



21-22 District Governor
Bruce Mackey & wife Linda

a message from Bruce...

August is Membership and Extension month. I had to do a little research to get to understand just what, “extension” means. Turns out it means, “new Clubs”. So August is Membership and New Clubs Month. In the way of background, this District, and the majority of Rotary Clubs in the U.S., as a whole, have had declining membership for many years.

One article identified the problem as being able to retain members rather than recruiting. He cites one past year when Rotary International attracted 44,000 new members but lost at 51,000.

How do you retain members? I’ve got four basic methods that I’ve seen work in the past.

One: make them welcome. Sounds pretty basic but I’ve been to meetings where it would appear new members are pretty much shunned. Help a new member out with the very basics of the meeting, where to sit, (should be anywhere, no reserved seating at Rotary meetings), the flow of the meeting, (standing, praying, pledging, fining, announcing, etc.). All this helps a new member to not be embarrassed. Laugh with them, not at them.

Two: get them involved. Rotarians learn through involvement. Ask them what committee they would like to join, what matches their passion. Get them active in the committee, doing something. Start slow, many if not all Rotary activities take some background education. If they are on your Club Foundation Committee don’t just tell them we need a, “102-EN for a potential AKS donor to be filled out and mailed to TRF.” (Single Donor Form for a potential Arch Klumph Society donor to be filled out and mailed to The Rotary Foundation.)

Three: educate new members. Many Clubs in our District have an education program that pairs the sponsor with the new member and introduces them to the various aspects of Rotary. I’m planning on hosting a Zoom session on, “Beyond the Club Level”. It will introduce new members to what the District, Zone and Rotary International levels do.



**ROTARY'S
AREAS OF
FOCUS**

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Membership & Extension Month

a message from Bruce continued...

Four: ask if the Club is living up to THEIR expectations. New members come in with a set of expectations. The Clubs' job is to exceed those expectations in as many ways as possible. If you are hearing, "I thought we would be more." Maybe you should be. Ask them for their ideas.

Ok, many of our Clubs are doing very well and increasing membership, involving, educating and consulting new members. What about this "New Club" idea, after all, we don't need any more competition for donations in our community.

New Clubs, properly done, do not increase competitors, it increases colleagues. More like -minded people dedicated to making the world a better place for all. For some folks, the traditional model for a Rotary Club doesn't work.

There are seven, (yes seven) alternate types of Clubs. A great video on the subject can be viewed [here](#). Here is a brief rundown on each new type:

Rotaract: Younger adults who take action through community and international service, learn leadership skills, and develop professionally. Now a Rotary Club.

Satellite Club: A section of a Rotary or Rotaract Club that has its own meetings, projects, bylaws, and board, run in collaboration with its sponsor Club. Great way to help out a group wanting to start a Club with as few as 8 members.

Passport: A Club that allows members to attend other Club meetings frequently as long as they attend a specified number of its own meetings each year. We have two in the District, going strong!

Corporate: A Club whose members (or most of them) work for the same employer. These Clubs can tailor meetings and projects to their work environment. I would really support a company sponsoring a Corporate Club!

Cause Based: "I care about X!" Ok, get together with other like minded people and form a Rotary Club!

Alumni Based: A Club in which a majority of members (or a majority of charter members) are former Rotary program participants, or former Rotaractors or Rotarians

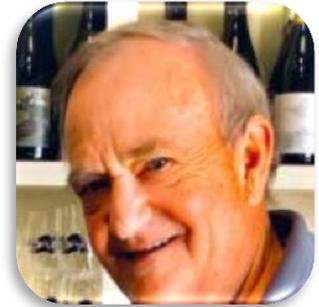
Interest Based: A Club that focuses on a particular interest or hobby.

International: A Club whose members are expatriates or who speak a common language other than the primary language of their district, or an online Club whose members are from different countries. We have two proud Latino Clubs in our District.

