

Rotary



District 6110 Newsletter

Governor Jay's January Message



Dear Rotarians of Rotary International District 6110,

Well, we made it through 2020. Needless to say, it was not the year that we had planned for, nor expected, however, most of us made it through. Unfortunately, we lost three of our beloved Past District Governors; PDG John Brodbeck, PDG Gerald Harp, and PDG Don Walker. Three tremendous Rotarians, whose selfless dedication to **◆doing good in the world◆**, shall never be forgotten. May they rest in everlasting peace, and forever remain in our hearts and memories.

On the fifth of January, 2021, we lost our Immediate Past Zone Director, Greg Yank. He was a phenomenal Rotarian. He mentored many, advised many, including this Governor, and set examples for all. He will be sorely

missed in this District, as in Rotary Worldwide. Our prayers for his family, and his lovely wife PDG Catherine, as well.

Yes, we have suffered losses, as has every district in the world, due to the pandemic. District 6110 Rotarians, however, have risen to the occasion, accepted the challenge, and are doing well. We continue to have a good retention rate, comparatively speaking, and have actually gained quite a few new members.

I am requesting that each of you remember why you became a Rotarian, what it means to you to be a Rotarian, and how you can be an even greater benefit to your clubs, this District, and the people of the world whom you may never meet, but who will always be grateful to you.

I am SO proud of the Clubs and individual members of this District. I am honored to be called your Governor. You represent the **◆best of the best◆**, and will continue to do so. Yes, it has been a challenging year, yet, we persevered, and we will continue to do so. As the Oak Ridge Boys sang in one of their hits, **◆If you want to see a rainbow, you have to stand a little rain.◆** We will get this year erased only to our memories soon, and we shall continue to not only survive, but THRIVE. We shall see that rainbow, and revel in its beauty. Please take a moment to thank your Club Officers for the wonderful job they are doing in spite of the difficulties they have faced. They need, and deserve all your support. Take care of yourselves, and each other. I will be having a Zoom meeting with the Club Presidents on January 12th, and look forward to their reports on how their clubs are doing. Remember, **◆Rotary Opens Opportunities!◆**

District 6110 Rotarians never give up!" This little Bear must be a 6110 Rotarian!

Take a look: [click here](#)

WHAT'S THIS ALL ABOUT? Gov. Jay loves Rotary and we can all learn a thing or two from him!



District Membership Contest is Underway



District 6110 Membership Contest

You want new members for your club, right? We know it's been kind of tough during Covid to recruit! So, the District wants to give you some incentive to give people in your community the opportunity to become a member of your Rotary club!

We are holding a **membership contest** beginning January 1, 2021 and running through March 31, 2021! The top 3 clubs that add the highest percentage of new or reinstated members will receive a cash prize to use for a service project or fundraiser. Please keep in mind that we're looking for members who **want** to be Rotarians and give back to their communities....not just getting someone on the rolls to win the contest. Think about how grateful you are for the person who introduced you to Rotary....and be that person for others.

See below for more details. Any questions? Shoot me an email.

Thanks for all you do as Rotarians. We're excited to have more members in our District to do even more good in our communities and the world. And remember.....Rotary Opens Opportunities!!!

Yours in Rotary,

Jayne Lowe
District 6110 Governor 2018-19
District 6110 Membership Chair 2019-22
District 6110 4 Way Test Speech Contest Co-Chair
Rotary Club of Bentonville, AR
479.644.6576
jaynerotary@gmail.com



BEAT THE CLOCK!

Rotary



District 6110
Membership Contest

**Recruit New Club Members for a Chance to
Win a Cash Prize for Your Club!**

Here's the info:

Clubs adding the highest percentage of new or reinstated members with a join date between Jan 1, 2021 and March 31, 2021 will receive one of three prizes:

- 1st Prize highest net membership gain—\$500
- 2nd Prize highest net membership gain—\$300
- 3rd Prize highest net membership gain—\$200

LET'S GO!

