

December

2022



District 5330

Newsletter

Issue #6

JANUARY IS



**VOCATIONAL
SERVICE
MONTH**

Photo by Alice Henson for Rotary International. District 5330 Photo by Alice Henson

"The time we take to serve those who need us can be the turning point, not only in their lives but also in our own."
Past RI President Rolf J. Klärich, 1980-81

Rotary 
Club of Miri

TAKE ACTION: Join a Project

Rotary
District 5330



IMAGINE
ROTARY

Happy New Year District 5330 Rotarians! Wishing each of you and your families the very best in 2023. Another year behind us and IMAGINE what is ahead of us.

January is Vocational Services Month. When I was the Vocational Services Chair in RY 19-20 for the District under PDG Melanie Rice (RIP), I always believed that vocational services played an important role in Rotary in a couple of different ways.



First, each of us has a vocation and we bring certain talents and skills to our club. Rotary asks that we use these skills to help our club. This includes lending your talent to help guide the club, serve in a leadership role, or contribute to a project or community service effort. Each of us has hidden talents that we can use to make a difference in our club and to our community. Use your talent and get engaged today.

Second, Rotary has a strong belief system we call The Four Way Test. We recite this at every Club or District meeting. It is one of the world's most widely printed and quoted statement of business ethics. It was created in 1932 by a Chicago Rotarian named Robert J. Taylor, but he didn't create it for Rotary. He was asked to take over a company that distributed cookware products that was upside down with their creditors and facing potential bankruptcy. He created this for his team at this company. The field was very competitive and he needed something his team could embrace that would make them different. He turned to character, dependability, and service mindedness. He established a simple code of business ethics for this team to embrace and strive for. He was so successful that Rotary adopted The Four Way Test in 1943 and Taylor served as RI President in RY 54-55. As Rotarians, we are asked to utilize The Four Way Test in our vocation as our business ethics. Applying The Four Way Test, we can be better doctors, lawyers, business leaders, plumbers, contractors, electricians, teachers, social workers, and the list continues. The four keys of the things we think, say, and do apply not only to our Rotary life, but also to our life outside of Rotary. Put The Four Way Test to use today.

We are at the midpoint of our year together. We have 260,640 Minutes left to Make Rotary Relevant in RY 22-23. There is still time for us to unite and take action to create lasting change – across the globe, in our communities, and in ourselves.



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HAPPY HOLIDAYS TO OUR ROTARY FAMILY





A few weeks ago, Rotary International flew all 30 of our Zone's District International Service Chairs ("DISC") to Salt Lake City and put us up in a hotel for two nights in order to spend about 10 hours explaining and working with us on what our duties are, by doing so underscoring the emphasis that RI is placing on true International service.

One of the ideas that came from this was to begin a monthly meeting (Zoom, of course) with your DISC and the Foundation team. The purpose of this would be to discuss the Foundation, Grants, and ideas all in a workshop type of environment. We'll have speakers from the Foundation team, District Chairs, the RI Resource Network, and a lot more.

We'll include Club Presidents, Foundation Chairs, International Chairs, and anyone else that may have an interest. Look for the invitation soon, join us and let's have some worthwhile time enhancing our efforts in this very important area of service.



Donate to End Polio

Your donation helps Rotary and its partners reach every child with the polio vaccine. Thanks to the Bill & Melinda Gates Foundation, your contribution will be tripled, getting us even closer to a polio-free world.

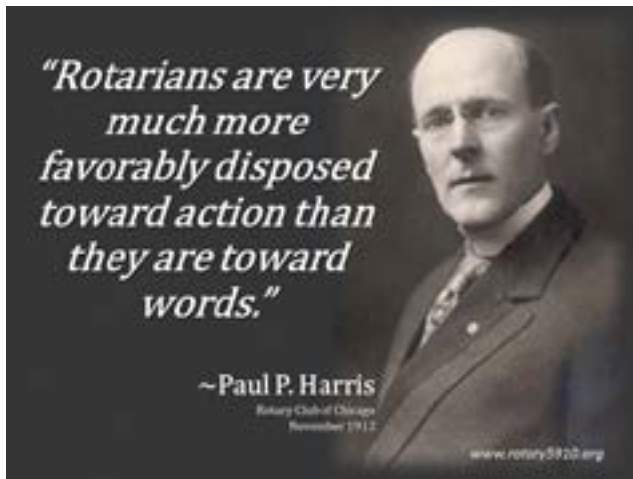
Our Partners. We are not alone in this fight. In addition to the Bill & Melinda Gates Foundation, we also partner with Unicef, the World Health Organization, and the CDC.

