



People of Action

July 2021 - Transitions

a message from Bruce...

**21-22 District Governor
Bruce Mackey & wife Linda**

I'd like to welcome and thank all of the new Club leaders who have stepped up to take charge of their Clubs and Club Committees. I'd also like to express my sincere thanks for all of our leaders who have seen us through this very difficult past year. They all, from our outgoing Rotary International (RI) President through our Past District Governor Joy Anderson, and Club Presidents and Club Chairpersons who have completed their terms of office, deserve our heartfelt thanks for their dedication and innovation during the past year.

Before we start this new Rotary year, let's remind ourselves of why we are in Rotary. I think Rotary International states it best and most succinctly, we are, **"People united to create lasting change across the globe, in our community and in ourselves."**

Your District Governor line has worked hard to develop an Action Plan that provides a road map to accomplishing that lasting change. If you have not read the Action Plan, I encourage you to do, it provides the details for our journey ahead. It can be found on the District website at : [Rotary Action Plan](#)

Our Action Plan reflects RI's general theme of effort in four major areas, Increase our Impact, Expand our Reach, Enhance Participant Engagement and Increase Our Ability to Adapt. Under each area are specific actions we need to take to bring this District back to operating better than we were prior to the Covid crisis. I am ready to assist each and every one of our Clubs to do so this year.

I'm not alone, we have assembled an exceptional team of gifted and experienced leaders to assist you. Assistant Governors are your direct link to the District. Please make use of them and take advantage of their great leadership and enthusiasm. Chairpersons and their Committees are subject matter experts in their fields: Public Image, Membership, Community Service, International Projects, the Foundation, Training, Youth Exchange and Camp Royal. A roster of these great folks can be found at... [District 5230 Leadership](#)

If you are wondering how you go about creating a "lasting change" in "yourself", you probably haven't had a "Rotary moment" yet. These moments usually occur when you realize what a significant positive change you have had in the life or lives of others. You are almost overwhelmed with fulfillment at the contribution you have made. To say it makes it all worthwhile is an understatement.

We are also planning to have a wonderful celebration at our District Conference scheduled for the Tachi Palace in April 2021. We have a skilled and experienced team dedicated to planning an event that will bring us all together to have FUN!

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I am looking forward to meeting everyone in this District in person. I want to help all of the Clubs to meet and exceed their Goals. Thank you so much for selecting me for this honor, now let's get to work..



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July 2021 - Transitions

On July 13, 2021, the Fresno County Board of Supervisors met in regular session and issued a Resolution recognizing and expressing appreciation for the collaborative efforts of the six Rotary Clubs that made up the Creek Fire Relief Project Committee. Supervisor Nathan Magsig, who's District 5 suffered much damage during the Creek Fire, recognized PDG Rod Coburn who immediately deferred to Creek Fire Project Chair, AG Jeff Dippel.

Dippel spoke on behalf of the six clubs, Fig Garden Rotary, North Fresno Rotary, East Fresno Rotary, Fresno Sunrise Rotary, the Cultural Arts Rotary Club and the Central California Passport Rotary Club, telling the Supervisors that even though Rotary is well known in our communities because we put our name on projects like Rotary Storyland/Playland and Rotary Parks throughout the County, there's an awful lot that Rotary does that is NOT generally well known. And that was the case with our Creek Fire Relief Project.

Dippel explained that the motto of Rotary is Service Above Self so in September when we heard of the Creek Fire, our six Rotary Clubs met and decided that we could best help by pooling our resources to do one large-scale project. Also, instead of helping fire victims directly, the committee decided that we should help the people who help the fire victims... namely the three volunteer fire stations in Huntington Lake, Big Creek and Pine Ridge that were destroyed by the fire.

Those three fire stations lost virtually everything which meant that they were unable to protect their communities so in response, the 6 Rotary clubs very quietly raised just over \$40,000 to help replace much of the equipment that was destroyed... equipment like pumps, jaws of life, chain saws, hoses and a lot of Personal Protective Gear for the fire fighters

Dippel concluded by saying that even though we were a major help in getting the three fire stations back onto their feet, if you ask any of the fire victims themselves, chance are they will have no idea that Rotary was involved. While Rotary doesn't actively seek recognition for the work that we do... it's sometimes really nice to receive it... which is why this Resolution from the Board of Supervisors is greatly appreciated.