The fine print: New members must have all membership data and paperwork correctly entered into DACdb and recognized by RI. Membership percentage based on ACTIVE memberships only. The addition of transfer members will not count toward gained percentage. The winning clubs will be revealed and checks distributed at District Conference May 1.



**"EVERYTHING WE DO OPENS ANOTHER OPPORTUNITY FOR
SOMEONE, SOMEWHERE." - HOLGER KNAACK**

Pam Crawford is our District Governor Nominee Designate

(That's a mouthful that means she will be our District Governor in the 2023-2024 program year).

Pam joined Bartlesville Daybreak Rotary in 2015 at the urging of her husband, Paul, who had joined in 2010. When they attended their first International Convention in Atlanta in 2017, she became a total convert to Rotary. To be part of an international organization doing so much good in the world, she was hooked.



She notes, "I want to tell people what we are doing about polio eradication and how we support youth. I'm thrilled that the environment is a new theme. I love to talk about Bartlesville Daybreak's two major service projects. I want to learn about and help all the clubs in District 6110 to be the most they can be in their community and the world." To that end, she will be an Assistant Governor in 2021-2022 helping several nearby clubs.

Pam retired from Phillips 66's IT department and brings her project management skills to Rotary. Her MBA from Tulsa will help her attain her goals as Governor.

She has "grown" a green thumb in the last 15 years (even added a glass room on the back of her house for wintering plants!). The redbud in her front yard was grown from a twig she got from the Arbor Day Foundation in 2009. She keeps trying to make Poinsettias give her red leaves. Her next green adventure: "I want to grow a crop of Okra! I've had limited success so far! watch out 2021! (And I drive a hybrid car and am studying electric cars, and my husband and I are avid recyclers!)"

Congratulations to Pam, we look forward to your leadership!

WHAT'S THIS ALL ABOUT? Rotarians love to plan ahead...and we love our initials! District Governors are selected by the "Council of Governors" - the people who have been DGs before. Dr. Jay Craig is our DG until June 30, 2021. Next line is the DGE, Kevin Merrill who becomes DG July 1 for the 2021-2022 year. Then the current DGN, Dr. George Knox takes the DG reins for 2022-2023. Now, we have the DGND, Pam Crawford who is DG in 2023-2024. Whew! Do you know your District Governor succession now?

Rotary Clubs in Service - Jan 2021

6110 ROTARY CLUBS IN SERVICE

While some clubs are unable to conduct regular meetings, they still have figured out ways to provide service to their communities. Here's just a few:

Rotary Club of Tahlequah/Cherokee County, OK

Every year the Rotary Club of Tahlequah/Cherokee County, OK donates Christmas food baskets to needy families of Tahlequah. Here is how they do it:

The club partners with the counselors at Tahlequah High School who pick out 140 families. The counselors give vouchers to the students to give to their parents, and keep a numbered list of who has the vouchers.

Rotarians coordinate with a local grocery store to provide the following food items to each family: a 3-lb. bag of apples, a 4-lb. bag of oranges, a 5-lb. bag of potatoes, 2 cans green beans, 2 cans corn, 2 boxes macaroni and cheese, a bag of pinto beans, 2 small turkey hams, 2 boxes Jiffy Mix, and 1 box Little Debbie cakes. Rotarians go to the grocery store, pay for the items, and deliver the food to Hart Funeral Home, operated by a club member.

On a Saturday morning, Rotarians gather to assemble the baskets for each family at 8:00 a.m. Beginning at 9:00 a.m. the families drive through, present their voucher to the school counselor, and have their food loaded into their car by the Rotarians. If the Northeastern State U men's basketball team is in town, they help assemble the baskets.

Hopefully, the food will provide enough to last several days. This is a rewarding experience for the Rotarians,

with many participating Rotarians bringing their children to help with the enterprise and able to experience the feeling of giving and being helpful to the community.
Service above self - in action!