To sum up, from what I've seen in the District, the problem is not attracting members but keeping them. Clubs that keep their new members are flourishing. Check with your membership, are you doing all you can to fulfill their expectations?

**Getting to know Assistant Governor
Kevin “K2” Kenoyer Area 1 District 5230**

Hello District 5230, My name is Kevin Kenoyer...but please, call me “K2”. I am a first term Assistant Governor as well as a proud member and Past President of District 5230’s 2020-2021 Club of Year; The Rotary Club of Carmel Valley! Governor Bruce once commented to me “Boy, you sure are proud of your Club”... as well I should be. Your Club members become a 2nd family, friends you count on; good times and not so good times; friends you call on when you’re in jam and friends you can call up on moments notice to say “ Hey, let’s meet up at the Running Iron Saloon for a burger & beer...oh, and bring your dice cup”.



**Kevin Kenoyer
Area 1
Assistant Governor**

Carmel Valley sprawls 48+ miles along the Carmel River. Wine Grapes, posh resorts, and equestrian facilities are most notably what Carmel Valley is associated with. But, 12 miles from Carmel by The Sea you come to Carmel Valley Village - 2 grocery stores; 2 gas stations; 2 churches; 22 wine tasting rooms and 2 service clubs... This Village is the Heart of Carmel Valley and the Rotary Club of Carmel Valley has certainly won the hearts of its residents. On any given weekend our Rotary Club is visible in their neon green “Rotarians at Work” safety vests; removing litter; tending the upkeep of the community playground; clearing a fire safety zone or conducting a flu shot clinic. If the Village is in need... The Rotary Club of Carmel Valley is THE short list. When Fire destroyed a community of homes for migrant workers nearby; it was The Carmel Valley Rotary Club that provided hassle-free food vouchers at a locally owned grocer within 24 hours of the disaster! There’s a saying in Carmel Valley Village “We take care of our own” .

- Area 1 - Rotary Clubs:**
- Monterey
 - Carmel by the Sea
 - Monterey Pacific
 - Carmel Valley
 - Carmel Sunset
 - Pacific Grove

As much as we all would like to hold onto to the image of self-reliance, sometimes you need a helping hand from the outside. At first, it was the generous donations from our sister Club’s in District 5230. Then, with the assistance from then District Grants Chair (now DGN) Debbie Hale, Governor Joy Anderson , and Joe Grebemeir, our District leadership help shepherd our Global Disaster Grant through the channels at RI ... and we were approved! Our grateful community also joined in the efforts. A Tee-Shirt with the inscription “It Takes A Village-Carmel (Valley) Fire 2020” was produced with profits benefitting local fire victims. Yes indeed, It does take a Village and 1 local Rotary Club, backed by 57 other Clubs and supported by 1.3 million Rotarians Worldwide!

So, no matter if your local Village is the size of Fresno or the size of Castroville, we all are part of the Worldwide Rotary Village.

But wait a minute; isn’t this article supposed to be about me?





Pauline Hershey-Gambino
Rotary Club of Hanford
District 5230 Public Image Chair
phershey@avprint.com (contact link)

Updates from Public Image

Last month, we introduced our club members to the Rotary Brand Playbook. We will keep the link on our website (Rotary5230.org) under Public Image, as well as linking within the Newsletter.

<https://zone2627.org/public-image-resources/rotary-brand-playbook/>

Rely on your Public Image team at District 5230, to help your club with all questions related to public image. We have an exceptional team, and it is fun getting to know such fine people. Find them all, at this link:

<https://rotary5230.org/public-image>

Did you know YOU are a BIG PART of our Brand Message? While our Public Image team is here to make sure that we are using the tools at our disposal to communicate the Rotary message effectively, it is YOUR interactions that define HOW WE are seen an organization. So LET YOUR LIGHT SHINE!

Greet visitors to club. Get to know them! Invite someone to your Rotary Club weekly meetings a few times. Contact your membership chair, and they will take it from there.

Finally, let's stay safe out there!