Why More Funds? To end polio, we must stop transmission of wild poliovirus in the 2 countries that continue to report cases: Afghanistan and Pakistan.

Polio cases have been reduced by 99.9% worldwide since 1988. But continuing efforts to end the disease are critical to eradicating polio for good. We've immunized over 2.5 billion children in the world's most sophisticated global health initiative. Help us make history by getting to zero. Learn more at endpolio.org

Watch this interesting video on why zero matters.

<https://youtu.be/xhelTaL96B8>



REMINDER TO COMMUNITY SERVICE CHAIRS (& Club Presidents, in absence of a Comm Svc chair):

Our 2nd D5330 Community Service meeting is a zoomer on Tuesday, January 10 at 5 pm. Link: D5330 Community Service mtg; Jan 10, 2023; 05:00 PM Pacific Time; <https://us02web.zoom.us/j/89830224754>; Meeting ID: 898 3022 4754

Remember, the heart of Rotary lies in SERVICE TO ONE'S COMMUNITY. Ask what your community needs, and you'll find that your Rotary club is more than able to step up to the challenge. In our meeting on January 10 we are especially interested in knowing what NEW IDEAS have been cultivated and what NEW PROJECTS you may have developed and implemented. Early in the 4th quarter we will be asking what your club is doing to earn the prestigious COMMUNITY SERVICE CLUB OF DISTINCTION award for this year. Let's get ahead of this and be prepared!

Once again, if you want to chat about COMMUNITY SERVICE, contact me: dgtaco1819@gmail.com or 858-344-4812. Thanks, Taco

Thanks Taco



January is Rotary's Vocational Service month. Vocational service can mean many things to many people. Encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

First The development of acquaintance as an opportunity for service;

Second High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;

Third The application of the ideal of service in each Rotarian's personal, business, and community life;

Fourth The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

- Act with integrity and high ethical standards in my personal and professional life
- Deal fairly with others and treat them and their occupations with respect
- Use my professional skills through Rotary to mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
- Avoid behavior that reflects adversely on Rotary or other Rotarians

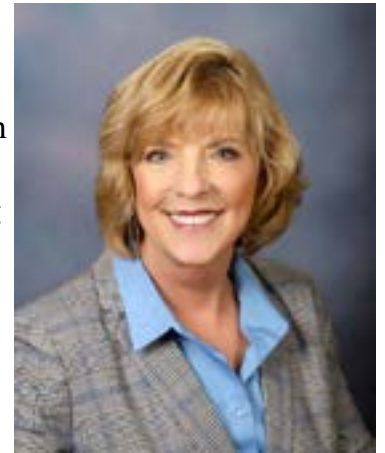
WHAT WILL YOUR CLUB DO?



- Host an event for business networking and professional development in your community
- Offer career counseling and students at local schools
- Partner with a Rotaract club on a mentoring program
- Every month one or two present a "trade talk"
- Offer to present students with information on:
 - how to write résumé and cover letter
 - how to interview successfully
- High School students partner with Rotarians for Career Day on the job
- Publish a Career Directory of club members
- Sponsor a 4 Way Test Speech Contest
- Select a Business of the Year
- Select a Business Person of the Year

The Diversity, Equity and Inclusion Team will introduce current club presidents to this RI and District 5330 initiatives on January 28 at the Presidents Advance at the Wilson Creek Winery in Temecula. The Pathways to Growth PowerPoint material along with a panel discussion and group discussions will concentrate on how growing membership can be assisted by examining ways to include a variety of people reflective of community demographics.

The RI Board of Directors states “At Rotary, we understand that cultivating a diverse, equitable, and inclusive culture is essential to realizing our vision of a world where people unite and take action to create lasting change.



