). The site was a school in Santiago Tlautla, 60 miles from Mexico City, where the RC Fresno and its Project Nino have been going since 1985 to provide medical services in different disciplines to all the children of this area.

SPRINGVILLE SIERRA SUNRISE

President Sally recognized herself with two dings of the bell. It seems that her grandchildren "Koehn" and "Kaedn" had birthdays and President Sally wanted to brag on them for a while.

Contact Us

Items for The Pride should be e-mailed to Darryl Booth at districtnewsletter@gmail.com. The deadline is the 20th of the previous month.