GOT SKILLS? CONNECTIONS? TIME TO VOLUNTEER?



District 5230 Public Image Committee is looking for Coast and Central Valley connections to help from time to time, with video production, copywriters, traditional media outreach, and even twitter guru's.

Contact Pauline Hershey-Gambino through P-Mail on DACdb, or directly at phershey@avprint.com or 559/816-7063.



Aug, 2021

Membership & Extension Month



Let's Get Social!

Link to everything you need to know about Social Media Engagement!

<https://zone2627.org/public-image-resources/rotary-brand-playbook/step-5/>

Contributing Editor - PDG Joy Gonzales Anderson

5 Tips for Creating More Effective Images for Your Social Media Campaigns

1. Create different images for each social network. ...
2. Have a goal for each image. ...
3. Always keep your audience in mind. ...
4. Use background images. ...
5. Add your text, illustrations and brand your image



Anderson, Joy Gonzales
Social Media - District, Zone & RI Updates
[Contact](#)



Daguio, Belinda I.
Social Media - Coast Editor
[Contact](#)



Contreras, Lina
Social Media - Valley Editor
[Contact](#)

Share great Rotary News with your friends!



Rotary District 5230



#rotary5230



@Rotary_5230



Quality Speakers build Quality Meetings!

Let's help DG Mackey build a powerful database of potential speakers and topics for your clubs.

- Enter Speaker content into DACdb when you enter your Club Meeting information into the DACdb Calendar.
<https://rotary5230.org/speakers>
- Know a good speaker? Add a few pieces of information online, and monthly this information will be added to our speakers bureau!
<https://rotary5230.org/speakers>

RESOURCES - GET TO KNOW DACdb

DACdb.com and m.dacdb.com connect you to your club members and the district. So please,

- Use your email and sign in today! (Link to DACdb) <https://www.dacdb.org/>
- Keep your information accurate
- Upload a picture of yourself
- Update the Calendar with your club meetings, fundraisers and events for the year if you haven't!



Fremming, Tyler J
5230 DACdb support
[Contact](#)



Barnwell, Renata
5230 DACdb support - Coast
Partner
[Contact](#)



Link to online tutorials:

<https://www.dacdb.com/SecLogin3.cfm>

**Grants**

Doug Brown
Corral de Tierra Rotary
District Grants Chair
philaty@hotmail.com

The first day for applying for a District Grant for a project was July 26th. The first four arrived just after 12:00 !! By July 29th it appeared that all clubs wishing a grant had turned in their requests.

A total of 38 clubs were involved in 24 grants. The grants were wide ranging, including environment, community development, health, and more. One of the grants was in Guatemala. Congratulations to all the clubs who are leveraging their funds to do good and make permanent changes. Your creativity and caring are amazing.

Now all the grant information must be combined in one application to The Rotary Foundation. After they review and approve it, they will send us the money and we will write checks to clubs.

Rotary is on the move!



On July 15th, The Rotary Club of Monterey held their 'Summer Soiree' in the Monterey Marriott's Ferrantes Bay View Room. The Ferrantes Bay View Room is high atop the Marriott in downtown Monterey, offering spectacular views of Monterey Bay. The 'Summer Soiree' is an annual fundraiser held by the Rotary Club of Monterey, usually in the spring as "The Spring Fling"—but delayed for more than a year due to Covid19. More than 100 Rotarians and guests enjoyed live music, fantastic food, fun, silent and live auctions. This was the first in person social function held by the club in more than 16 months! With member contributions and live auction bids, more than \$21,000 dollars were raised for the club's scholarships benefitting local students along with community projects. The assembled Rotarians and guests had a wonderful evening enjoying the fellowship of Rotary! A big thank you goes to the Monterey Marriott for waiving their usual room charge, greatly helping our fundraising efforts.

*Written by Monterey Rotarian John Scherer
Submitted by Monterey Rotarian -club secretary
Renata Barnwell*



Rebranding...