We value diversity and celebrate the contributions of people of all backgrounds, across age, ethnicity, race, color, disability, learning style, religion, faith, socioeconomic status, culture, marital status, languages spoken, sex, sexual orientation, and gender identity as well as differences in ideas, thoughts, values, and beliefs.

Recognizing that individuals from certain groups have historically experienced barriers to membership, participation, and leadership, we commit to advancing equity in all aspects of Rotary, including in our community partnerships, so that each person has the necessary access to resources, opportunities, networks, and support to thrive.

We believe that all people hold visible and invisible qualities that inherently make them unique, and we strive to create an inclusive culture where each person knows they are valued and belong. “





Happy Holidays Fellow Rotarians,

I hope that you're having an amazing Christmas, Hanukkah, and Kwanzaa with your family and friends. This is a great time of the year to step up and do wonderful things in our respective communities. Whether you're doing food drives, clothes drives, toy drives, or everything in between, coming together as Rotarians is what we do as People of Action.

As for membership, our district is currently sitting at 1,937 members as of December 14, 2022. We've increased 22 members and currently stand at a retention rate of 94%. We recently added a new club. Please join me and welcome La Quinta of the Desert to our district family. The following clubs have added 5 or more members thus far in our Rotary year. Palm Springs Sunup (5), Palm Desert (5), Greater Eastvale (7), Temecula Noon (7), E-Club of World Peace (7), Rialto (9), Desert Hot Springs (13), and Corona (15). Thanks for everything you do to grow membership.

We will be having a District 5330 Membership Zoom Meeting on January 11, 2023 at 6PM. I will be joined by John Chase, PDG-5300 and our current Assistant Rotary Coordinator for Zone 26. John and I will discuss ideas to help with our growth and retention numbers within our respective club's. I will have more information in the near future, so please stay tuned.

Again, I want to wish you and your family's the very best during the holiday season!

Craig Davis
Membership Chair
Rotary District 5330





District Public Relations

Happy New Year!!

Welcome to the second half of the 2022-2023 Rotary year. This is an excellent time to focus on your club's story! Take the opportunity to enlighten our community about the successful projects you completed over the holidays and what you have in store for the rest of the year.

When your club makes public image a priority, be prepared to see engagement rise. Showcasing how your projects make an impact in the community and touch people's lives gives the public an understanding of what Rotary does. Even better, it inspires people to get involved, says Julie Johnson, District 9510 Rotary Public Image Chair.

"The more the public sees our brand out there in the community, in the media, and on social media, the more opportunities we have for the public to connect with us," says Johnson. "The rest – fellowship, professional development, connections – will grow from there."

Telling your Story

When telling the stories that help people in your community understand what Rotary does, it's tempting to focus on statistics and numbers. But memorable stories almost always start by focusing on people. Train your sights on the who, what, why, and how, and watch your story come alive.

For tips on storytelling and inspiring people to learn more about Rotary and our causes, read the Rotary Voices' "[Stories, not stats, attract people to Rotary](#)" blog post by Joe Otin. Then tell your club's story with flair and confidence.

Public Relations Workshop

January's Public Relations Workshop will focus on "Public Comment and Other Outreach Strategies". We will be learning about the many avenues and opportunities available to tell your Rotary stories that engage and inspire our community. Please be sure to join us Monday, January 23rd at 5:30pm. Presidents and PR chairs are encouraged to attend; however, all members are welcome.

Monday January 23rd, at 5:30pm

Join Zoom Meeting <https://us02web.zoom.us/j/87497699800?pwd=bWlMQ0NCRzJySGxpNnU3KzVhVhZz09>

Meeting ID: 874 9769 9800

Passcode: 824909



We are looking for students for 2023-24 Study Abroad Foreign Exchange Program!
This is an opportunity of a lifetime, so let's find some students looking for an amazing year abroad!

“Study Abroad” means just that. All foreign exchange students in Rotary International’s Long Term Exchange Program (LTEP) are required to attend high school while on exchange. Eligible students who have just graduated from high school and go on exchange during their gap year are still required to attend high school full time in their assigned foreign country – it’s a mandatory part of the cultural immersion.

