


A Catalyst Program

Jackie Huie, Rotary Student Program Presentation

October 2, 2012

- 
- Priorities RI
 - Opportunity Within Us
 - Program Results
 - How To Get Started
 - Q & A

PRIORITIES RI





Grant Huie, 11, at Rotary International Headquarters with Rotary International President Kalyan Banerjee, February 2, 2012











**3 Strategic
Priorities and
5 Core Values**



- Guiding principles
- Strategic planning
- Programs
- Who we work with
- At a glance

Table of Contents

- The RI Strategic Plan
- Core values
- Strategic priorities and goals

- Related documents**
- RI Strategic Plan (PDF)
 - RI Core Values (PDF)
 - RI Strategic Plan poster (PDF)
 - RI Strategic Plan 2007-10 Progress Report June 2010

Strategic planning

Print
E-mail page

Strategic priorities and goals

The revised strategic plan, effective 1 July 2010, identifies three strategic priorities supported by 16 goals:

Support and Strengthen Clubs

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new, dynamic clubs
- Encourage strategic planning at club and district levels

Focus and Increase Humanitarian Service

- Eradicate polio
- Increase sustainable service focused on:
 - New Generations Service programs
 - The Rotary Foundation's six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally

Enhance Public Image and Awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities



1. Support and Strengthen Clubs

PRIORITIES RI




2. Focus and Increase Humanitarian Service

PRIORITIES RI



3. Enhance Public Image and Awareness

PRIORITIES RI



How Can We Achieve Three Key Priorities?