THE COUNTY OF FRESNO
Board of Supervisors
 RESOLUTION



Whereas - the Creek Fire which started on September 4, 2020 was the largest single origin fire in recent California history, blackened 380,000 acres, destroyed over 855 structures, and destroyed the Huntington Lake volunteer fire department's station, and the equipment storage facilities of Big Creek and Pine Ridge volunteer fire stations; and

Whereas - the Presidents of six Fresno-based Rotary Clubs met and formed the Creek Fire Relief Committee, setting up a plan for action. The needs were great, thus presenting challenges for the best use of the donation funds; and

Whereas - each community was extremely vulnerable without fire protection, emergency medical care and search and rescue capabilities. The committee was committed to helping the fire departments and their service volunteers; and

Whereas - the firefighters lost virtually all of their Personal Protection Equipment (PPE), the specialized clothing each firefighter needed to safely fight a fire. Also, many of the firefighters lost their homes, automobiles, and personal items; and

Whereas - the Rotary clubs determined the most pressing need was to replace the PPE. The clubs of North Fresno Rotary, East Fresno Rotary, Fig Garden Rotary, Cultural Arts Rotary, Fresno Sunrise Rotary, and the Central California Passport Rotary teamed up and donated \$41,000.

NOW THEREFORE, BE IT RESOLVED that the Fresno County Board of Supervisors hereby recognizes and expresses appreciation for the collaborative efforts of the six Fresno-based Rotary Clubs in helping the three volunteer fire departments as well as the mountain residents in whom they serve. The motto of Rotary "Service Above Self" exemplifies their spirit in meeting the needs of the Fresno County community.

ADOPTED BY THE FRESNO COUNTY BOARD OF SUPERVISORS
 THIS 13TH DAY OF JULY 2021

Glenn Stebbins
 Glenn Stebbins, District 2 Supervisor

Joe Pacheco
 Joe Pacheco, District 1 Supervisor

Sal Quintero
 Sal Quintero, District 4 Supervisor

Buddy Mendes
 Buddy Mendes, District 4 Supervisor

Nathan Magsig
 Nathan Magsig, District 5 Supervisor



PDG Rod Coburn, Leslie Rau Fig Garden Rotary, Michael Rabara President North Fresno, Michelle Coyle President East Fresno, Jeff Garza President Fig Garden, Project Chair Jeff Dippel

Supervisors Nathan Magsig, Buddy Mendes, Steve Brandau, Brian Pacheco, Sal Quintero



Greetings, Coast and Valley
Rotarians or District 5230!

July is **Transition Month**.

First, Thank you to DG Bruce Mackey for providing me with this opportunity for service. Also, special thanks to PDG George Wade for all of his time and effort in this area. You will be missed in this role.

On to our work for 21-22 at a District and Club Level.
Completion of Re-Branding Efforts.

If you are a Rotarian in business, or an organization that relies on funding to do its work, you already understand the importance of developing a good reputation.

P.S. – Thinking of taking your Rotary zoom meetings up a notch? If you don't already have one, here is a link to Zoom backdrops specific to Rotary. Let's come back as DG Mackey says, better than before!

[Link to Zoom Backdrops for Rotary](#)

See you in August! If you need us before, please find the PI TEAM through DACdb, and email us. Or
[Visit the Public Image page on Rotary5230.org](#)

Did you know only half of the people in the United States have heard of Rotary?

Let's do our part to raise awareness and avoid confusion over who we are and what we do.

Here is the **Rotary Brand Playbook** – Special thanks to BIG WEST ZONE 26-27 for developing this instructional tool. We are asking all clubs this year, to do their part to execute it. And I understand DG Bruce will be making the rebranding process a FUN endeavor!

Yours in Service,



Pauline Hershey-Gambino
District 5230 Public Image

REBRANDING. AS EASY AS COUNTING TO 7!

TAKE A LOOK at the links on the next page.