The long-term exchange program usually lasts one academic year, during which you attend school and live with 2 – 3 families in your host country. This is Rotary International’s flagship exchange program. To gain a greater understanding of the culture, you will live with at least two host families during your stay. To ensure your safety, the host Rotary club carefully screens and selects all host families. Additionally, the local host Rotary club pays you a monthly stipend and assigns a dedicated counselor to help you get the most out of your exchange.

[Outbound Student Application](#)

More Information on the Rotary Youth Exchange Program in links below-

[Rotary Youth Exchange SCANEX](#)

[Rotary International Youth Exchange](#)

We need Host Families! (Host families do not have to be Rotarians)

[Host Family Application](#)

Hosting a Rotary international high school foreign exchange student is a life-enhancing experience for your entire family. It’s a unique opportunity to get new perspectives, learn new customs, and share your culture and your community with others. Most of all, you’ll build special friendships and connections that often last a lifetime. All high school foreign exchange student programs depend on families who want to be part of the exchange student’s experience and open their hearts and homes for 3-5 months. Every year, Rotary districts around the world look for host families willing to explore the challenge of welcoming a student into their home for a meaningful exchange.

Friendship Exchange

Join the Friendship Exchange Team.

Be a part of the Rotary Friendship Exchange (RFE) between Rotary District 5330 and Rotary District 4640, southwestern Paraná State, Brazil. There are openings in the team that will be hosted in Brazil May 5 to May 19, 2023. RFE is self-funded and receives no money from Rotary International or the Rotary Foundation.

Rotary Friendship Exchange is a unique program for Rotarians, adult family, and friends to travel and be hosted by Rotarians in their homes. Our team will make friends of the Brazilian Rotarians, attend some club meetings, see the local sights, businesses and industries, and Rotary service projects. Also, our team will visit Iguassu Falls, one of the natural wonders of the world. You do not need to be a host to join the outbound team but it would be helpful. If you are interested in joining the team or would like additional information, contact Ladd Seekins, ladd.g.seekins@gmail.com or 909-800-3911.

Hosts are needed for the Brazilian team when District 5330 hosts them: in the Lake Arrowhead area April 11, 12 and 13, 2023; in the Coachella Valley April 19, 20 and 21; and in the Temecula area April 22, 23 and 24. Hosts provide lodging and some meals for their guests. There is no financial obligation beyond that. The Brazilian team consists of one couple, one single man, and nine single women. Generally, hosts have a couple or a single as guests – more if additional beds are available. Contact Ladd for more information about hosting.

To qualify for the Governor's Citation, it is mandatory to have the 2022-2023 District 5330 Compliance affidavit on file with the District Youth Protection Officer. Your club should also be current with the RI and District dues.

The Club President must submit a report to the District Governor by May 1st, 2023 to apply for this Award. In summary, please report on progress from each area below and how your club has achieved the requirements.

If a section is short, the club may use Extra Credit accomplishments from the General Category section to make up any shortage.

Community Service Need 5

- Club has a Community Service Chair
- Club Representative Attend District Community Service Training
- Conduct a Community Needs Assessment
- Participate in a Local Food Drive
- Join Another Organization to Partner on a Community Project or Fund Raiser
- Join Another Rotary Club(s) to Partner on a Community Service Project
- Secure a District or Wallis Jones Grant
- Participate in Rotary Service/Work Day(s)

Membership

Need 4

- Club has a Membership Chair
- Club Representative Attend District Membership Training
- Add Three (3) New Members to Your Club
- Retain 95% of Your Clubs Membership Listed at July 1, 2022
- Conduct a Membership Survey of Club Members Attitudes & Needs
- Club Responds to New Member Leads Forwarded by RI/District Membership Chair

Public Image Need 5

- Club Has a Public Image Chair
- Club Representative Attend District Public Image Training
- Club Has a Current Website Updated on a Routine Basis
- Club Has a Facebook Page Updated on a Routine Basis
- Club Utilizes Social Media (Tool Other Than Facebook) to Publicize Club Activity & Recruit New Members
- Club Posts Information on Upcoming Events/Projects on Online Community Calendar
- Club Writes/Sends Out Press Release on Club Activity/Project
- Club Member Speak at City Council Meeting on Club Activities/Projects