PRIORITIES RI



OPPORTUNITY WITHIN US

**OPPORTUNITY
WITHIN US**



RI 1: Support and Strengthen Clubs

“Helper’s High” endorphin-based euphoria experience

The Healing Power of Doing Goodby Allan Luks and Peggy Payne

A Natural Energy Comes From Feeling Valued

OPPORTUNITY WITHIN US



RI 2: Focus and Increase Humanitarian Service

90% Evidence positive outcomes mentoring programs*

Opportunities: China, Dominican Republic, India, Japan, Scotland, South America

**Most High School
Graduates Have No
Vocational Mentor**

OPPORTUNITY WITHIN US

* B.C.Hansford, L.C. Ehrich and L. Tennent, 2003



RI 3: Enhance Public Image and Awareness

81% Follow advice from someone they know*

Viral Marketing Flourishes When Actions Are Worthy

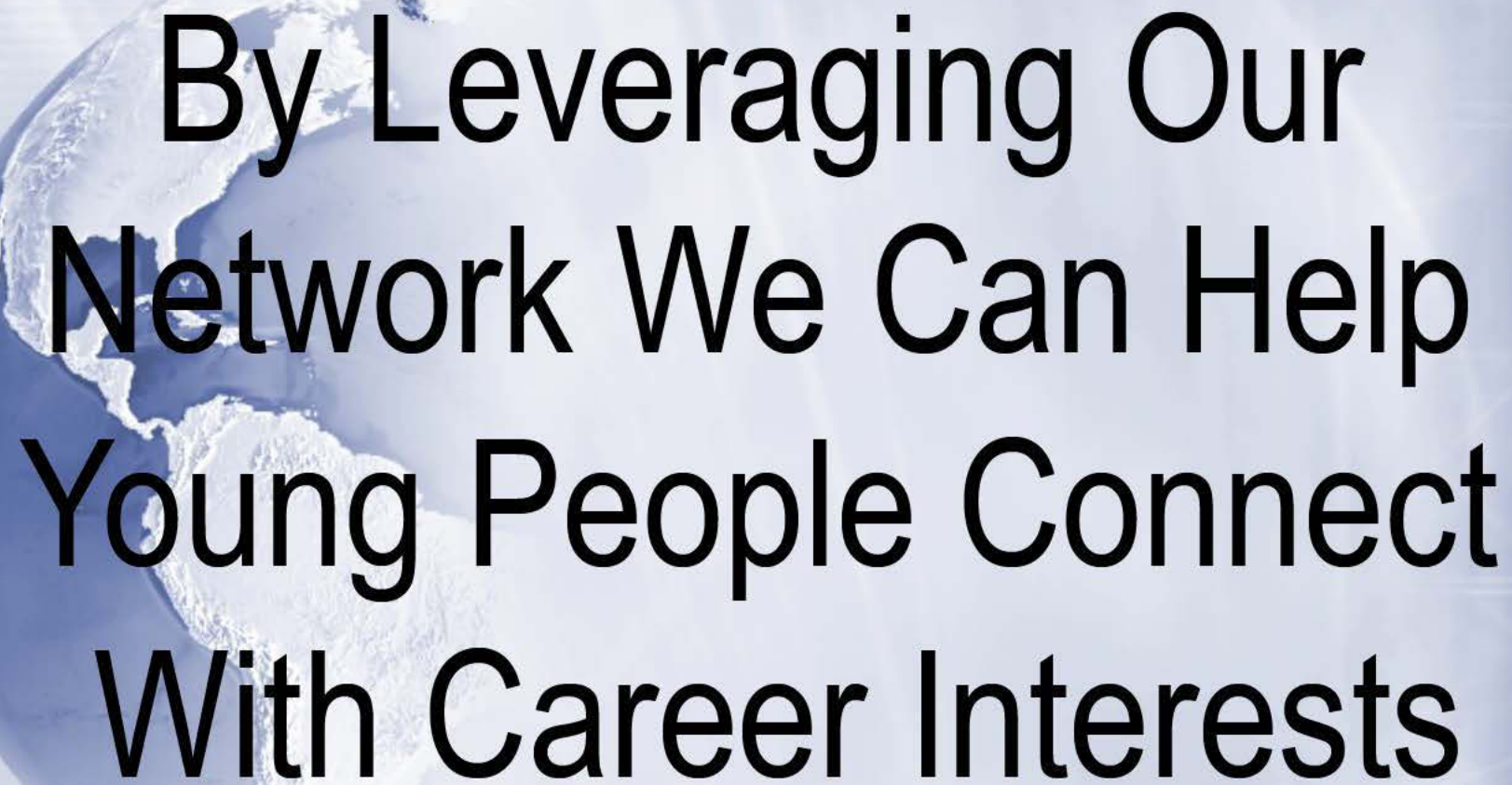
OPPORTUNITY WITHIN US

* MySite Yearbook Click Z, Jan 2010



Rotarians Worldwide Can Make A Big Impact In Their Own Communities

OPPORTUNITY WITHIN US



**By Leveraging Our
Network We Can Help
Young People Connect
With Career Interests**

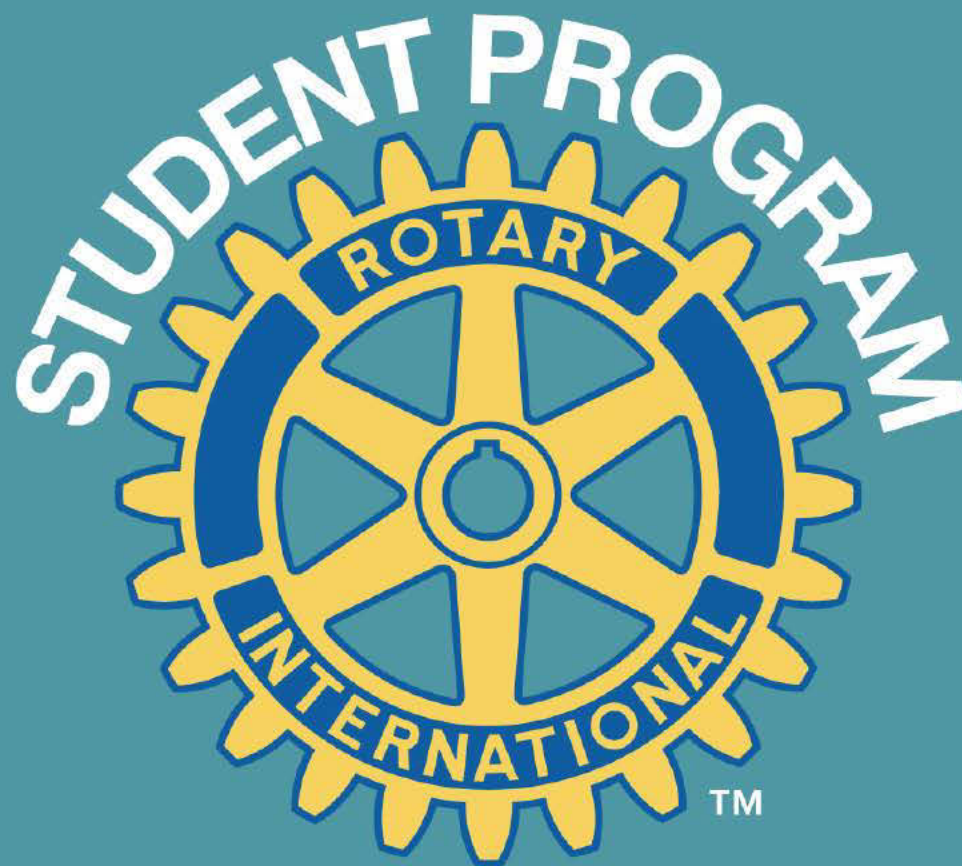
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Rotary Will Become The Most Relevant Organization In The World

OPPORTUNITY WITHIN US

PROGRAM RESULTS




Rotary Club of St. Joseph-Benton Harbor



Dream: Becoming a Meteorologist

**St. Joseph High School Junior, Teri LaFlorest
with WNDU Meteorologist Cindy Clawson, USA**



“I enjoyed my experience with Rotary. It was really neat to be able to see WNDU's studio, an opportunity I would not have had without Rotary.

A great piece of advice and a great reminder meteorologist Cindi Clawson gave me was that you shouldn't be afraid to ask for help when you need it because once you get behind, it can be tough to catch back up.

Visiting WNDU actually made choosing a career easier, but tougher at the same time. I realized that I'm not very interested in going into the broadcast side of meteorology. The scientific side, however, I found very interesting...visiting WNDU got me thinking about possibly going into a field that combines engineering and environmental studies.”