They will be invaluable in helping your club understand the simple steps/task at hand, this year.

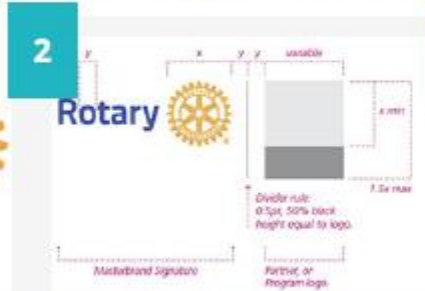
And remember, your AG's, District 5230 Public Image, Zone 26-27 (Big West) and Rotary International are here to help!

ROTARY BRAND PLAYBOOK

[Link to Rotary Brand Playbook](#)



Step 1: What is Brand?



Step 2: Updating Your Club Logo



Step 3: Designate Public Image/Chair Committee



Step 4: Digital Presence



Step 5: Social Media Engagement



Step 6: Rotary Community Signage

DIRECT LINKS

- [Link to Rotary Brand Playbook](#)
- [Step 1 – What is Brand?](#)
- [What is Brand? - YouTube](#)
- [Step 2 – Updating Your Club Logo](#)
- [Step 3 – Designate Public Image Chair/Committee](#)
- [Step 4 – Digital Presence](#)
- [DigitalPresence Document to Download](#)
- [Step 5 – Social Media Engagement](#)
- [Step 6 – Rotary Signage](#)
- [Step 7 – People of Action Campaign](#)



Step 7: People of Action



A very hardy congratulation to the Clubs that won the Rotary Citation for the Rotary year 2020-21! Here are the winning clubs with the number of goals they completed:

Central California Passport-13

Clovis-17

North Fresno-18

Porterville Breakfast-20

Visalia Sunset-14.

Achieving the Rotary Citation is difficult, given this was accomplished during the COVID pandemic makes the award even more impressive. Thank you to all the Club members who worked so hard for this accomplishment.

KING CITY AND GONZALES ROTARY CLUBS “STUFF THE BUS“ PROJECT

The Rotary Clubs of King City and Gonzales recently partnered together and with the United Way Monterey County on the **Stuff the Bus** school supply drive project.

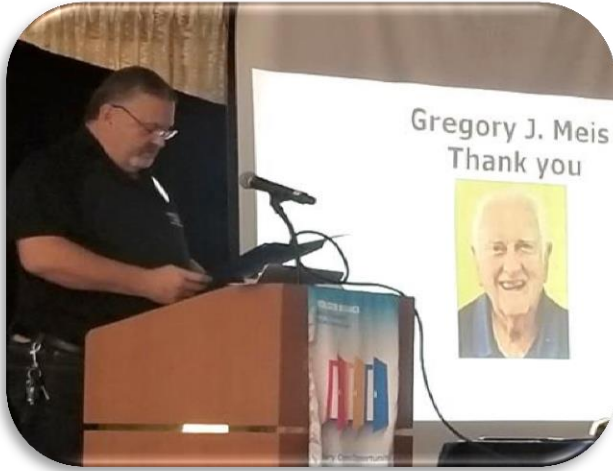
Over 35 Rotarians and friends assembled almost 400 backpacks, which included notebooks, paper, pencils, pens, crayons, rulers, erasers, protractors and other supplies. The United Way then coordinated with the School Districts in the King City and Gonzales area to distribute them to children and youth who have been determined to be homeless, which includes those without a home or those living in temporary situations. This was part of the 11th annual Stuff the Bus school supply drive coordinated by the United Way Monterey County.

The project was funded by both of the clubs and a joint district grant. A backpack assembly event was held in King City on June 5th and in Gonzales on June 12th.





On June 16, the Rotary Club of Visalia honored longtime member Greg Meis, for his more than 30 years of service with our club, and almost 50 years in Rotary.



President Doug reads letters thanking Greg for his service.

Club President Doug Arnold presented Greg with letters from Rotary District Governor Joy Anderson and Rotary International President Holger Knaack. But that's not all - we couldn't let Greg get away forever, so he was also given an honorary lifetime membership, a first for our club.