Foundation

Need 4

- Club has a Foundation Chair
- Club Has Two (2) Representatives Attend District Foundation Training
- Increase Last Year's Annual Fund Donations by 2%
- Increase Last Year's PolioPlus Donations to a Minimum of \$1,500 (Can Include DDF Funds)
- Club to Register Club President, President Elect, & Foundation Chair to Attend District Foundation Gala
- Club Purchases a Table for the District Foundation Gala
- Club Utilizes 100% of 2022-2023 DDF Funding for Community Block or Global Grants

Club Service	Need 4	Vocational Services	Need 3
<ul style="list-style-type: none"> • Club Representative Attend District Club Service Training • Club Representative Attend DACdb Training • Club Goals for 2022-23 Reported & Updated in Rotary Club Central • President Elect (Club President for 2023-24) Reports Club Board to District Administrator Before December 31st, 2022 • President Nominee Designate (Club President for 2025-26) Elected Before May 1st, 2023 • Club Information Up to Date on DACdb • Club Have an Active We Care Program • Club Enrolls One (1) Member into Rotary Leadership Institute 		<ul style="list-style-type: none"> • Club Representative Attend District Vocational Service Training • Participate in 4-Way Test Speech Contest • Participate in District Music Competition • Host an Ethics Program in Your Club • Hold a Career Day or Mock Interview Project with High School Students 	
Youth Service	Need 4	International Service	Need 3
<ul style="list-style-type: none"> • Club Representative Attend District Youth Service Training • Sponsor at least Two (2) Student to PRYDE • Sponsor at least Two (2) Students to RYLA • Start/Support an Interact Club • Start/Support a Rotaract Club • Provide at least Two (2) Scholarships to Graduating High School Seniors • Have a Minimum of 85% of Club Members Live Scan Approved to Work w/Youth 		<ul style="list-style-type: none"> • Club International Service Chair Meetings with District Chair • Have an International Service Program at Your Club Meeting • Participate in One (1) International Activity • Partner on or Create a Global Grant • Identify a Potential International Sister Club 	
General Categories	Extra Credit Items		
<ul style="list-style-type: none"> • Club to Register Club President & President Elect to Attend District Conference • Club Earns a Presidential Citation from RI • Have a Club Member on Current District Staff/Team • Net Growth of Club Membership for the Year of +2 • Enter a Foursome in the District Golf Tournament • Create/Update Club's Strategic Plan • Create/Participate in an Area President's Council • Report in Rotary Club Central Projects Completed & Man Hours Contributed 			

Club Awards at Year-end
PDG Ricardo “Taco” Loretta, Awards Co-Chair

A key component of our year-end District Conference is the recognition of performance by all district clubs. Clubs of Distinction will be announced for all Areas of Service, and those clubs who are excelling in many of the categories will be in the running for Best in District awards. This is exciting, so hopefully all clubs will take some time to assess where they stand versus goals.

For questions, kindly call Taco (858-344-4812) or Awards Co-Chair Chuck Weisbart (760-578-3592).

Riverside Sunrise



Riverside Sunrise approximately 700 children at Jackson Elementary School. The club dropped off, set up, and disbursed jackets, toothbrushes and paste, water bottles, and books for the children

Riverside Sunrise Rotary Foundation received a \$10,000 donation from CAPTRUST Community Foundation. Rotarian Khanh Nguyen owner of Karen Allen Salon coordinated purchasing of jackets through a family member at cost. Retired Principal Lia Boucher visited over 10 friends of the Library stores to purchase the books for the children and many local dentists donated the toothbrushes and toothpaste.

