



## What I've learned (so far) in traveling our District 6150



### What I've learned (so far) - John Deacon

**It's a Privilege** - Visiting each and every club is a huge privilege (and a challenge) for my role as District Governor. Our district includes 39 clubs from Little Rock to Marshall to Blytheville to Helena and all points in between, so geographically and logistically it is an effort (albeit rewarding). But more than challenging, it's an honor and privilege to serve as District Governor of this great District.

**Club Strength** - The strength of Rotary is the individual clubs; each has its own culture and personality . . . each has its own strengths and challenges . . . each has its own legacy . . . and ALL have a hopeful and bright future! Every club benefits its community in various and individual ways creating a compelling description as the "heart and soul" of service and integrity.

**Individual Rotarians** - My description as a "privilege" is that every Rotarian matters. It's certainly a privilege to meet Rotarians that I haven't previously met and therein come face-to-face with the very strength of Rotary . . . the individuals who give their time, effort and resources to accomplish community and worldwide projects. Leaders sharing ideas and possibilities . . . then drawing on a collective expertise to draft the "ACTION" required for implementation and success.

**Challenge** - Visiting each club is also a two-fold challenge; one is that pesky logistical coordination. If a district governor wants to make an impact on the clubs, it needs to be early in the Rotary year so that ideas and concepts can be implemented and results can begin to unfold. This means that the governor needs to schedule at least 3 visits on the road per week starting in July to complete the circuit in a reasonable time frame. This schedule taxes the best planning and means that almost every day there's a calendar event. To my knowledge, logistics hasn't stopped (or even slowed down) a District Governor yet!

**The Learning Highway** - is a 2-way street. I describe our DG role as the messenger or liaison between RI and the clubs, but also vice versa. Many club members have yet to experience Rotary beyond their own club but RI also needs the experience, knowledge and impact of each local club. This brings a necessity to share "the bigger picture" with each club while sharing local club dynamics with RI. DG's role is sharing the total Rotary story both ways.

**Honor the Past but** - Many clubs (including my own) have a rich and storied legacy with Rotary. However, we must not become complacent and fall into a

December, 2018  
District Governor's  
Newsletter

### Events

February 19  
[Rotary Day at the Capitol](#)

### Account Leaders



[John C. Deacon](#)  
District Governor



[George Fray](#)  
DG-Elect



[Sydney O. Gilbert](#)  
District  
Administrator



[Sam W. Hummelstein](#)  
Chief of Staff



[Michael E. Bennage](#)  
DG-Nominee



[Nancy Clowes Leonhardt](#)  
District  
Membership  
Chair



[Martis L. Tipton](#)  
Youth Service  
Coordinator

[Diana L. Holmes](#)  
Club Rotary  
Foundation Chair

trap of thinking that our honored past completes our story. The future has yet to be written and if complacent, we can fall fast and hard. One area of this manifestation is membership. We've described this as a focus for this Rotary year and many of our clubs in the District have stepped up; **D6150 is #1** year-to-date in **net membership gained**. We should ALL be proud of our clubs' efforts to add new members; let's keep it up!

**Enthusiasm Prevails** - If you look at the clubs that are vibrant, look no further than their *enthusiasm* which starts with Leadership. Each club needs vision, planning and involvement, but if there's disconnect, one can generally look at the lack of leaders stepping up. I've encouraged each Rotarian to acknowledge his/her own skillset and understand that leadership comes in many forms. It doesn't take a natural born leader for a Rotary club to be successful; it takes heart, passion, energy and a TEAM mentality for leadership to shine. Consequently, if leadership shines...well, the rest will be written as legacy.

That's my take on my D6150 tour. I'm sure there's more to embrace and learn before the end of this Rotary year, but each day I'm in this position I learn something new about Rotary *and* our District.

But one thing is for sure; I'm *more proud than ever* to be a Rotarian and even *more* honored to be District Governor. Let's keep the shared enthusiasm for Rotary and continue the valuable and meaningful work that lies ahead.

