

The Pride



Rotary District 5230



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Pride Corner

District Governor August Hioco



Rotary Makes Dreams Real through the vocations of its members. Vocational Service is our second avenue of service and sometimes seems to be elusive in understanding how it might be applied.

For individual Rotarians, it is the avenue in which we demonstrate that we are pillars of our community, that we operate under high ethical standards that have

been keys to Rotary's success since Herbert J. Taylor developed the Four-Way Test in 1932.

The Four-Way Test is important to each of us in terms of demonstrating that we are Rotarians of integrity who care about our communities. The Four-Way Test and its promotion help others to understand how business should be conducted. As clubs, many recite it at each meeting, but each of us should recognize its importance and commit it to memory. Displaying on your wall at work or in a visible place in your home demonstrates to the community that you are an individual of high ethical standards.

We can further promote it through community service activities such as an Ethics in Action Award or a Four-Way Test Award. We interview business people who have been nominated by those in the community and exemplify the elements of the Four-Way Test. This emphasis on ethical behavior as encompassed within the Four-Way Test is one of the areas that we as Rotarians must work very hard to achieve. In our busy society, forgetting the responsibilities that we have to our neighbors and our families to behave in an ethical way is very critical. Simply asking the question "Is it right?" is a way to evaluate your actions.

Rotarians also share their vocations through the youth of their community. Mentoring or shadowing programs demonstrate for the youth what vocations can mean to them in the long run. It also can demonstrate how ethics in business can be important to their success by the examples set by our Rotarians.

In the area of youth, bringing the Four-Way Test to schools can help develop better citizenship. Having students nominate other students who have demonstrated high ethical standards gives an example of what it is.

If we are setting high ethical standards for ourselves and for those we deal with, we are accomplishing the most important aspect of vocational service

Promote the Four-Way Test on campus and through the Interact Club on campus so that other students understand that business in general looks toward high ethical standards as one of the criteria for promotion. In our speech contest, we often use the Rotary theme, but the ethical issues presented by the Four-Way Test may also be a target for the speech contest and if not, use it as an essay contest subject to be presented by students.

Through all of these various activities, we are promoting our vocations to our communities. If we are setting high ethical standards for ourselves and for those we deal with, we are accomplishing the most important aspect of vocational service.

PDG Mary Margaret Fleming, Vocational Service District Chair, put together a Vocational Service Tool Kit called Back To the Basics Rotary 1905 that I would like for all Club Vocational Service Chairs to share with their clubs. The format is five easy steps.

1. What is Vocational Service?
2. Your Role and Responsibility.
3. Ideas to promote Vocational Service in your Club, Workplace, Youth, Community and Aged.
4. Action plan and timetable.
5. Publicize the results.

This tool kit will get us back to the basics where Vocational Service is so important to all Rotarians in providing Service Above Self in our daily lives. I commend all Rotarians in District 5230 on your dedication to Rotary and to Vocational Service. I look forward to hearing your success stories as I visit your Club in the coming year.

District Governor's Schedule

October 2 - District Governors official visit to Hanford

October 2 - District Governors official visit to Tulare

October 7 - District Governors official visit to Salinas Steinbeck

October 8 - District Governors official visit to Monterey International

October 9 - District Governors official visit to Salinas Northeast

October 14 - District Governors official visit to Visalia County Center

October 15 - District Governors official visit to Hanford Sunset

October 16 - District Governors official visit to Reedley

October 17 - District Governors official visit to Sanger

October 21 - District Governors official visit to Fresno Metropolitan

October 23 - District Governors official visit to Auberry-Intermountain

October 27 - District Governors official visit to Visalia Sunset

October 29 - District Governors official visit to Tulare Sunrise

Rotary Means Business

PDG Mary Margaret Fleming, District Vocational Service Chair



Vocational Service, the Second Avenue of Service, is heralding a new and exciting 2008-09 in District 5230 by taking a giant step forward to encourage Rotarians to do business with each other. Yes, this year, Rotary really does mean business.

Gone is the antiquated practice of fining Rotarians who promote their vocation by talking about their businesses and displaying their products. Rotary clubs in D-5230 and throughout the world have created business leads networking groups for fellow Rotarians. Therefore, we invite YOU to actively participate in this process.