Volunteers Present

Teri Parker-President-Rotarian,
Lia Boucher-Treasurer-Rotarian,
Khanh Nguyen-Rotarian,
Kathie Westley-Rotarian,
Melinda Harris-Rotarian,
Tina Hambleton-Rotarian,
Irma Asberry-Rotarian,
Kerry Parker-Volunteer,
Gary Parker-Volunteer
Cheryl Parker-Volunteer
Judy Anderson-Volunteer
Anna Tran-Volunteer
Melanie Miller-Volunteer
Jean Aklufi-Volunteer
Patti Cotton-Volunteer
Barbara Provence-Volunteer
Peggy Hosking-Volunteer

Volunteers Not Present

Noe Farris - Rotarian
Jim Rector- Rotarian
Nyron McLean- Rotarian (DGND)
Yundra Thomas - Rotarian
Charlotte McKenzie - Rotarian
Bob McKenzie - Rotarian
George Anderson - Volunteer
Patsy Rodriguez - Volunteer

HITTING FOR THE HUNGRY



Supporting Food Security in the Coachella Valley

Palm Desert Rotary Golf Fundraiser Title Beneficiary FIND Food Bank

**Monday, January 30, 2023, Check in opens 6:30 am
7:45 AM Shotgun, 4 Player Scramble**



Palm Valley Country Club, 39205 Palm Valley Dr, Palm Desert


- **Great Raffle Prizes**
- **Continental Breakfast**
- **Lunch**
- **\$150 per player**
- **\$550 foursome**
- **\$40 Non-players**

<https://palmdesertrotarygolf2023.eventbrite.com/>



Sponsorships Available
Contact Ricardo Loretta:
858-344-4812
dgtaco1818@gmail.com





Rotary

OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- FIRST:**
The development of acquaintance as an opportunity for service;
- SECOND:**
High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- THIRD:**
The application of the ideal of service in each Rotarian's personal, business, and community life;
- FOURTH:**
The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

DECLARATION OF ROTARIANS IN BUSINESSES AND PROFESSIONS



As a Rotarian engaged in a business or profession, I am expected to:

- 1) *CONSIDER my vocation to be another opportunity to serve;*
- 2) *BE FAITHFUL to the letter and to the spirit of the ethical codes of my vocation, to the laws of my country, and to the moral standards of my community;*
- 3) *DO ALL in my power to dignify my vocation and to promote the highest ethical standards in my chosen vocation;*
- 4) *BE FAIR to my employer, employees, associates, competitors, customers, the public, and all those with whom I have a business or professional relationship;*
- 5) *RECOGNIZE the honor and respect due to all occupations which are useful to society;*
- 6) *OFFER my vocational talents: to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community;*
- 7) *ADHERE to honesty in my advertising and in all representations to the public concerning my business or profession;*
- 8) *NEITHER SEEK from nor grant to a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship.*

ROTARY CODE OF CONDUCT



As a Rotarian, I will

1. Exemplify the core value of integrity in all behaviors and activities
2. Use my vocational experience and talents to serve in Rotary
3. Conduct all of my personal, business, and professional affairs ethically, encouraging and fostering high ethical standards as an example to others
4. Be fair in all dealings with others and treat them with the respect due to them as fellow human beings
5. Promote recognition and respect for all occupations which are useful to society
6. Offer my vocational talents: to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community
7. Honor the trust that Rotary and fellow Rotarians provide and not do anything that will bring disfavor or reflect adversely on Rotary or fellow Rotarians
8. Not seek from a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship

Rotary



THE FOUR-WAY TEST of the things we think, say or do

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL & BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?

January 2023						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14 <div><div>8a Trash Pick Up on Highway 111 Palm Springs Sunup</div><div>9a Zoom Grants Management Training</div></div>
15	16	17	18 <div><div>9a Zoom Grants Management Training</div></div>	19	20	21
22	23 <div><div>5:30p District 5330 Public Image Training</div></div>	24	25	26	27	28 <div><div>8a 2023 Prep</div><div>8a 2023 Presidents Advance</div></div>
29	30 <div><div>6p Assistant Governor Meeting</div></div>	31	1	2	3	4 <div><div>10a Festival of Local Creatives February 4, 2023 Indio</div><div>10a Sponsors - FOLC Indio</div></div>
5	6	7	8	9	10	11 <div><div>8a Trash Pick Up on Highway 111 Palm Springs Sunup</div></div>

Please Note that registration for events are on the District Website Calendar and on DACDB