**John Deacon**,  
District Governor 2018-19  
District 6150

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## District News

By Sydney O. Gilbert

### SAVE THE DATE

**February 19** - Rotary Day at the Capitol

**February 19** - Foundation Banquet, Speaker: Rotary President Barry Rassin

**March 7** - Rotary Youth Leadership Award (RYLA)

**April 26-27** - District Conference, ASU Jonesboro

### End of the Year Planning

Club officers for 2019-20 should be submitted in DACdb by **December 31**. To review "How To" instructions & a video, visit the HELP tab in DACdb. This info is under the club section on the left. Contact [Sydney Gilbert](#) if you need assistance.

### New Club Officer Training Courses on My Rotary

Rotary International has launched a redesigned [Learning Center](#) with new club officer courses.

### First steps:



[Renee B. Brink](#)

Assistant  
Governor



[Marie Francine Bruyneel](#)

Assistant  
Governor



[Jerry Leland Burns](#)

Assistant  
Governor



[King Casbeer](#)

Assistant  
Governor



[Cathy Churchwell](#)

Assistant  
Governor



[Dennis W. Delk](#)

Assistant  
Governor



[Leslie R. Denison](#)

Assistant  
Governor



[Tyler Dunegan](#)

Assistant  
Governor



[David Leech](#)

Assistant  
Governor



[Barbara Neal](#)

Assistant  
Governor



[Robert E. Otis](#)

Assistant  
Governor



[Rocky Anthony Pinkston](#)

Assistant  
Governor



[Beverly Ann Williams](#)

Assistant



If you don't have a My Rotary account, learn [how to create one](#). If you do have an account, sing in and:

1. Go to [Rotary.org/learn](https://www.rotary.org/learn).
2. Take the [Getting Started With the Learning Center](#) course to see all the ways you can use the new Learning Center.
3. Search for the learning plan for your role:
  - [Club Administration Committee Basics](#)
  - [Club Service Projects Committee Basics](#)
  - [Club Public Image Committee Basics](#)
  - [Club Rotary Foundation Committee Basics](#)
  - [Club Membership Committee Basics](#)
  - [Club Treasurer Basics](#)
  - [Club Secretary Basics](#)
  - [Club President Basics](#)

Governor



[Eugene J. Wing](#)  
Assistant  
Governor



[Susan J. Chan](#)  
Youth Exchange  
Chair



[Vincent E. Guest](#)  
Youth Exchange  
Chair

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## District Governor selected for 2021-2022

By John C. Deacon

The District Nominating committee chaired by Immediate Past District Governor Nancy Leonhardt met in Searcy on December 1. The committee selected James Arbuckle as District Governor for 2021-2022.



James has been a Rotarian since 1997 and currently is a member of the West Little Rock Rotary club and serving as the Foundation Chair. James was Rotarian of the Year in 2000-01 and club President in 2007-08.

He has also served as Assistant Governor for our District for area 10 in District 6150.

James graduated from Abilene Christian University and later received a BS degree in Civil Engineering from Texas Tech University. James currently serves as Vice President and Operations Manager for Halff Associates, Inc., a regional engineering firm where he focuses on transportation planning, design, and management. After returning to AR after some years away, he established the Little Rock office in 2017. James is an alumnus of Leadership Greater Little Rock and has served on the Board of Directors of Boys and Girls Clubs of central AR.

James and his wife Melinda have been married for 34 years and have four children. They've attended Pleasant Valley Church of Christ since 1994 where James serves as a deacon focusing on missions. His hobbies are running, golf, traveling, and watching sports and movies.

In accordance with the By-Laws of Rotary International, James will be officially voted into this position by District Rotarians at the District Conference to be held in April, 2019. We'd like to congratulate James on his selection and we look forward to his leadership in 2021-22.

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# Membership Action

By Nancy Clowes Leonhardt

Fact: social media has taken over our society. If you are not Facebooking, Instagramming, or Tweeting, then you are not capturing the attention of a large portion of the population. And part of that population could be where your next new Rotarian(s) resides!

