



UNITE FOR GOOD

UNITE FOR GOOD



Events

February 2nd
[DG Executive
Team Zoom Mtg-
Lt Gov, AG, AOS,
PI, Mem. Foun.](#)

February 7th
[Pre-PELS](#)

February 10th
[Monthly TRF
Meeting of 2025-
26](#)

February 10th
[District
Leadership
Fellowship
Meeting \(Bocce &
Banter\)](#)

February 11th
[District Climate
Action Committee
Monthly Zoom
Huddle](#)

February 14th
[Park Cleanup Day](#)

February 18th
[District
Community
Service Fireside
Chat](#)

February 19th
[District
International
Service
Committee Mtg](#)

February 20th
[District Public
Image Committee
Mtg \(3rd Friday,
12 Noon\)](#)

February 22nd
[Community
Service Event -
Alameda County](#)

Midyear Leadership Celebration Outstanding Success, Uniting Leadership, Culture, and Service

By Herb L. Ritter III

Fremont, CA — Rotary District 5170 marked a major milestone with a highly successful Midyear Leadership Celebration, bringing together more than 150+ Rotarians for an inspiring event that showcased strong leadership, club excellence, and Rotary's vibrant multicultural spirit.



Hosted by District Governor **Herb Ritter**, the celebration featured **Larry Lunsford**, Rotary International President Nominee, as the keynote speaker. His message energized attendees with a forward-looking vision of Rotary's future and reinforced the importance of leadership, adaptability, and impact at the club level.

Event highlights included:

- **150+ Rotarians in attendance**, demonstrating strong district-wide engagement
- **Keynote address by Rotary International President Nominee Larry Lunsford**, offering inspiration and strategic insight on Rotary's future
- **Five Rotary clubs honored with Spotlight Awards**, recognizing outstanding leadership, innovation, and community impact (see below)
- **A vibrant multicultural celebration**, featuring:
 - Chinese dancers
 - A mariachi band
 - An Indian instrumentalist
- **A powerful showcase of diversity and unity**, reflecting Rotary's global reach and inclusive values
- Congratulations PDG Richard Flanders for Earning the "Prestigious" Rotary International "Service Above Self" Award. (Only 150 International Awardees in 2026)

[Check out the Event Day Pictures](#) (Thank you Irv Stowers)

[Check out the Social Media Post Video](#) (Link For Non-Facebook users)

[Check out the Facebook Post](#). (Link For Facebook users, please like it and share it.)

[Slide Deck Presented at the event](#) (Thank you, Co-Chair Cheryl Landers and Dudley Thompson)

"The energy, collaboration, and pride in the room were undeniable," said District Governor Herb Ritter. "This event celebrated what Rotary does best—bringing people together, recognizing excellence, and inspiring leaders to do even more good in their communities."

The Midyear Leadership Celebration reinforced Rotary District 5170's momentum heading into the second half of the Rotary year and highlighted the district's commitment to leadership development, recognition, and cultural appreciation.

[Read More](#)

Announcement of the Governor Trophy Qualification (H.E.R.B Trophy)

[Community Food Bank](#)

February 26th
[District Finance Committee Meeting](#)

February 28th
[Community Service - Rotarian Clubs Build Day](#)

February 28th
[District International Service Committee Mtg](#)

February 28th
[Community Service - Sleep in Heavenly Peace \(Bed Build Day\)](#)

February 28th
[Sleep in Heavenly Peace Bed Build](#)

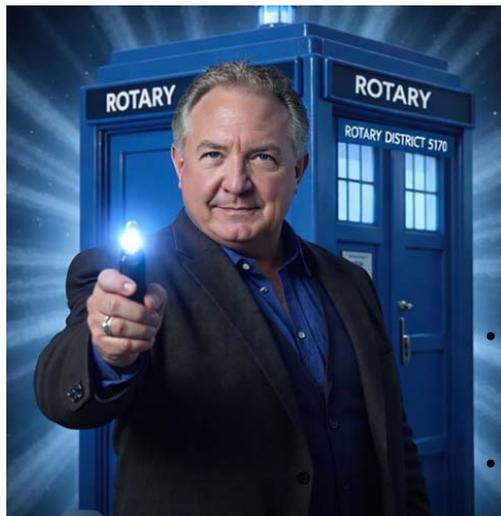
February 28th
***** Invite only*****
[Annual Past District Governors Brunch](#)

March 2nd
[DG Executive Team Zoom Mtg- Lt Gov. AG, AOS, PI, Mem. Foun.](#)

By Herb L. Ritter III

Rotary District 5170 Launches the “Governor's H.E.R.B Trophy” to Drive Membership Growth, Service, and Club Excellence

Fremont, CA — Rotary District 5170 has officially announced the launch of the **H.E.R.B Formula**, a clear, action-driven framework designed to help Rotary clubs grow stronger, increase impact, and achieve measurable success during the current Rotary year.