Teri LaForest, Senior St. Joseph High School, Rotary Student Program 2012
Met with WNDU Meteorologist, Cindi Clawson, hosted by Rotarian, Maria Kibler



Dream: Becoming a Judge

Rotarian Past President and Judge Charles LaSata and Rotarian, Past Judge and Attorney Dave Peterson with St. Joseph High School Senior Ashley Moyer, USA



Dream: Becoming a Restauranteer

**Countryside Charter Academy Senior
Jerrica Griffen with Timothy's Two, Owner, Tim Sizer
and his Father, Rotarian, Steve Sizer, USA**



**Rotarian and Animal
Control Director,
Val Grimes with a
Countryside Academy
Senior, USA**

Dream: Becoming an Animal Rescue Officer



Dream: Becoming an Engineer

**St. Joseph High School Senior
Evan Hampton addressing the
Rotary Club of St. Joseph-Benton Harbor
with Rotarian, Attorney and St. Joseph City
Mayor with ties to Engineers, Bob Judd, USA**



Students sharing their business visit experiences with the Rotary Club of St. Joseph-Benton Harbor, USA



Dream: Becoming a Pilot

**Benton Harbor High School Senior Leroy Robertson
with Rotarian and Pilot, Rae German, USA**




**Rotary Student Program and RYLA students with
Rotarian and RYLA Advisor, Jack Porritt**



Dream: Becoming a Pediatrician

**Melanie Schweir, UofM, Rotary Student
Program Alum who met with a Doctor, USA**



“As a senior in high school, I was clueless as to what career I would want to pursue once I started college, and the (Rotary) job shadowing program gave me the opportunity to further explore my interests and possible career choices.

When applying to the School of Business, I was able to talk about my experience with the job shadow, more specifically I was able to highlight how my skill-set and future goals would be compatible in a work culture such as the one that I experienced at Whirlpool.

In the Fall of 2013, I will graduate from the University of Wisconsin-Madison with a Bachelor of Business Administration Degree in Finance, Investment & Banking and International Business.”

Rachel Kuehn, Rotary Student Program, 2009

Who met with Global Director, Whirlpool Corporation, Mike Huie



**350 US Students
5 School Districts
College Scholarships**

PROGRAM RESULTS



Plugging up the "brain drain"

SJ-BH Rotary Club introduces students to local business, hopes they'll stick around

Photo by John Madill / H-P staff Erin Etter (left) a senior at St. Joseph High School, spent Monday afternoon at the DK Boutique in downtown St. Joseph as part of the Rotary Club's Student Host Program to learn about the fashion industry. Boutique owner Debbie Craig (center) previewed fall clothes brought in by Larry Gillman (right), a wholesale clothing representative from Detroit.

By KEVIN ALLEN / H-P Business Writer

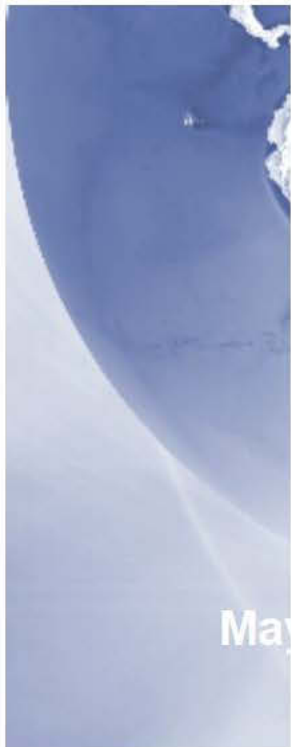
St. Joseph -- Michigan's economic pains have several causes, but "brain drain" is one of the most insidious.

Thousands of young people who grew up in Michigan are taking their talents and leaving the state for jobs in other places.



Plugging up the "brain drain"

SJ-BH Rotary Club introduces students to local business, hopes they'll stick around



"It's amazing how willing everybody is to help," Huie said. "It's neat how these businesses are opening up their doors to these kids."

Students in the program attend a Rotary luncheon, spend the afternoon touring an area business and report back to club members at their next meeting.

Patrick Glowacki, a senior at Lake Michigan Catholic High School, spoke Monday about his experience at Abonmarche, an engineering and design firm based in Benton Harbor.

Glowacki is planning to study engineering at the University of Michigan. He said it was interesting to see the large projects Abonmarche is working on in the area, such as the Jack Nicklaus Signature Golf Course at Harbor Shores and the Silver Beach development below the bluff in St. Joseph.

"It's good to know there's a lot of opportunity, even in St. Joe," he said.

Erin Etter, a senior at St. Joseph High School, is interested in fashion merchandising, so she spent Monday afternoon at DK Boutique in downtown St. Joseph.

"Even though it was just in a small town, it gave me insight into what the fashion world is like," she said.

Etter, who will attend Hope College in the fall, said she will probably eventually end up back in St. Joseph, but would like to experience life in a big city such as Chicago or New York.

Another St. Joseph senior, Kyle Denny, met with Chris Ball, general manager of sales for Whirlpool Corp., at the appliance maker's world headquarters in Benton Township.

Denny, who will attend Michigan State University in the fall, said he is planning to pursue a math-related career like actuarial science or engineering.



hp LOCAL



John Macili / H-P staff

Berrien County Sheriff Paul Bailey gives a tour of the jail to Brittney Gathing (left), Marcus Bledsoe and Amber Thomas, local high school students who are interested in exploring different careers. The career program is a Rotary Club project.