Most of District 6150 Rotary Clubs have a Facebook page (albeit, not all of them have been updated). Here are some tips on how to maximize your Facebook page, Twitter, or Instagram account as a way to share information about your club.

## Content

Every one of our clubs is engaged in service. TAKE PICTURES OF ROTARIANS SERVING! They say a picture is worth a 1,000 words. What better way to show someone what the club does? Don't forget to take pictures of social events as well. Show how much fun Rotary is! Be sure to take advantage of the image enhancers located in the Rotary Website Brand Center under People of Action. Include a story with your picture and keep it short.

Another source of pictures and videos is the Rotary website. There are informative videos covering all aspects of Rotary, including all of our focus areas. One of my favorites to use for highlighting membership is titled "[What is Leadership?](#)".

Consider posting a picture of your upcoming speaker and the title of their presentation. Or you may want to consider videoing the speaker and posting that. It's an opportunity to show people what they are missing by not attending. Don't forget to also post fliers for all events the club is participating in that are open to the public (golf tournaments, pancake breakfasts, fundraisers, etc.). These open the door for someone to come out and see what Rotary is about in a public setting. Be sure to have an information table with brochures and information about your club at the event.

## Call to Action

With every post, should be a call to action. Something that tells the viewer what to do if they are interested. Examples include: Visit our website at [www . . .](#); Join us on Tuesdays at noon at . . .; For more information, email us at . . .

## Liking and Sharing

Increase your visibility by emphasize the importance of liking and sharing your club's posts to members. This allows their friends to see the post, and if they like it and/or share it, that will expand to their circle of friends, and so on. Tag friends, venues, and events to widen the net.

The more who see what your Rotary Club is doing, the better chance of capturing new members.

*For more information on ways to engage members, attract new members, or*

present a club program on Membership, contact District Membership Chair Nancy Leonhardt at [wlrrotary@gmail.com](mailto:wlrrotary@gmail.com) or 501-425-2751.

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## Meet Our District Leaders

**King Casbeer** - Rotary Club of Wynne, AG for Area 6 (Wynne, Forrest City & Brinkley)



1. **Where were you born and raised?** I was born in Memphis, TN. I grew up in Forrest City.
  2. **How and when did you find out about Rotary?** I have known about Rotary for most of my life. My Grandfather, Virgil Casbeer, was a former President of the Forrest City Rotary Club. I joined the Wynne Rotary Club in 2000.
  3. **Who is someone that you admire, and why?** My parents. For all that they taught me about life.
  4. **Do you have any skills or talents that most people don't know about?** I enjoy playing golf. Although not always with any great skill or talent.
  5. **If you could be anywhere right this minute, where would you be?** Right where I am.
  6. **Name three words that would describe you.** Honest, Organized, Old-School
  7. **What's a goal you have for yourself that you want to accomplish in the next year?** To save more money.
  8. **What is your absolute favorite dish, food, or snack?** Bone-In Ribeye Steak
  9. **What is your favorite kind of music and who is your favorite band or singer?** Classic Rock / Bob Seger and The Silver Bullet Band
  10. **Name 3 of your favorite movies of all time.** *Goodfellas*, *Fletch*, and *The Shawshank Redemption*.
  11. **What do you feel most proud of?** My children and what they have accomplished.
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## Membership Tracker

By John C. Deacon

**MEMBERSHIP TRACKER** - As of Nov 30th, 2018, as listed in RCC

Membership is our **#1 Internal focus** for this Rotary Year. Wow, Wynne has added **12 new members** since July 1st -- fantastic! West Little Rock and

Jonesboro are nipping at their heels. LR club 99 is still in the lead for overall numbers. **CONGRATULATIONS** to ALL clubs who've added new members in November and 2018. Keep the focus and if you need assistance, please let us know. Engage ALL new members immediately!!!!!! Find their passion, give 'em a job!