Introduced by District Governor **Herb Ritter**, the HERB Formula provides clubs with four simple, achievable priorities that align with Rotary International's goals for membership growth, generosity, engagement, and excellence.

“The HERB Formula gives clubs clarity,” said Governor Ritter. “It’s not about doing more—it’s about focusing on what matters most and doing it well.”

The HERB Formula: Four Priorities for Club Success

- **H – Help Rotary grow when you can**
Clubs are encouraged to demonstrate **positive membership growth by April 15**, strengthening Rotary's future and expanding service capacity.
- **E – Encourage generosity when you can**
Achieve **100% EREY participation**, with members contributing **\$25 or more to The Rotary Foundation**, earning the prestigious **Banner Award**.
- **R – Respond with action when you can**
Clubs that complete and track their goals in My Rotary will qualify for the **Rotary International Club Excellence Award**, Rotary's highest recognition for club achievement.
- **B – Be there when you can**
Clubs are encouraged to have **at least three members attend four of seven District 5170 in-person events**, reinforcing leadership development and district-wide collaboration.

The HERB Formula emphasizes flexibility, encouragement, and accountability—meeting clubs where they are while setting clear benchmarks for success.

“This approach recognizes that every club is different,” added Ritter. “But when we help, encourage, respond, and show up, great things happen—for our clubs, our communities, and Rotary worldwide.”

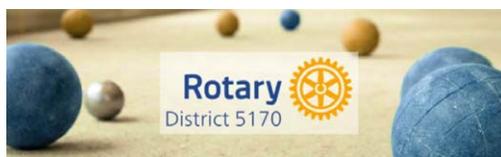
[Read More](#)

District Leadership Fellowship Meeting, Los Gatos Boccie and Banter- 2-10-26

By Sangita Seshadri

Rotary Leadership, Silicon Valley Style: Fellowship, Stories & Serious Momentum

Tuesday, February 10 | 6:00 PM | In-Person



Bocce & Banter

February's District Leadership Fellowship
Bring your friends & family – Play, mingle & connect

Date: February 10, 2026 Time: 6:00 - 8:00 PM Venue: Campo di Bocce 565 University Ave Los Gatos, CA	Cost: \$35 per person Includes: Food and bocce ball Other details: No host drinks Indoor event Plenty of free parking
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Silicon Valley is known for innovation—and on **Tuesday, February 10th at 6:00 PM**, Rotary leadership takes center stage at a **Rotary Leadership Fellowship Dinner** celebrating the incredible work of clubs across the Silicon Valley Region of **Rotary District 5170**.

This high-energy evening of connection, inspiration, and good old-fashioned Rotary fellowship will be led by **Sangita Seshadri**, Lieutenant Governor for the Silicon Valley Region. Sangita has assembled a dynamic lineup of Club Presidents who will share **impactful stories, bold initiatives, and fresh ideas** that are helping Rotary grow and thrive across the region.

Whether you're a seasoned club leader, a longtime Rotarian, or new to the movement, this is your chance to:

- Build meaningful fellowship
- Celebrate local leadership wins
- Strengthen the bonds that power our District

And yes—wear your Rotary gear and cheer loud and proud. This is a celebration, after all.

Event Focus

In-Person Fellowship Dinner
Areas 10, 11 & 12 – Silicon Valley Region
Tuesday, February 10 | 6:00 PM
Space is limited — RSVP early!

Silicon Valley Regional Leadership Team

- **District Governor: Herb Ritter - Pleasanton North**
 - **Lieutenant Governor: Sangita Seshadri – Saratoga**
 - **Area Governor 10A: Padma Chari – Cupertino**
 - **Area Governor 10B: Santosh Taneja – E-Club of Silicon Valley Health & Wellness**
 - **Area Governor 11: Meghan Burton – Los Gatos**
 - **Area Governor 12: Rebecca Geraldini – Palo Alto**
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[Read More](#)

Record Number of Club Speech Contests in 2026

By Debi Ann Pavlecic-Bischoff



Record Participation Announced for District 5170 Richard D. King Annual Youth Speech Contest

Silicon Valley, Calif. — A record number of clubs will participate in the **District 5170 Richard D. King Annual Youth Speech Contest** during **February and March**, marking the program's largest year to date. This year, **30 Rotary clubs** will host individual club contests, while **six additional clubs** will partner to co-host **three joint contests**, for a total of **33 Club Speech Contests** across the district.