Business, behind the scenes

Student Rotary Program gives youths a chance to explore career pathways with visits

By **JULIE SWIDWA**
H-P Staff Writer

ST. JOSEPH — As a business executive, Jackie Huie has the means to introduce young people to a career path. But she's just one person, with one business. Luckily, she's also a member of a local Rotary Club whose members are involved in numerous businesses.

"Paula Dawning (former Benton Harbor Area Schools superintendent) was the inspiration behind this. It was her idea to line up several students with several business people," said Huie, president of Johnson Rauhoff, a communications and marketing firm headquartered in St. Joseph.

Her conversation with Dawning led to creation of the Student Rotary Program, operated

and Michigan Lutheran high schools with Rotary Club members who can introduce them to various career tracks. The program debuted with a few students last year and this year is touching dozens.

"This is something I've always wanted to do," said Amber Thomas, a senior at Benton Harbor High School, while exploring the inner workings of the Berrien County Sheriff's Department. She wants a career in either forensics or law.

She and Marcus Bledsoe, a senior at Lake Michigan Catholic High School, recently spent the afternoon with Berrien County Sheriff Paul Bailey, exploring possible careers in law enforcement and forensics.

Brittney Gathing, a senior at Benton Harbor High School, participated in the tour, along

anyone in that field. I'm excited about the different aspects of journalism. Next week I'm going to a TV station," she said.

Bailey led the students on a tour of the jail, and Sgt. Mike Danneffel showed them the workings of the forensics lab. Thomas had a lot of questions, including whether Danneffel's job is stressful, how much money he makes and whether the job is "as exciting as you see on TV."

Good forensic evidence helps police when they are called to testify in court, Bailey told the students. He talked about the importance of a sound education in addition to specific training in forensics.

"You're young. You want to do this right now. Get that four-year degree first. It'll pay off big time in the future," Bailey advised the



52-Member Interact Club Chartered Within Two Weeks

PROGRAM RESULTS



John Madill / H-P staff

Evan Hampton (left) is the new president of the Interact Club of St. Joseph-Benton Harbor. Other officers (from left) are Kayleigh Kibler, Courtney Vorrath, Brandon Lucius, Carly Harris and Sean Carpenter. Not pictured is Jasmine Dortch. Interact is the youth arm of Rotary International.

A new kind of 'Interaction'

Rotary Club inaugurates new youth club that encompasses SJHS, BHHS, Lake Michigan Catholic, Michigan Lutheran and Countryside students

By WILLIAM F. AST III
H-P Staff Writer

ST. JOSEPH — The Rotary Club of St. Joseph-Benton Harbor has something unique to its credit — a youth club with membership from five school districts.

The membership of most such Interact Clubs is from one school, said past district governor Don Frohm. Other than the club inaugurated on Wednesday night, "We don't have a single Interact Club that encompasses more than one school," Frohm told a sizable crowd around the Silver Beach Carousel.

The new club has more than 60 members and includes students from St. Joseph High School, Benton Harbor High School, Lake Michigan Catholic High School, Michigan Lutheran High School and Countryside Academy.

LaSata, president of the Rotary Club of St. Joseph-Benton Harbor, said Rotarians chose the five school districts in a "hands across the river, hands across the community" gesture.

"Because we have so many small municipalities in northern Berrien County, and the school districts are so close, the officers and directors of our club felt that it would be more appropriate to include all the schools in one Interact Club, and build relationships among the schools," LaSata said after the inauguration. "I'm very pleased with the results."

Club President Evan Hampton of St. Joseph High School in making introductions noted that club Director Jasmine Dortch, from Benton Harbor High School, was absent because she was playing in a district tournament basketball game. Hampton wished her luck.

"The kids, they just get along great," LaSata said later. "You heard the president from St. Joseph High School rooting for the officer from Benton Harbor High School playing in the districts this evening. I think the young people will build some really nice relationships and make friends in other schools."

said after the meeting.

Other club officers include: vice president, Kayleigh Kibler, Lake Michigan Catholic; co-secretaries, Courtney Vorrath and Brandon Lucius, both of Michigan Lutheran High School; and director, Sean Carpenter, St. Joseph High School.

LaSata said the club is unique in another way — it was organized and chartered in less than a month — about a week and a half.

"No one had ever chartered a club in 12 days," LaSata said. That took some tall doing and a lot of help from the students, but they pulled it off, he said.

Interact is Rotary International's service club for youths 12-18 years old. The clubs normally undertake two service projects a year, one in their own communities and one internationally.

"I'm just amazed at how they've taken the ball the run with it," LaSata said after the inauguration. "And it's their club. We help them get started and got some thing set up for them, but they choose the direction."

Terry Allen of Lakeshore Rotary, district governor nominee, said the district has \$10,000 in matching funds for money raised by district Interact



President, Charlie LaSata, Announces Official Charter of the Interact Club of St. Joseph-Benton Harbor, February 29, 2012



**Lauren Krueger, College Freshman
Interact Club of Dowagiac Charter Past President**




Interactors held a fundraising event at the Senior PGA, Benton Harbor, Michigan, USA 2012





**Rotarian and Interact Advisor, Maria Kibler and
Interact of St. Joseph-Benton Harbor Charter President, Evan Hampton**


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 THE ROTARY FOUNDATION

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Rotary taps into clean water

By Ryan Hyland
 Rotary International News -- 22 March 2010

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A child bathes in the streets of La Grúa, Dominican Republic. Rotarians are educating people in the community about the effects of contaminated water. *Rotary Images/Alyce Henson*



More than two million people die each year because they lack access to safe drinking water and proper sanitation.