Greg was definitely the Cal Ripken of club members, never missing a meeting for more years than we could count. He even remembers going to a meeting with his grandfather in the 1930s! He was a third-generation Rotarian, and his daughter, in attendance at the meeting, made for a fourth.

Greg traveled through 14 states for his work, but always found time to visit clubs on his business trips, which enabled him to keep his meeting streak going. Once he even did breakfast, lunch and dinner meetings in one day – that's dedication, and a great way to meet Rotarians around the country.

That's also probably how Greg picked up his endless supply of jokes, many of them so corny they attracted groans. But he created a tradition we've kept up even in his absence during recent months, with worthy successors trying to reach Greg's joke heights. OK, maybe depths is the better word. 😊

Greg did set-up for our club meetings until recently, and many a former club president appreciated his dedicated service.

Indeed, former president Gerry Schneider movingly called Greg "the soul of our club." Thank you, Greg, for your service, jokes, and stories, and for being the kind of Rotary member we all aspire to be!



President Doug congratulates Greg while Greg's wife Barbara looks on.

Rotary Grants: Was 2020/21 A Year of Action? - Yes!

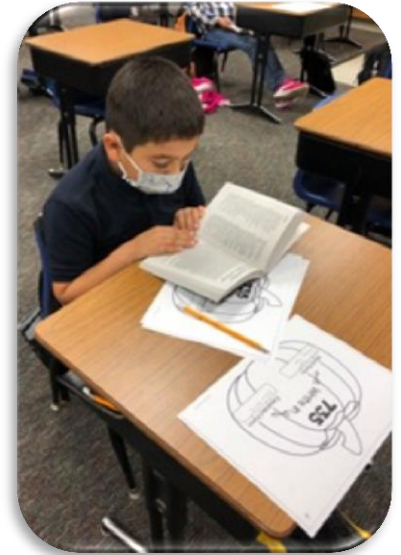
Despite the COVID-19 shelter in place dominating the past Rotary year, Rotarians in District 5230 were still *People of Action*: opening opportunities both locally and Globally. **We put to work over \$160,000 in Rotary Foundation funding**, not to mention even more in district and local club contributions. All this was possible due to the contributions of our Rotarians three years ago to the Annual SHARE fund, half of which comes back to the District for both local and global grant projects.

So what did we do with this money?

We funded relief efforts for the Carmel and Dolan fire, with a special Disaster Response grant of \$25,000, plus thousands of dollars from individual clubs. This effort was led by the Carmel Valley Rotary, who handed out grocery and gas cards, and housing vouchers to hundreds of individuals who were displaced by the fires.

We borrowed \$25,000 from this year's District grant monies to pay for immediate and urgent COVID relief payments in May 2020 to food banks in each of our four counties: Kings Community Action Organization, FoodLink Tulare County, Central California Food Bank (Fresno) and the Food Bank for Monterey County. This money was matched by \$32,000 from the District and over \$400,000 by clubs to result in a total of over \$500,000 in COVID relief for food, protective equipment, and other community needs.

Our clubs conducted 26 district grant projects, working individually or in groups. These projects were as individual as our clubs, ranging from teaching young children to read and buying books, to buying a food truck and beds for the homeless, to assembling Christmas baskets for the needy, providing a Roto-care medical clinic, teaching students about charitable giving, providing teachers with mini-grants, and sending wheelchairs to Guatemala. We made a difference in our communities!



We were approved for four global grants: vocational training for women in Matau, Zimbabwe (led by the Salinas and Fresno Clubs); water supply in Njicha, Tanzania (led by the Corral de Tierra Club); COVID-19 relief in Bolivia (East Fresno club) and water distribution in Las Granadillas, El Salvador (Salinas Steinbeck Club). Some of these grants have been in development for several years, and we are thrilled that we will at last be able to provide relief and support to these rural villages.



We also prepared two other Global grant proposals, which are well on their way for approval (but are still seeking matching funds): Classic Auto Repair Vocational Training for at risk youth (led by Carmel by the Sea, with Rancho Cielo) and X-Ray Equipment in Bolivia (led by East Fresno).