Rotary Means Business allows Rotary members and their associates to meet, discuss business trends and ethics, exchange useful information, and promote themselves among other professionals of varying fields.

There are three major benefits: (1) Gaining useful and reliable professional contacts; (2) Offering opportunities for others to benefit from your services; and (3) Obtaining references to others. In other words, Rotary members helping Rotary members actually do more business!

Some clubs have started a "Yellow Pages" in their bulletins, on flyers, and on their websites, providing Rotarians a venue for advertising their business services to other Rotarians. Typically, the listing is restricted to members only. In most cases, the cost is nominal yet revenue generated often funds various club humanitarian service programs.

No longer does one committee have sole responsibility for this important Avenue of Service. Vocational Service involves every Rotarian and encourages a healthy business exchange in our District.

NOTE: Take time to read DG August Hioco's cover article on Vocational Service, as it addresses a wide overview of Vocational Service.

Please contact me if you and/or your Club have any new ideas or questions: Mary Margaret Fleming, P. O. Box 6262, Carmel, CA 93921; Phone 831-373-0357; FAX 831-373-0303; e-mail fleming@mbay.net; website <http://www.marymargaretfleming.com>.

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Rotary International Zone Map

The link to the new Rotary International Zone Map for Zones 25 and 26 is <http://www.rotaryzone2324.org/map-new.html>.



Resources to Enhance Rotary's Public Image

Steven Solomon, Annual Giving Officer (Zone 23 & 24)

One of The Rotary Foundation's 2008-09 goals is to "enhance Rotary's public image." Please find some resources below that will help you share the amazing work of TRF with your fellow Rotarians and your local community.

<http://tinyurl.com/47mc75> (Rotary.org)

PUBLIC SERVICE ANNOUNCEMENTS (PSA)

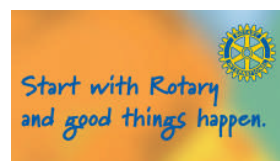
Rotary International provides free public service announcements (PSAs) for public use. They focus on volunteer efforts to address critical community issues including literacy, water, hunger, and at-risk youth. Download the PSAs for free today and help promote Rotary.

You can download the PSAs for free from our website:

<http://tinyurl.com/4robz5> (Rotary.org)

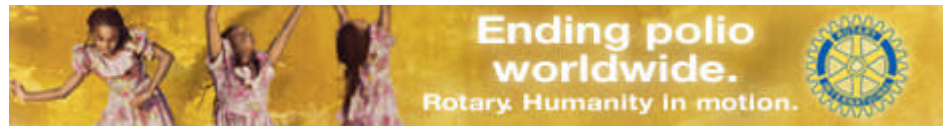
PRINT

<http://tinyurl.com/3ehq2r> (Rotary.org)



INTERNET

<http://tinyurl.com/5xn9wk> (Rotary.org)

**BILLBOARD**

<http://tinyurl.com/4mlzwo> (Rotary.org)

TELEVISION

<http://tinyurl.com/4esek9> (Rotary.org)

RADIO

<http://tinyurl.com/3en8kl> (Rotary.org)

RVM: THE ROTARIAN VIDEO MAGAZINE

RVM: The Rotarian Video Magazine is a DVD series that showcases extraordinary Rotary projects and people from around the world. Produced three times a year, RVM DVDs feature three to four short video stories — ranging from 5 to 15 minutes in length — designed to motivate, educate, and inspire.

Order single copies of RVM for \$15 or subscribe for just \$30 and receive a new DVD three times a year.

<http://tinyurl.com/3iqy62> (Rotary.org)

PUBLICATION ORDERS

Contact the Rotary Distribution Center directly for publication orders. To order from the website, click on "Shop" to view publications and audio/visual materials available through RI's Publications Order Services. You may also contact them by phone at 847-866-4600, by fax 847-866-3276 or by email pbos@rotary.org.

ROTARY IMAGES

Rotary Images is a photo library containing thousands of images of extraordinary projects, programs, and Rotarians from around the world. Photos can be downloaded, free of charge, and used to enhance your club's Web site, print publications, and public relations efforts. When publishing these images, please include the following credit: Rotary Images/(name of photographer).

<http://tinyurl.com/3kz44o> (Rotary.org)



Rotary Images/Alyce Henson

ROTARY ON YOUTUBE

To download some excellent Rotary videos visit the Rotary channel on YouTube.