Winners from the 33 club-level competitions will advance to **six joint Area Speech Contests** in March. From there, top speakers will move on to two regional contests:

- **Southern Regional Speech Contest** — hosted by the Rotary Club of Los Gatos on **March 31**
- **Northern Regional Speech Contest** — hosted by the Rotary Club of Livermore on **April 1**

The **top two speakers from each regional contest** will advance to the **District Speech Contest Finals**, to be held at the **District Learning Assembly** on **April 11** at Ohlone College in Fremont.

The finalist who earns first place at the District Finals will receive **more than \$4,100 in total awards**, made possible through the **District Youth Speech Contest (DYSC) Sponsorship Program**.

For full details on club-level contests and schedules,

For more details regarding the club contests, [CLICK HERE](#).

[Read More](#)

D5170 Clubs: How to Earn the Rotary International Club Excellence Award

By Herb L. Ritter III

How to Earn the Rotary International Club Excellence Award

Clear Goals. Strong Leadership. Measurable Impact.



Clubs that thrive don't do it by accident—they plan, they act, and they track results. The **Rotary International Club Excellence Award** is designed to recognize Rotary clubs that do exactly that.

Earning this prestigious award starts with one essential step: **entering and tracking your club goals in MyRotary.**

Step One: Log In and Set Your Goals

Club Presidents must log in to **MyRotary** and enter their club goals using the **Club Central** goal-setting tool.

Login to www.MyRotary.org and update your goals here:
[<<< Click Here >>>](#)

See where your Club Stands as of 1-26-26 [<< Click Here >>>](#)

Qualification Requirements

To qualify for the Club Excellence Award, **each club must set and track at least six (6) Rotary priority goals**, which may include areas such as:

- Membership growth and engagement
- Service projects and community impact
- Rotary Foundation giving
- Public image and visibility
- Leadership development
- Strategic planning

Goals must be **entered, updated, and achievements recorded**—not just planned.

[Read More](#)

If You Would Like Your Club ezStory Published . . .

By Brenda Swiney on Wednesday, January 7, 2026

Rotary District 5170 DACdb Club ezStory Guidelines (For email broadcast and posting on the 15th of every month)



Club ezStory

Purpose

Clubs are encouraged to use the DACdb ezStory tool to share stories about their events and activities. These stories allow us to showcase Rotary's impact, invite community participation, and inspire collaboration with other clubs.

Requirements for District Publication

To be featured in the **District Club News Bulletin** (sent on the 15th of each month), your ezStory must meet the following guidelines:

[Read More](#)

Rotary District 5170 and Club Name Shirts ***Embroider your Own Option***

By Herb L. Ritter III

FOR IMMEDIATE RELEASE

Show Your Rotary Pride – Custom District 5170 Embroidered Shirts Now Available!

Fremont, CA — Rotary District 5170 and the Rotary Club of Fremont Bridge are excited to announce a new way to wear your Rotary spirit with pride! For just **\$20**, you can now have your favorite shirt embroidered with the official **Rotary District 5170 logo** and your **club name on top** — proudly customized to reflect your membership in one of the most dynamic districts in the Rotary world.

District 5170 Shirts



Members can choose from a selection of high-quality shirts available through the **District 5170 & Fremont Bridge Rotary Store** ([CLICK HERE](#)), or send in their own favorite shirt for embroidery. This is a great opportunity to show your Rotary pride at **conventions, conferences, community events, and service projects** — wherever Rotary is represented!

“We are proud to wear our Rotary colors and show the world the strength and unity of District 5170,” said **District Governor Herb Ritter**. “When people see that

Rotary logo, they see compassion, leadership, and service in action.”

[Read More](#)

*** Special Early Discount Price ends 3/1/26*** Multi District Conference; Reno 2026

By John Flaniken



DISTRICT 5170 CONFERENCE 2026-

- Just **\$325** (Extended until March 31, 2026) then prices increase to **\$375**.

(Note: A **\$50** cancellation fee applies to the conference registrations, Consistent with RI convention policy.) Should you need to cancel send the request to Tracy Kochenderfer (Registrar) tracykag5@gmail.com

Your Club Is Showing Up! See Who's Registered & Join the Fun (See below)

SCHEDULE & HIGHLIGHTS

Expect lots of activities at the Far West Fest! From entertaining keynote speakers and enlightening breakout sessions to an engaging house of friendship and plenty of opportunities to meet new friends from all five districts. We will be adding details as we get closer to the event.

[Read More](#)