1906



1910



1913



1926



1929

Rotary International has urged Districts and Clubs to adopt the revised Rotary brand developed over seven years ago. They have set a deadline of June of 2022 to have all of the older Rotary logos replaced by the new logos.

There is a great article on the subject in our **July newsletter**. It should answer most if not all of your questions on the subject. If you missed it, the issue is available on our Website, and on DACdb along with all of our past newsletters. Check it out!

When I learned we had a goal of June 2022 to complete rebranding, I budgeted \$500.00 per Club for the effort. While that may not compensate a Club for the cost of all of the logos that need to be replaced, it should help. We're still working out the details but will probably use a reimbursement system - Your club replaces authorized items and forwards the cost to us with receipts to get a check.

Vicki Puliz is the Rotary International Director from the "Big West" Zones 26 & 27 from 2021 to 2023. District Governors from those Zones, (30 of us) meet with her via Zoom every month. She's an incredibly dynamic and hands on type of leader and one I'm proud to know and work with. I mentioned to her that we might want to see if we could get a discount on items many Clubs would be ordering for rebranding. Did I mention Vicki was dynamic? She met with the CEO of Russell Hampton, a leading supplier of all things Rotary and asked him about discounts. He was encouraging but wanted to know what items might be the most popular. Working together with two other District Governors, we're trying to determine what items your Clubs would want for rebranding.

I wrote a [survey](#). Please take a few minutes to fill it out. We put down items we think you would want from Russell Hampton but supplied a place for you to add items we might have missed. As the results come in, I'll tabulate them by District and let you know the results. We'll also finalize the details of the reimbursement program and a list of suggested/authorized items and get that out to you.

So **stay tuned for the rebranding program and please fill out the survey**. Tell all your Club members about it and get them involved. As an aside, our incoming, (2022-23) Rotary International President Jennifer Jones (our first woman President), played a leading role in the rebranding effort.

Fresno Sunset Rotary Fundraiser for a worthwhile cause



The Dorm Kit project is an annual event in which dorm kits consisting of the most basic dorm items are provided to selected seniors in care or experiencing homelessness entering college dorms in the Fall. From beddings to bath towels to sanitizing wipes, the kit provides not only a starter pack for students in care or students experiencing homelessness, it offers security and a sense of warmth as they settled into their new home.



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Fresno Sunset Rotary Fundraiser for a worthwhile cause



Our Image Matters



“For more than 100 years, Rotary has united leaders who are committed to using their expertise to take action and improve their communities. Awareness of Rotary is high. But public understanding of who we are, what we do, and the value we bring to communities is disconcertingly low. It’s important that we tell our story in ways that help people everywhere understand what Rotary does, how we’re different, and why our work matters. Without this understanding, we can’t reach our full potential and bring more people together and improve even more communities worldwide.

No other organization is quite like Rotary. By using our unique voice consistently in all our messaging, we can ensure that our communications reflect our distinct character. If we speak, write, and design in one voice, our communications will sound, read, and look unmistakably like Rotary. This will give our audiences a better understanding of who we are. Together, we can show the world that we’re people of action.

Rotary as a Brand

A brand is more than a logo. Rotary’s brand is much bigger than its wheel. It’s a perception: it’s how others think about us, not just how we see ourselves.

When we talk about the Rotary brand, we’re talking about the basic qualities and goals that unite all Rotary clubs and districts — it’s what we offer people who partner with us, join a club, or participate in our programs and projects. Our brand reflects our identity, our vision, and our essence, as well as our values. It represents our unique culture and our approach to creating lasting, positive change.

People’s perception of Rotary comes from their experiences with our clubs and programs, along with the stories we tell and the images we share. Compelling, consistent brand communications — together with a great experience — can strengthen our brand and help us engage and attract more members, donors, and partners.