CLUB	% GROWTH	CLUB	# GROWTH
Jacksonville	#1 in %	Little Rock Club 99	#1 in #'s
Wynne	#2 in %	Wynne	#2 in #'s
West Little Rock	#3 in %	Jonesboro	#3 in #'s
Batesville	#4 in %	Jacksonville & West Little Rock	T#4 in #'s



District 6150 Membership Tracking					
a/o date	D6150 start July 1	Net gain (loss)	# to date	%	
District	11/30/2018	1754	83	1837	4.52%
Club rank by % growth					
Rank	Club	start July1	gain	Dec1 total	%
1	Jacksonville	32	7	39	21.88%
2	Wynne	68	12	80	17.65%
3	West LR	59	9	68	15.25%
4	Batesville	37	5	42	13.51%
5	J'boro Univ	52	6	58	11.54%
6	Stuttgart	75	7	82	9.33%
7	Lawrence Co	22	2	24	9.09%
8	Jonesboro	126	11	137	8.73%
9	Maumelle	13	1	14	7.69%
10	Sherwood	26	2	28	7.69%
11	Helena	56	4	60	7.14%
12	Searcy	51	3	54	5.88%
13	Osceola	18	1	19	5.56%
14	Clinton area	21	1	22	4.76%
15	Newport	47	2	49	4.26%
16	Little Rock 99	336	13	349	3.87%
17	Fairfield Bay	26	1	27	3.85%
18	LIT Midtown	29	1	30	3.45%
19	Paragould	67	2	69	2.99%
20	Blytheville	37	1	38	2.70%
21	Dewitt	29	1	30	3.45%
		92			
Club rank by # growth					
Rank	Club	start July1	# gain	Dec1 total	
1	Little Rock 99	336	13	349	
2	Wynne	68	12	80	
3	Jonesboro	126	11	137	
4	West LR	59	9	68	
5	Jacksonville	32	7	39	
6	Stuttgart	75	7	82	
7	J'boro Univ	52	6	58	
8	Batesville	37	5	42	
9	Helena	56	4	60	
10	Searcy	51	3	54	
11	Newport	47	2	49	
12	Sherwood	26	2	28	
13	Lawrence Co	22	2	24	
14	Paragould	67	2	69	
15	Maumelle	13	1	14	
16	Clinton area	21	1	22	
17	LR Midtown	29	1	30	
18	Blytheville	37	1	38	
19	Fairfield Bay	26	1	27	
20	Osceola	18	1	19	
21	DeWitt	29	1	30	
		92			
Lost Members					
Rank	Club	start July1	gain	Dec1 total	%
1	Marianna	21	-2	19	-9.52%
2	NLR Riverside	17	-1	16	-5.88%
3	Quad Cities-Sharp	19	-1	18	-5.26%
4	Cleburne Co	31	-1	30	-3.23%
5	Pocahontas	70	-2	68	-2.86%
6	Heber Springs	51	-1	50	-1.96%
7	West Memphis	66	-1	65	-1.52%
		-9			