<http://tinyurl.com/4ut9qn> (Youtube.com)

[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 true web address.]

Rotary Centers for International Study

Steven Solomon, Annual Giving Officer (Zone 23 & 24)

The Rotary Foundation is poised to change how the world thinks about resolving conflict and securing peace. Committed to doing good in the world. Rotarians have developed the Rotary Centers for International Studies in peace and conflict resolution program. The program offers individuals committed to Rotary's ideals the opportunity to pursue a master's degree or professional development certificate in international studies, peace studies and conflict resolution at one of eight leading universities around the world. It is anticipated that 370 fellows will have completed the program by December 2008 and be in leadership and support positions within governmental and non-governmental organizations throughout the world.

For more info on Rotary Centers for International Studies in peace and conflict resolution visit: <http://tinyurl.com/6rx25w> (Rotart.org)

[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 true web address.]

Hurricane Ike Hits Texas... Rotarians Help!

As you know Rotary District 5910 was hit very heavy by Ike as our District contains Texas City, Galveston, Port Arthur, Beaumont and Orange along the South all the way North to Palestine, TX.



All our clubs were heavily affected by the Hurricane this past weekend. We have a fund if anyone would like to donate to it to help out those hurt by the Hurricane.

Checks should be made to: Texas Area Fund Foundation, Inc. for credit to Rotary District 5910 Donor Advised Fund. Please mail to: PDG-5910 A. Hugh Summers, District 5910 Emergency Response Chairman, PO Box 1399, Palestine, TX 75802-1399.

All donations to this 501 c 3 foundation are tax deductible and a receipt will be sent to the donor. We appreciate any help our fellow Rotarians can give. The District Governors in the affected parts of Texas are accountable for expenditures made by this non-profit foundation.

IRC 2.0 Is Now Online!

Jeff Dippel, Fresno Airport Rotary Club, ADG for Communications

Effective this month, both the database and the website portions of our IRC 2.0 are on line and available to all Rotarians in the District at <http://www.directory-online.com/Websites/Rotary5230/>



Laurie Tiesiera has done an exceptional job of introducing the DaCdb program to the membership. We've been getting extremely positive feedback from those Rotarians who have explored the various features now available to them.

As of today, every club has its own generic website that includes four generic pages. The MAIN page is your club's Home Page and can be retained as is, or modified to fit your own club. The ABOUT US page is where you can tell the story of your Club, the PROJECTS page is probably where you will want to talk about your Community Service projects and the CLUB NEWS page is a catch-all page where you can post other news about your club and club members.

On the left side of the page you'll find links to the database and to the club membership, leadership team, Calendar, Club and District Newsletters, Club Information etc.

Webmasters, The VisionOne system (IRC 1.0) is going offline on 10/12/08 so if you haven't already saved the text and photos that you want to transfer, you should do so right away.

Around District 5230

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

EAST FRESNO

You're invited to East Fresno Rotary's Fall Gala benefiting Children's Hospital.

This special event is October 20th, 2008 from 6:30—9:00pm at Fresno Lexus, 777 W Palmdon Dr, Fresno 93704. The cost is \$50 per person for entertainment and hors d'oeuvres.

You'll also find a Wine and Martini Bar.

FRESNO

Check out the August *Fresno Magazine's* Hometown Heroes section for a great profile of Big Heroes, Little Heroes coordinated by Rotary Club of Fresno.

LEMOORE

Mark your calendar for the November 1st Crab Feed.

SPRINGVILLE SIERRA SUNRISE

President Sally Mailand presented the Citrus South Tule Elementary School with brand new dictionaries for every student.



The donation is an ongoing program by the Springville Sierra Sunrise Rotary Club to promote better education in our local schools.

Funding for this effort is accomplished by members' donations as well as community fund raising activities by the club.

VISALIA SUNSET

Sunset Rotary hosts a Trip to China for Rotary District 5230 Members and Guests.

SATURDAY, MARCH 14 — SUNDAY, MARCH 22, 2009

Make plans now to see Beijing, the Great Wall, the Ming Tombs, the Forbidden City, Tian An Men Square and Shanghai. Shop for jade, pearls, silk, rugs, tea, cashmere, cloisonne, and inexpensive luggage so you can bring your purchases home!

For more information, please visit www.VisaliaSunsetRotary.org

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.