Rotary Relief to Indian COVID Patients

A huge thank you to the Rotarians and clubs who have already responded to the COVID disaster in Southern India. The

hospitals there are overrun and out of supplies and equipment for their COVID infected children in ICUs. We have already sent \$10,000 to the Rotary Club of Madras, who are heading up the COVID relief efforts. We are about to send another \$5,000. The total need is \$40,000. So, if you haven't responded yet, it's not too late. Checks may be made to the Rotary Club of Corral de Tierra who are handling the collection and wiring of the funds. Mail the checks to Doug Brown, 158 San Benancio Rd., Salinas, CA 93908. The Rotary Club of Madras has already sent their huge thanks and has featured our District support in their club weekly newsletter.



Doug Brown
Corral de Tierra Rotary
District Grants Chair

Happy New Year Rotary Family !

Hope this New Year is starting off well and everyone is settling in and starting off at full speed and looking forward to a stellar year. AGAIN! and yes I mean again. I have been reminiscing Over the last year and our district has done some amazing things even through a raging pandemic. Let's see, we rallied around our food banks and pantries, we rallied around our blood banks and donated blood . We continued with our children and stuffed backpacks and for sure we continued as warriors against Polio!



So here are some statistics for you! As of the beginning of this year, there have only been 2 new polio cases worldwide! Even more phenomenal is that there has not been any polio virus detected in the elements worldwide either! As in none in the soil or water. But the most phenomenal is that out of 530 Rotary districts in the United States, our district 5230 ranked 5th in polio contributions. Yes, read that again! #5 out of 530! So, let's keep it going! We have lots of events in the works for all of you to participate in, something of interest for everyone coming your way. Like a wine tasting (Pinot for Polio) golfing (putting for Polio) , Ride Run Walks, and any suggestions and volunteers are extremely welcome!

October is coming quickly and let's remember to plan an event for the 24... international Polio Day. Better yet, make it a whole month of October event. Let me know if there is anything I can to help.

Finally, this week I will be sending to all club presidents a DVD of a movie entitled "Dare to Dream". I encourage you all to watch, make it a movie night, invite your Rotaract and Interact members. It is very informative and highlights the dedication our fore fathers and mothers to become the Face of Polio Eradication.

Looking forward to seeing you all soon.

Belinda Daguio
District 5230 Polio Chair





Wild Polio Virus - OK...EXHALE



If you've been like me, you've been holding your breath once again to see if any new cases of wild polio was going to rear it's ugly head, and now **YOU CAN BREATHE. No new cases this last week.**

ONE HUNDRED AND TEN - The number of days since the last case of the **wild** poliovirus Type 1 occurred in Afghanistan.

EIGHTY-FOUR - The number of days since the last case of the **wild** poliovirus Type 1 occurred in Pakistan.

TWO - The total number of cases of the **wild** poliovirus Type 1 that occurred in the world since New Years Day.

FORTY-TWO - The number of cases of the **wild** poliovirus Type 1 that occurred in 2020 on this date.

Last week marks the **TWELTH WEEK IN A ROW** that there have been no reported new cases of the wild polio virus in either Pakistan or Afghanistan. We did have three environmental samples show up in Pakistan this week compared to one the week before. This shows that the virus is still circulating in the environment, letting us know not to let our guard down. But.. we've definitely earned another happy dance around our office chairs...GO FOR IT!!! .

From the Desk of Bob Rogers
Zone 26-27 Polio Contact

Data from 4-21-2021



The Ride To End Polio

I've been privileged to participate in the El Tour de Tucson on three occasions. The El Tour is a bike ride held in Tucson the Saturday before Thanksgiving week. It began in 1983 as a fundraising event and has grown over the years. It is now a major fundraising event, in 2019 charities raised over \$5.8 million dollars. Rotary has participated for several years with a "ride within a ride" **the Ride to End Polio**.