To draw attention to the need for action, Rotarians join the world on 22 March to observe World Water Day.

- Related Stories**
- Consider a year-end donation to The Rotary Foundation
 - Rotarians gearing up for World Polo Day
 - Project promotes literacy for social change
 - What club accomplishments are you the most proud of?
 - Melbourne club partners with homeless agency to provide shelter for city's poor

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Rotary Club of St. Joseph Benton Harbor Interact Club preparing to support efforts in the Dominican Republic



Students, Parents and Schools Requesting Participation

PROGRAM RESULTS



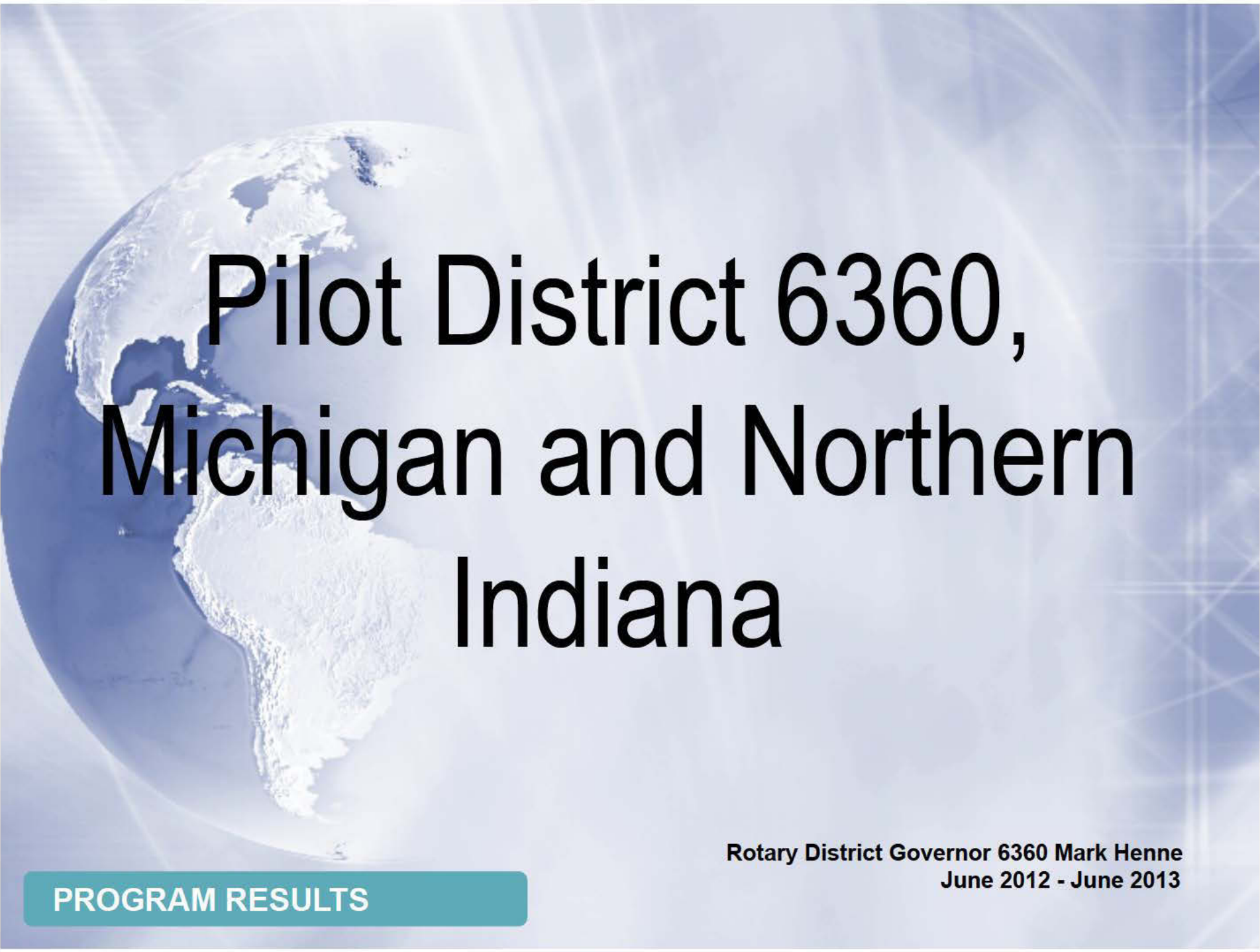
Parents and Community Leaders Joining Rotary