In addition to these grants initiated by our clubs and funded by the Rotary Foundation, our District also contributed monies to a team of clubs led by North Fresno Rotary to provide replacement equipment to the volunteer fire departments depleted by the deadly Creek Fire.

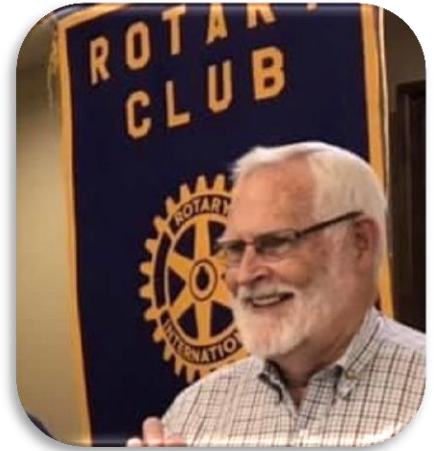
We continued the tradition of supporting the Polio Plus campaign, with a \$25,000 contribution of District Designated Funds to the End Polio Now effort - Rotary's top initiative. Due to Rotary's worldwide fundraising, matched by the Bill and Melinda Gates Foundation and in partnership with the World Health Organization and UNESCO, Africa was certified on August 20 as free from the wild polio virus. All Rotarians can be proud of this milestone. Furthermore, our global vaccination network has been able to assist in administering COVID-19 vaccinations.

How did we accomplish so much? Due to the can-do attitude of Rotarians like you! To help each other out, this past Rotary year we initiated a Global Grants sharing team which meets monthly via Zoom (<https://us02web.zoom.us/j/87471992501>) on the first Monday of each month at 5:30 pm. Working together we have been able to do even more than before - please join us!

As you are planning your next District or Global grant, remember that your Rotary Foundation donations are what makes these projects happen. A little donation each month via Rotary Direct is easy to do, and pretty soon your Paul Harris fellowship will be the evidence that you are a Rotary *Person of Action!*

Debbie Hale
Rotary District 5230
District Governor Nominee
(2023/24)

Meet the New Grants Chair: Doug Brown



It is with great pleasure that I announce that District 5230 has seated Corral de Tierra Rotarian Doug Brown as the new Grants Chair! (He is quite the punster, so I had to say that). Doug is a global Rotarian, having hosted Group Study Exchange visitors, attended Rotary Club meetings abroad, and sent his son on a Rotary youth exchange. He can say "thank you" in just about every language, and made a valiant attempt to teach me Czech before my last European trip (Dekuji!).

Even more importantly, Doug is a global grant expert. He has successfully applied for and received two Global Grants for water supply projects in Tanzania. He also has led his Corral de Tierra Rotary Club foundation in participating in more Global Grant projects than any other club over the past year. As such, he is an excellent resource for you to consult with in applying or administering your Rotary Global Grant.

Over the past few months Doug has also been a quick study in learning about the District Grant process. He has been the lead applicant for his club over the past several years, but now he knows enough to have conducted the last District Grants training webinar. He has already reviewed and commented on the club final District Grant reports for 2020-21. Doug will also be reviewing the District grants submittals for the 2021/22 Rotary year (accepted on a first come, first served basis, July 26 - 31). If you have any questions about your District Grant submittal, send Doug an email at: philaty@hotmail.com. Be sure to ask him what his email means.

Doug will be taking the lead on all grant activities, since I will be graduating to District Governor Nominee. I sincerely appreciate Doug taking on this important District role, and he is doing so so with enthusiasm and expertise. Please join me in congratulating Doug in his new role. If you'd like to meet Doug, say hello, or see if there is a grants question he doesn't know the answer to, join us in the Zoom Room at the Global Grants sharing team on the first Monday of every month at 5:30 pm, meeting ID: 87471992501.

Thank you for your service, Doug!

Debbie Hale
Rotary District 5230
District Governor Nominee (2023/24)

Rotary Vision Statement:

Together we see a world where people unite and take action to create lasting change across the globe, in our communities and in ourselves.