DG Bruce with Rotary General Secretary and CEO John Hewko

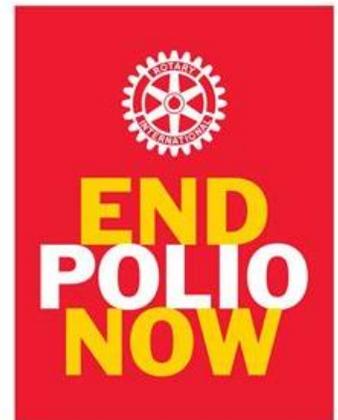
A participant can select various distances, this year from 102 to 1 mile, ([link](#)). One aspect making this ride so attractive is strict traffic control at intersections. With police at virtually every intersection giving cyclists the right of way, you can breeze along enjoying the ride. There are also lots of unique rest stops along the way, including one run by Rotary. In 2013 Linda and I rode it on our tandem. That was the first time it ever rained on the Tour.

I'm planning on riding this year and would welcome any other Rotarians, (and even non Rotarians) to ride also. Here is the [link](#) to the registration site. Since it's a ride within a ride, be sure you have indicated you are riding for Rotary.

If you can't ride, I've put up a fundraising page, <https://raise.rotary.org/Bruce-Mackey/challenge3>. I've asked our District Polio Plus Chair, Belinda I. Daguio to award every Rotarian donating \$100.00 or more to be enrolled in the Polio Plus Society for this year.

Join me if you can, donate if you can and think of me on November 20, 2021 as I'm swooping around Tucson, (ok, maybe riding in a slow but dignified manner).

CHALLENGE



IT'S A CHALLENGE

The Rotary Club of Monterey Pacific is extending a challenge to all district 5230 rotary clubs.

A little back story:

Several years back ,the fantastic Nina Clancy, had created milk cartons which over the years have become scarce and many of our district members have been asking for more. Unfortunately, we have not been able to get a commitment from any of local dairies to produce more. But since us Rotarians never take “no” for an answer, we have sponsored and created our own bottles. Yes, Bottles.

Embracing Rotary’s stance on climate change and sustainability, we have chosen glass milk bottles for longevity, durability and aesthetics.

Bruce Mackey will be distributing these bottles on the Valley side and Monterey pacific will distribute them on the coastal side. All bottles are free, however donations are encouraged and greatly appreciated so we can order more for every Rotarian who would like one. Anyone can also sponsor an order of some bottles as well.

So, the challenge is to fill and refill your bottles for the month of October seeing that October 24th is world polio day.

Let’s see which club can collect the most “give me your milk money for polio”
The winner of this challenge will receive a bottle filled with 2lbs of custom M&M’s that have End Polio now imprinted on them.

And yes, they are edible.!

Rotary Clubs *Stuff the Bus* for United Way Monterey County

United Way Monterey County’s (UWMC) 11th annual ***Stuff the Bus*** program was supported by Rotary Clubs from District 5230. The participating Rotary Clubs helped provide backpacks and new school supplies to students experiencing homelessness in Monterey County. The Rotary Club of King City, the Rotary Club of Gonzales, and The Rotary Club of Monterey sponsored the program. In addition, The Rotary Club of Monterey Pacific and Salinas Alisal Club members volunteered during the ***Stuff the Bus*** week, July 19th through 24th, to assemble backpacks containing binders, paper, notebooks, pens, pencils, crayons, and other necessities.



Rotary Club members assembled backpacks with new school supplies for students in need

UWMC administers the annual ***Stuff the Bus*** program in partnership with Monterey County Office of Education (MCOE). The program ensures that students start school with the tools they need to learn, and it helps ease the burden of additional costs for families. Before the academic year starts, backpacks containing the new school supplies are being delivered to students by Homeless Liaisons in over 20 school districts. 2020 school data indicates there are over 10,000 local students experiencing homelessness.

“We are grateful for the Rotary Clubs that supported our annual ***Stuff the Bus*** school supply drive. They not only helped monetarily but volunteered to prepare the backpacks for students in need. This year, United Way and the community successfully assembled 4,500 backpacks for our local students and the participating Rotary Clubs had a significant contribution to this result,” said Katy Castagna, President and CEO, United Way Monterey County.