<<High School Counselors ready to help Rotarians distribute the bounty

Luke Dobbins,
Brian & Chelsea
Kester shopping>>



Alma, AR Rotary Club



The Rotary club of Alma, AR raised funds for the local Boys and Girls Club. They will provide scholarships for those students who need assistance. Here, President James Candelaria presents the check to BGC Executive Director Elania Damante. Well done, Alma!

Siloam Springs, AR Rotary



The Siloam Springs, AR, Rotary Club still found a way to get dictionaries to their 3rd graders. They held a workday to place letters into each dictionary explaining Rotary and the dictionaries. The next day they dropped them off at the Southside Elementary School for final distribution. Like many other "dictionary clubs" they missed seeing the excitement of the students, but felt the joy of providing "Service Above Self."

Oswego, KS Rotary Club



The Oswego, KS Rotary Club is getting ready for its Snowflake Run 5 K on Feb 1 - 8. They partner with almost a dozen sponsors to provide scholarships to local students. Registration is only \$25 and online signup is easy. Social distance running! Click here for more: [Oswego Snowflake 5K](#)

Joplin Daybreak Rotary Club



Canceled meetings and postponed fundraisers have not stopped the Joplin Daybreak Club from doing good in the community. They recently presented checks to the local Ronald McDonald House and the Leffen Center for Autism. Way to show service!

Iola, KS Rotary Club



The Rotary Club in Iola has kept busy during the pandemic! In December they provided over 100 books to SAFE BASE, the after-school and summer program for the Iola school district. The book selected for each student was based on the student's individual reading level, allowing students to have a book of their own and the ability to take an Accelerated Reader test after reading their book.

WHAT'S THIS ALL ABOUT? Is YOUR club doing service to its community?
Are you "doing good in the world?" Let us know with the "just the facts" to:
Wally Bloss, District Public Image Chair: Wbloss@Gmail.com

Rotary 101 - January 2021



*Rotary 101 is new monthly column in our newsletter.
It will highlight the many facets of our wonderful organization.*

This month's installment: "What's in a Wheel?"

We Rotarians love our "Rotary Wheel!" It is now called the "Mark of Excellence." (pretty cool, don't you think?) Together with the word "Rotary" it is called the "**Masterbrand Signature**" but you can call it the logo. Here's how the Masterbrand Signature looks:



What happened to this old friend? Why did this time-honored logo get put aside?

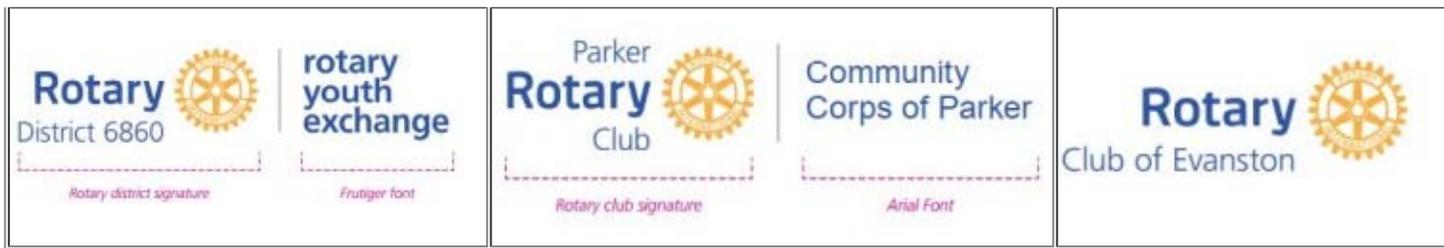


The main reason it has been supplanted by the new family of logos is that it doesn't include the word Rotary in a prominent way. While it's comforting to Rotarians to see that sign when driving into a new town for the first time, it not so clear to non-Rotarians that it is a reference to Rotary because the words "Rotary International" are so small. And actually, it hasn't completely been retired; its use is now limited to Rotary pins.