PROGRAM RESULTS



Presentations Michigan, District Conference, PETS, RI

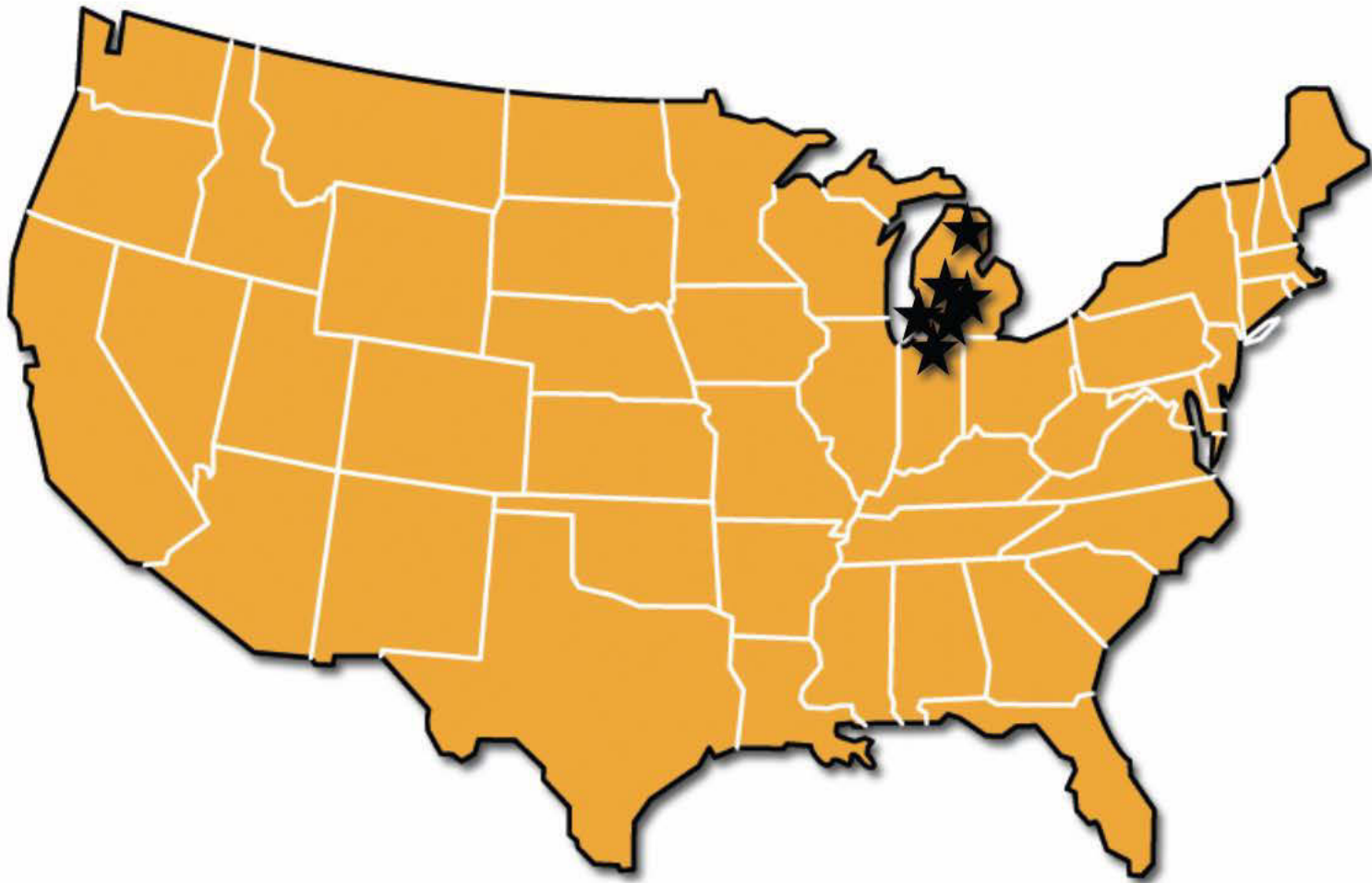
PROGRAM RESULTS



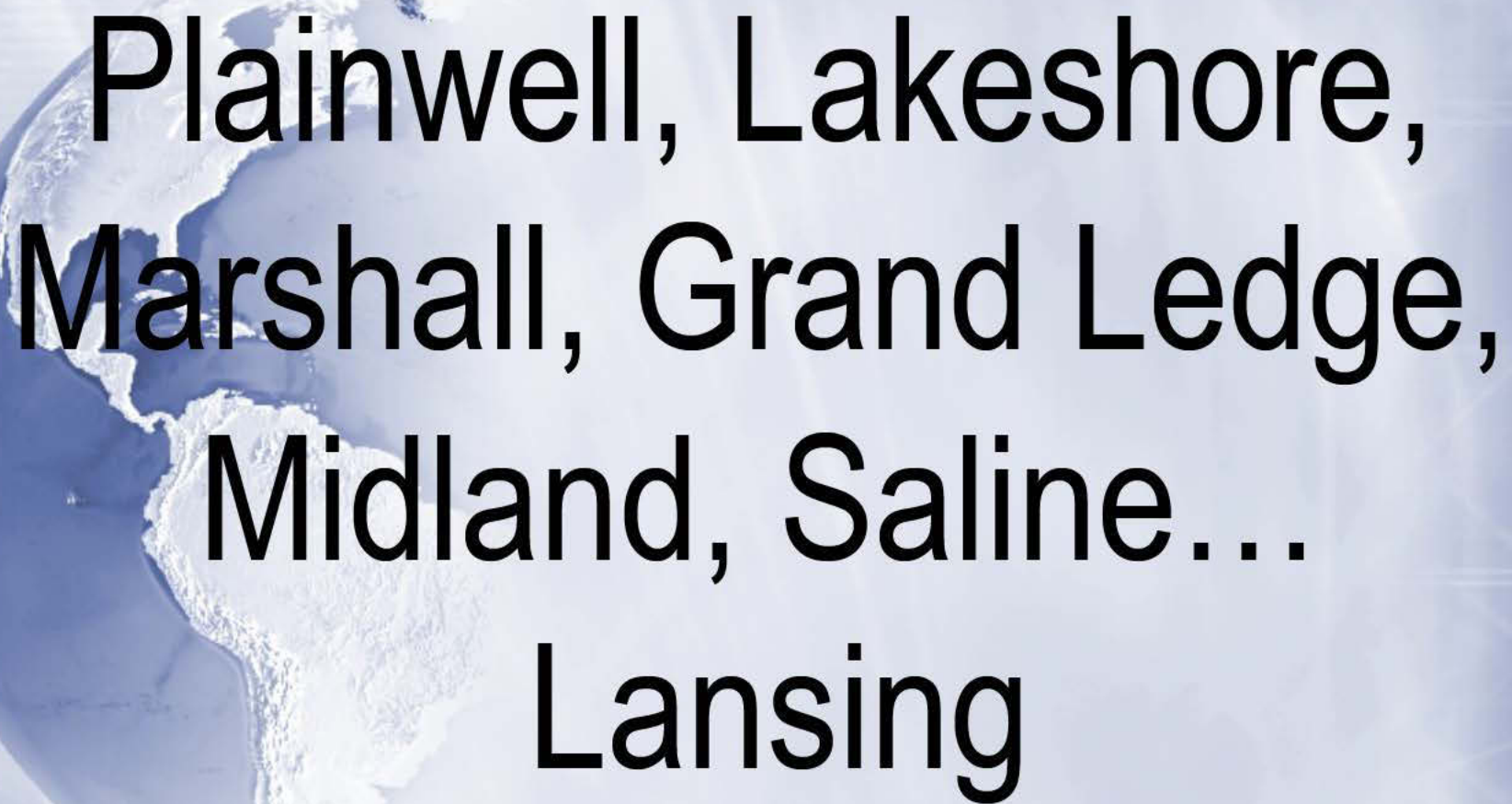
Pilot District 6360, Michigan and Northern Indiana