“More than 10,000 students are experiencing homelessness in Monterey County. The reality is, while we live in a county with great wealth and resources, many of our children and many of our families don’t even have the necessities to survive, much less to support their children in buying school supplies,” said Dr. Deneen Guss Monterey County Superintendent of Schools. “When parents have to choose between paying their rent or electricity bill or buying a backpack and school supplies for their children, they have to make the choice of what’s going to keep the them alive,” added Dr. Guess.



Katy Castagna, President and CEO, United Way Monterey County; (The Rotary Club of Monterey) Dr. Deneen Guss Monterey County Superintendent of Schools (Rotary Club of Salinas Alisal).



July 2021 News from Carmel Sunset Rotary Club



Monthly Community Event

The Carmel Sunset Rotary Club has a different twist on their guest speaker series. Instead of inviting speakers to our general meetings, the club goes to the speaker, visiting galleries, theaters, wineries and other amazing people and places in Carmel-by-the-Sea. This month the, Carmel Sunset Rotary Club showcased a wonderful artist, Scott Jacobs from Scott Jacobs Gallery voted Best Art Gallery in Carmel from the People’s Choice Award in the Monterey Herald.



Artist, Scott Jacobs signs a painting for Rotary Member Sygale Lomas

International Rotary Project

Ekin Atila, School Principal and Nurten Atila tour school library in Torbali Izmir, Turkey.

Carmel Sunset Rotary Member Nurten Atila and her Daughter Ekin Atila of the Stevenson Interact Club present \$700.00 to support a school library in Torbali Izmir, Turkey. Funds donated by Cannery Row Rotary Member and the Stevenson Interact Club will provide new books for the library.



Ekin Atila, School Principal and Nurten Atila tour school library in Torbali Izmir, Turkey.

First Final Friday

The Carmel Sunset Rotary Club hosted the first **Final Friday** of the new Rotary year. The event took place on Friday, July 30th at Bennett Sculpture Carmel. The experience included music by club member Cameron Stoddard, painting, an adventurous spread from Cultura Comida y Bebida and Mezcal tasting complete with cricket appetizers.



AG Kevin Kenoyer Mezcal tasting



The 2021-2022 Rotary Logo by Taum Dell'Armo and AG Cary Swenson

Final Friday is an opportunity for Rotary Clubs throughout the District to get together and share an evening of fellowship. Final Friday’s host club will rotate with a different location to be announced each month.

For more information about upcoming Final Fridays contact Assistant Governor, Kevin Kenoyer.



Art and Mescal tasting are featured at Area 1&2 Final Friday for July 2021

The Carmel Sunset Rotary Club kick-offed the tradition of “Final Friday” with an evening of painting and Mescal Tasting. Over 40 Rotarians from the Clubs in Area 1&2 and enjoyed a special evening at the Bennett Sculpture Gallery in Carmel-By-The Sea for a fun-filled gathering of friendship, sharing and Rotary fellowship. After an extended hiatus due to Covid, the “Final Friday” event has been re-established.



Each month, Rotary Clubs in Area1&2 will rotate sponsorship. Area 1 Assistant Governor, Kevin”K2” Kenoyer said “I reached out to Lynda Patrick and the Carmel Sunset Club for this inaugural event because I know when it comes to creativity and fun... Carmel Sunset Rotary Club would certainly deliver a memorable event.” According to Area 2 Assistant Governor, Kathleen Wall, “The Marina Rotary Club will host the next event on Friday August 27th at English Ales in Marina, Ca” The events are open to all Area 1&2 Rotarian’s and their guests





DISTRICT 5230 Awards Package for 2021-2022

The 2021-2022 **District Governor Citation Awards Package** focuses on the Rotary Core Values and Rotary Strategic Priorities and Objectives. As you check off the items in each category please remember that all responses are based on the 4-Way Test.