There's more to "doing it right." for example:

1. If you wish to use the Mark of Excellence, you must also have the Masterbrand personalised to your Club or District on the same page / screen / brochure, etc.
2. The Wheel cannot be used on its own without the Masterbrand.
3. You can use a Lock Up which is shown below for projects of the club or District.
4. Don't add to or change the logo to "fit."
5. Don't crop the logo, don't squash it out of round, don't write over it, don't use it as a bike wheel, pancake, etc.

Other **correct** examples:



BUT...

Here's a few examples in 6110 that **need to be changed**:

					
Cropped	last year's theme	Blue wheel	Blue wheel	Writing over logo	Blue wheels

BONUS POINTS: Check your website, Facebook Page, Twitter feed, letterhead, etc. to see if you are using the correct images! Here's the whole shebang on how to use Rotary's marks correctly: [Rotary Visual Identity Guidelines](#), and a Rotary Blog on it here: [Blog post](#)

Old branding tells the public that this club is outdated. Inconsistent branding sends mixed messages of who we are. Find out more, download the correct logos, (don't Google it - it may be an old one) and even make your own club or project logo in Rotary's Brand Center at MyRotary.org.

Confused? Need help? Contact the District Public Image Chair, Wally Bloss, at WBloss@Gmail.com and he will guide you!

WHAT'S THIS ALL ABOUT: Branding is a big thing these days - and when done correctly it does not hurt! These changes were made 9 years ago after an international survey found confusion of the general public about Rotary. Having a consistent voice and look helps!

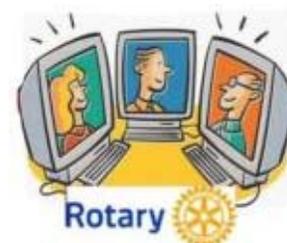
Do you miss meeting with Rotarians? Consider this!

By Wally Bloss

Several clubs been unable to meet in person due to COVID-19. Some are using the Internet to do virtual meetings, but some clubs have not yet made that leap.

Here's a great idea: If your club is not meeting, "visit" another club in the district by connecting to them when they meet via Zoom or Facebook Live!

It's always fun to see how other clubs do things, and you don't have to leave your home or office. You can also claim this as a make-up also to help your club's attendance numbers.



We are compiling a list as of the clubs that are meeting via zoom with details. This list will be updated as we get more info here: [6110 Virtual Meetings](#)

If your club is not listed email Wally Bloss: WBloss@gmail.com to get on the list or update info!

WHAT'S THIS ALL ABOUT? When was the last time you attended a Rotary Meeting in your PJs?

Rotary Gardens

EVERY MINUTE 5 CHILDREN UNDER THE AGE OF 5 DIE FROM MALNUTRITION

The Food Plant Solutions Rotary Action Group encourages Rotary Clubs to start food-producing gardens. They suggest start one garden in a school, a hospital, or a community garden and encourage communities to grow their own food. It only has to be a couple of pots to start with, or a tub, or small garden bed. The Brief Garden Guides they have prepared for many clubs around the world have been great starts for this process. They don't only explain how to grow these plants but why these plants are good for you and how your body uses the nutrients in them.

There's a lot more on their website here: <https://foodplantsolutions.org/gardens/>

WHAT'S THIS ALL ABOUT? Rotary Action Groups are independent, Rotary-affiliated groups made up of people from around the world who are experts in a particular field, such as economic development, peace, addiction prevention, the environment, or water. Here's the full list: [Rotary Action Groups](#)



Tell Your Story



Our District 6110 is filled with many very active Rotary Clubs - even in these difficult times. We are always looking for info on service projects that clubs are doing to put in the newsletter, on DACdb and social media.

While we as Rotarians are not always interested in being "In the spotlight" it DOES help other clubs see great ideas for service. Let us know what your club is doing by

sending info to the district office at districtadministrator@district6110.org or to the District Public Image Chair, Wally Bloss at WBloss@Gmail.com

Thanks!

WHAT'S THIS ALL ABOUT? Imitation is the sincerest form of flattery - so let the rest of us know the service that your club is doing so we can imitate you!