PROGRAM RESULTS

Rotary District Governor 6360 Mark Henne
June 2012 - June 2013



PROGRAM RESULTS



**Plainwell, Lakeshore,
Marshall, Grand Ledge,
Midland, Saline...
Lansing**

PROGRAM RESULTS



GOING INTERNATIONAL



GOING INTERNATIONAL

Pilot in 7 Countries: September-December 2012

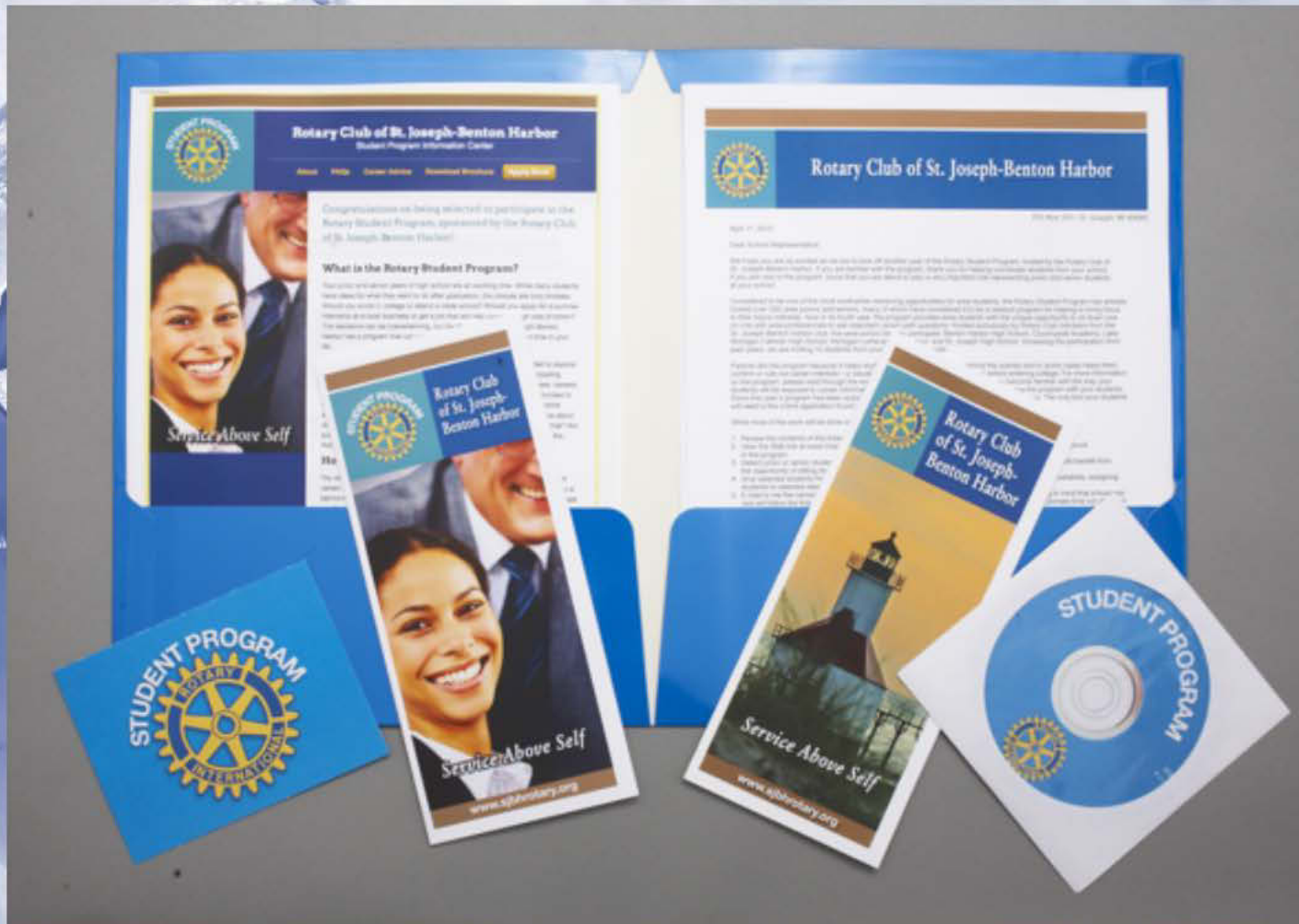


**Pilot 7 Countries
including Argentina,
India, Japan, New
Zealand and Scotland**

GOING INTERNATIONAL

HOW TO GET STARTED

Step 1: Review Materials



HOW TO GET STARTED

Step 2: Visit Site

Rotary Club of St. Joseph-Benton Harbor
Student Program Information Center

[About](#) [FAQs](#) [Career Advice](#) [Download Brochure](#) [Apply Now!](#)

Congratulations on being selected to participate in the Rotary Student Program, sponsored by the Rotary Club of St. Joseph-Benton Harbor!

What is the Rotary Student Program?

Your junior and senior years of high school are an exciting time. While many students have ideas for what they want to do after graduation, the choices are truly limitless. Should you enroll in college or attend a trade school? Should you apply for a summer internship at a local business or get a job that will help cover the high cost of tuition? The decisions can be overwhelming, but the Rotary Club of St. Joseph-Benton Harbor has a program that can help to guide you during this important time in your life. [More...](#)

How does it work?

You will be aligned with a local Rotarian who has special expertise in your area of career interest. That Rotarian will host you at two Rotary lunches, plus take you to a behind-the-scenes visit to an area business. You will have the rare opportunity to ask candid questions about the type of schooling needed, what it's like to have that type of career, and what it takes to land that first job. [More...](#)

How do I get started?

[Click here](#) to fill out your application and your school counselor will be informed of dates scheduled. If for any reason the dates do not work, please inform your counselor immediately. We look forward to meeting you at your first Rotary lunch!

More questions? [Visit our FAQs.](#)

For more information about this Rotary Club, visit us at www.sjbhrotary.org

Rotary Club of St. Joseph-Benton Harbor
Student Program Information Center

[About](#) [FAQs](#) [Career Advice](#) [Download Brochure](#) [Apply Now!](#)

Rotary Student Program Application

Please complete all fields. Your school counselor will be informed of dates scheduled. If for any reason the dates do not work, please inform your counselor immediately. We look forward to meeting you at your first Rotary lunch!

To get the most out of your Rotary Student Program experience, please make sure you are as detailed as possible when filling out your application. To view a sample application, [click here](#).

Student Information

Name:

E-mail address:

Home phone number:

Cell phone number:

Preferred contact method:

Address:

City, state, zip:

Name of parent(s) or legal guardian(s):

School Information

High school:

Current grade:

Cumulative GPA:

FAQs

Here are a few frequently asked questions about the Rotary Student Program. If you still have questions, please feel free to contact Jackie Hulse, Rotary Club of St. Joseph-Benton Harbor President-Elect and Program Chair, at jhulse@rotaryclubof.com.

[What is Rotary Club?](#)

[What is a Rotarian?](#)

[What is the Rotary Student Program?](#)

[What should I expect?](#)

[How can I prepare to get the most out of my experience?](#)

[What will I gain?](#)

[What do I need to do to apply?](#)

For more information about this Rotary Club, visit us at www.sjbhrotary.org

HOW TO GET STARTED

Step 3: Approach a Superintendent



HOW TO GET STARTED

Step 4: Form A Committee



Rotary Club of St. Joseph-
Benton Harbor Rotary Student
Program Committee

Jackie Huie, President
JohnsonRauhoff, **Rotary
Student Program Chairman**

Maria Kibler, First Source
Bank Vice President,
Interact Advisor

Rick Villa, President Villa
Environmental

Linda Beushausen, Vice
President Lakeland

Kurt Marzke, President PriMar
Petroleum

Al Skibbe, **Superintendent**
St. Joseph Public Schools

Al Pscholka, 79th District
State Representative

Rae German, Retired
Whirlpool Executive

HOW TO GET STARTED

Step 5: Design Your Program

1) Create Your Own Version

2) Follow Recommended Steps

3) Activate Your Club Utilizing Available System at:
www.rotarystudentprogram.org

HOW TO GET STARTED





Thank You