To qualify, the Rotary or Rotaract Club must have achieved or expect to achieve the **Rotary Citation**. To do so, review the 25 available goals for the Citation on rotary.org, (also attached below), select at least 13, achieve or expect to those goals by the end of the Rotary year. Clubs receiving both the Rotary and District Governor Citations are eligible for **District Rotary Club of the Year** in one of three, (small, medium and large) Clubs.

In addition to achieving the Rotary Citation, Clubs should score at least 75 points on the items below. Clubs must also be up to date on RI and District dues at the time they submit for the District Award.

All submissions must be returned to DG Bruce Mackey no later than April 1, 2022 to allow time for review and determine awards to be presented at the District Conference on April 30, 2022.

You may email your submission to: savvycyclist@gmail.com
or mail to: 1073 W. Audubon Road, Hanford CA 93230

[Rotary Citation Goals - Instructions](#)

Rotary
Citation





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



It's not too early to start thinking about the Rotary Clubs of Visalia's Centennial Celebration, slated for Saturday, January 22, 2022. This swanky event will not only be the gala of the year (or even the century??), it will also raise funds for the Centennial Project, refurbishing Visalia's Rotary Theater. The Rotary Theater was built in the 1930s, and was operated by the Visalia Unified School District. In 1987, local Rotary clubs revitalized the building and the District named the theater after Rotary in thanks. Now, 1987 may not seem all that long ago to some Rotarians Of A Certain Age, but after decades of use by local groups and students, it needs a face lift. The sign outside alone should tell you that!

Inside, the picture isn't much better. Floors are worn down, seats are torn, and the lighting and sounds systems are antiquated. What better way, then, to mark 100 years of Rotary in Visalia than to make the theater bearing our name a local showplace.

That will cost around \$500,000, so the Centennial Board has been working hard to raise funds through donations and grants – and of course, the Celebration! Currently, we are looking for event sponsors who will help us with this gala and Rotary Theater improvements.

Sponsorships start at \$10,000 (Lollapalooza Sponsor, which comes with 8 event tickets, special wine, and marketing for the donor), and also include Big Shot Sponsor (\$7,500), Baby Grand Sponsor (\$5,000), and more. Many of the sponsorship packages also include a wall plaque or named seat in the theater. You can also purchase a named seat for \$500, and buy individual tickets for \$150 each. To become a sponsor, visit [https://one.bidpal.net/R100/ticketing\(details:ticketing-summary\)](https://one.bidpal.net/R100/ticketing(details:ticketing-summary)) or contact Scott Jacobsen at 559-909-4165 or scottkevinjacobsen@gmail.com. You can also purchase tickets at the website link.

Then get ready for the Celebration, an elegant event with a 1920s theme, to be held at the Visalia Convention Center. The evening will feature dinner, music, dancing and “hooch” stations where you can choose from popular drinks from the last century made by bartenders wearing clothes from that era. What should you wear to this party? Black tie, of course, or attire that reflects your favorite period of the last 100 years. In other words, wear a tux, wear a flapper dress, or wear a poodle skirt – but don't just come as you are. This is a once-in-a-lifetime event, so dress like it!



Photo by Propix Media

A seed was planted by a group of Rotarians in fall of 2014 that has finally sprouted. In support of a vision that the [City of Salinas](#) in California had for our downtown to become a true destination for tourists and locals, our Club wanted to incorporate a nostalgic landmark in hopes of elevating the project and show our support for downtown businesses.

The Downtown Club is celebrating its centennial this year and this couldn't be a better way as a kick-off. We are a service club and are proud that in addition to the many service projects we do and donate to each year, we were able to fundraise a bit each year towards this project and make this come to fruition. The more prosperous our downtown businesses are, the more they are able to donate towards local causes.

There's been many challenges in recent times but the best is yet to come. Cheers to all who have sponsored and attended [Pigs, Pinot & More](#) or directly donated time and money to the Rotary Club of Salinas for the project. We did this together!

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!