Let's keep the "pedal to the metal"! GO TEAM GO! 😊

## Graphs: 5 year trend & this years' gains - Membership in District 6150

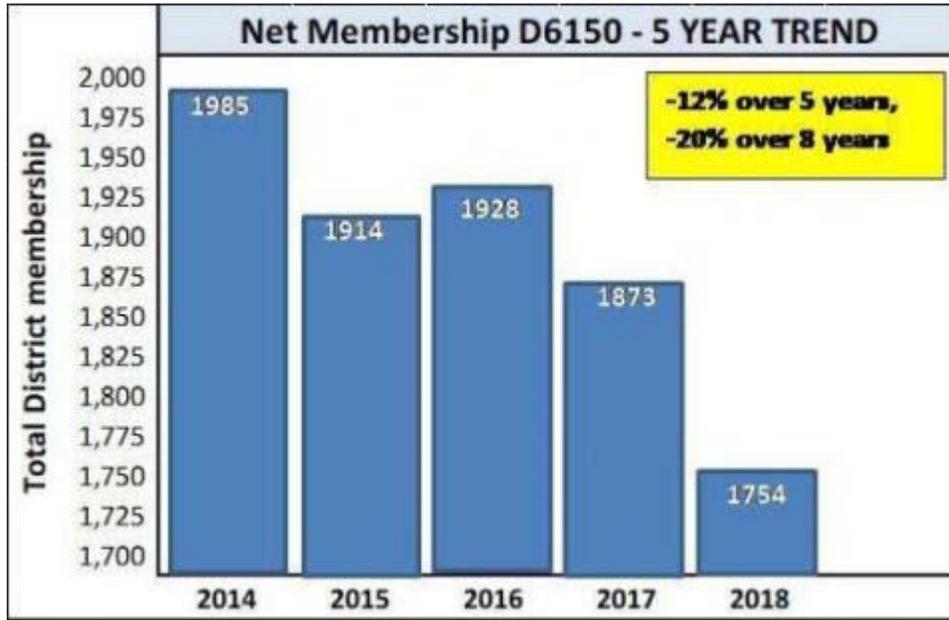
I'm sharing 2 graphs:

### 5 year Trend - Membership

#### Month-by-month membership increase this year - 2018-19

A compelling way to understand our #1 internal initiative is to see the last five years' trend in actual numbers. Many Rotarians in our District are not familiar with the District totals and the trends represented recently. When one realizes that as little as 8 years ago, we were over 2,000 Rotarians and starting July 1st of 2018, we started at 1,754.

Yes . . . **1,754**. This represents a *12% decrease in a five year period*.

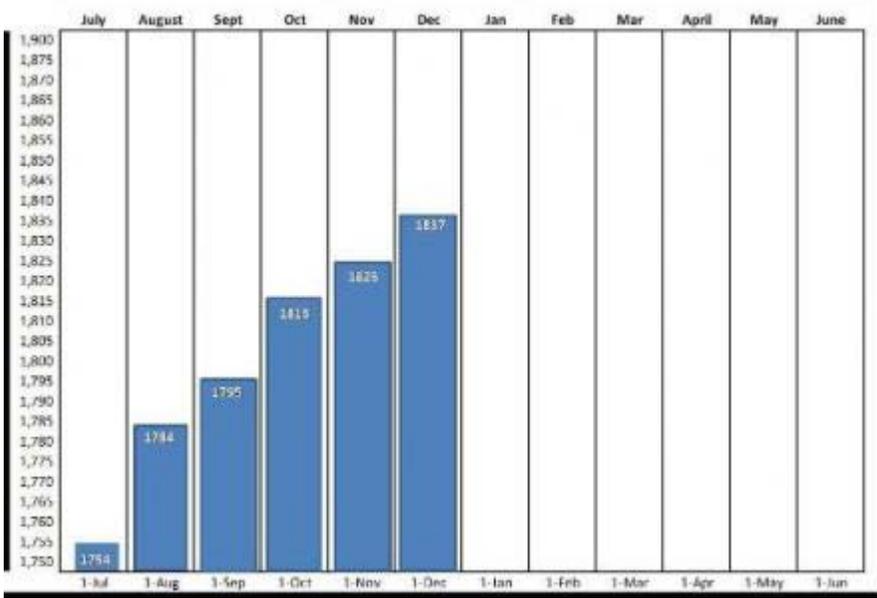


There is **GOOD NEWS** though:

District 6150 is **#1 in net membership gained in Zones 30 & 31 since July 1st, 2018**: our current numbers are UP by **83** net new members. Kudos to all clubs who are focused on this critical initiative. Please contact Nancy Leonhardt, iPDG, as she has loads of specifics on how to address membership issues.

Here is the graph with this years' statistics, read 'em and **get energized**:

### Net Membership growth - DISTRICT 6150 2018-19



These numbers come from Rotary Club Central reports from RI. If anyone has any questions, please let me know.

Sincerely,  
**John Deacon**, District Governor 2018-19

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