District 5230



Action Plan 2020-2022

<https://rotary5230.org/wp-content/uploads/2021/07/20-22-Action-Plan-Landscape.pdf>

Learn More About District Policies

<https://www.dacdb.com/Accounts/5230/Downloads/0/Policy%20Manual%20-%20July%201%202021.pdf>

Calendar

See when DG Mackey will be at your club

<https://rotary5230.org/calendar>



2021-2022 District Leadership

Position

District Governor
 Vice Governor/PDG
 Governor Elect/
 Finance Committee Chair

 Governor Nominee
 Governor Nominee elect
 Treasurer
 PDG
 Chief of Staff
 Comptroller

Name

Bruce Mackey
 Joy Anderson

 Becky Moser

 Debbie Hale
 TBA
 Larry Ayers
 Joy Anderson
 Ann Appel
 Kimberly Holland

District Communications

Public Image
 DACdb
 Newsletter
 Webmaster
 Traditional Media
 New Media

Pauline Hershey
 Tyler Fremming
 Mark Daniel
 Michael Penner
 TBA
 TBA

Governor Nominee
 Governor Nominee elect
 Treasurer
 PDG
 Chief of Staff
 Comptroller

Debbie Hale
 TBA
 Larry Ayers
 Joy Anderson
 Ann Appel
 Kimberly Holland

Committee Chairs

Foundation Chair
 Polio Plus
 Paul Harris Society
 Membership Chair
 New Club
 Finance Chair
 Grants Chair
 International Chair
 Vocation Chair

Joe Grebmeier
 Brenda Daguio
 TBA
 John Scherer
 TBA
 Becky Moser
 Doug Brown
 TBA
 Patrick Isherwood

District Youth Services

Interact Chair
 Rotaract Chair
 Youth Exchange
 RYLA
 Youth Protection

Brinette Greenly
 Jasmine Negrete
 Daniel Enriquez
 Bruce Kleckner
 Mary Horst

Official Meeting/Facilitation Chairs

Conference
 Assembly
 PETS
 Annual Meeting
 Trainer
 RI Council Representative

Susan Tackett
 Susan Winey
 Becky Moser
 TBA
 Susan Winey
 Lee Blankenship

Community Services

Coast
 South Valley
 Fresno

Kevin Kenoyer
 Nina Clancy
 Jeff Dippel

Strategic Planning

Don Kremer

Board of Directors

Director
 Director
 Director
 Director
 Director
 Director
 Director
 Director
 Director

Juliet Allen
 Mark Daniel
 Brinett Greenly
 Debbie Hale
 Ron Johnson
 Maurine Lewis
 Sam Lucido
 Susan Winey
 Daniel Griffiee

Assistant Governors

Area One
 Area Two
 Area Three
 Area Four
 Area Five
 Area Six
 Area Seven
 Area Eight
 Area Nine
 Area Ten

Kevin Kenoyer
 Kathleen Wall
 Cary Swensen
 Steve Adams
 Jimmie Tuttle
 Deborah Velosin
 Terren Brown
 Michael Rabara
 Harold Phillips
 Jeff Dippel



Congratulations Carmel Sunset Rotary and the Club President [Nurten Erinan Atila](#) for being recognized as the District 5230 2020-21 Rotary Club of the Year by the District Governor [Joy Gonzales Anderson](#)!



PORTERVILLE ROTARY CLUB

Requests that you save

Saturday October 23, 2021

and join us in

Celebrating 100 Years of Service

River Island Country Club
319 River Island Drive
Porterville California

Rotary International Conference



SAVE THE DATE
June 4-6, 2022

Registration begins online June 12, 2021

This convention gives us a chance to share our Texas hospitality and welcome our Rotary family and friends from around the globe. Together, we'll share ideas about how "Rotary Opens Opportunities" to create positive and sustainable change to our world's most important issues. District 5890 is the home of 2020-2022 Rotary International Director Suzi Howe, and she looks forward to seeing all of you here!

Volunteer opportunities available! See website for details!

<http://www.houstonri2022.org/>

For upcoming newsletter submissions please
send information to Mark Daniel:

mdaniel@hanfordsentinel.com

Deadline for submissions is 15th of the month
for the upcoming newsletter. Thank you!