



New Year - Re-commit

By John C. Deacon



Happy New Year! I hope all Rotarians have had a *blessed and bountiful* Holiday period. I know I have. From Thanksgiving through New Year's Day, I've spent quality time with out-of-town family, life-long friends and reveled in the festivities that accompany this time of year. Let's now turn to some Rotary thoughts for 2019; it's time to reflect on and commit to the meaningful work that lays ahead . . . it's the logical time to plan, dream and strategize.

We ALL want the same thing: for Rotary to blossom and prosper in each of our communities, *so we can make a difference* . . . so the work we undertake is leveraged with other Rotarians to make a bigger impact and the impact we make is measurable and sustainable. That my friends is called **purpose**. Let's discuss strategies and chow down in our buffet of Rotary initiatives. There was a restaurant in Jonesboro that advertised **60 feet of all-you-can-eat**. That's how I picture our Rotary menu.

- **MEMBERSHIP:** As our #1 focus, most of our clubs have done a very good job in this Rotary year of acknowledging our challenges in membership and addressing this fundamental initiative. All of our clubs are now engaged in formulating different strategies of growing their membership . . . and if you're not, you should be.
 - District Membership Chair and PDG Nancy Leonhardt and I will be announcing a membership competition between our clubs and dividing the clubs between sizes in an attempt for the competition to be a **fair fight**. We will be announcing this fun and important initiative this month so be on the lookout.
- **FOUNDATION:** TRF (The Rotary Foundation) is the heart and soul of our organization, the lifeblood with which our resources touch and impact lives in our community and across the globe. Do everything in

January, 2019
District Governor's
Newsletter

Events

February 1st
[2019 Arkansas
Sportshow](#)

Account Leaders



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District Governor



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[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

our power to increase awareness, increase Foundation giving, and the result will ensure that the structure and process of TRF will continue its impactful and meaningful objectives. Right around the corner is our **Foundation Banquet - February 19th with RI President Barry Rassin** as our Keynote speaker. It will be a sold out event, so make your plans early.

- **PUBLIC IMAGE:** As an ongoing issue, I have to try harder to engage Public Image into my own agenda and I am asking each and every Rotarian to remember this as well. Public Image is a powerful tool for clubs to bring life to the old quote "a picture is worth a thousand words." We can describe how polio immunizations are changing our world and moving toward total eradication, but the picture of children afflicted with that terrible disease in the remaining endemic countries DOES paint an emotion that words cannot. Let's do better in this area . . . I know I will try.
- **LEADERSHIP:** Another of my DG focus areas comes squarely into view in the next few months - Leadership. With MAPETS coming up in March, each club should have already selected its new leadership lineup for the next Rotary year and the continuity with which the culture of leadership is developed and perpetuated. The enthusiasm with which these new leaders embrace Rotary and their role will determine the success and impact of the clubs they are to lead. I also implore ALL Rotarians to lead, to step up to various club and district roles as productive teammates that encourage participation and effectiveness. As Governor, I have seen the clubs that have effective leadership and a culture of leadership continuity . . . it's as plain as the nose on my face!
- **SERVICE:** Where the rubber meets the road (so to speak). This is where Rotarians see, feel and touch the very fabric of Rotary . . .service. Service comes in many forms and while engaged (notice I said **engaged**) in Rotary, there are multiple platforms with which to serve. Think of the service platform as a series of doors you can choose to open that ALL have significant but different impact in the multiple areas of need. Remember that simply writing a check is not necessarily service . . . Rotary's new theme "People of Action" indicates that we as Rotarians exemplify our service by leadership and action. Providing resources for the future.
- **YOUTH:** Our Rotary Youth outreach is directly related to our Rotary future.
 - **RYLA** is coming up in March and we'd love to have a record-breaking attendance for 2019. Our RYLA Rotarians are a committed group that sees firsthand the leadership potential of curious youth. This program needs to be promoted by each and every club . . . you will not be disappointed in the results.
 - **Youth Exchange** is another area where we need more promotion with our Rotary clubs. My own daughter went through a short-term exchange years ago which altered her life and career ambition.
 - **Interact** is where many of our clubs can be immediately productive in Youth services. All of our communities have schools where Interact can be implemented and integrated into our club culture of service to the local community. We'd like to discuss having an Interact Day this spring that brings together Interactors in a collaborative basis, so be looking for this outreach.



Foundation Chair



[Renee B. Brink](#)
Assistant Governor



[Marie Francine Bruyneel](#)
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[Jerry Leland Burns](#)
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[King Casbeer](#)
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[Rocky Anthony Pinkston](#)
Assistant Governor



[Beverly Ann Williams](#)
Assistant Governor

Wow, that seems like a LOT for the **New Year** to choose from, select, digest and implement. But let's not try to bite off more than we can chew . . . let's take one bite at a time. Once we are successful in biting, chewing and swallowing, we can select another.

Remember ladies and gentlemen -- **Be the Inspiration** and Happy New Year.

Yours in Rotary Service,

John C. Deacon

District Governor 2018-2019

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[Eugene J. Wing](#)
Assistant
Governor



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



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

District News

By Sydney O. Gilbert

SAVE THE DATE!!

We have a full calendar over the next few months. You can learn more by visiting [the District Calendar](#).

Rotary Day at the Capitol **February 19, 2019**

Capitol Building, Little Rock

Rotary Foundation Banquet **February 19, 2019**

Clinton Presidential Center, Little Rock

Speaker: Rotary International President Barry Rassin

District Team Training Seminar **February 23, 2019**

ASU Beebe **Dr. Eugene McKay Student Center**

**District Leaders (District Committee Chairs, Assistant Governors, Governor line) are asked to join DGE George Fray to prepare for the next Rotary Year.

Rotary Youth Leadership Award **March 7-10, 2019**

Ferncliff Camp, Little Rock

* Deadline to submit student registration is February 16th

Mid-America PETS **March 28-30, 2019**

Double Tree by Hilton Fort Smith

* Deadline for Early Registration is February 18th (after which you'll be charged an additional \$25)

* Deadline to book hotel room with the Double Tree by Hilton is February 21

Rotary District 6150 Conference **April 26-27, 2019**

Arkansas State Univ., Jonesboro

TRAINING OPPORTUNITY- DACdb Virtual Users Conference

January 10-11, 2019

DACdb is offering Free Virtual Training on ALL aspects of DACdb. You can sign up for which training you would like to attend from the convenience of your home or office. Please visit the [District Calendar](#) to REGISTER NOW.

Membership Action - District Membership Challenge

By Nancy Clowes Leonhardt

Whatever clubs are doing in District 6150, keep it up. Clubs are growing, adding new members on a regular basis. Great job everyone! Let's keep this momentum going!

A number of clubs are using the new year as an opportunity to start a membership campaign. To encourage *all* clubs to consider a membership campaign, DG John Deacon and I are pleased to announce the **2019 District Membership Challenge (DMC)**. The winner, in each club category, will be the club with the largest percentage growth from January 14, 2019, to April 25, 2019 (the day before the District Conference begins in Jonesboro).

DMC Information:

- Club Categories
 - Large Clubs: 80 members or greater
 - Medium Large Clubs: 54 ♦ 79 members
 - Medium Clubs: 32 ♦ 53 members
 - Small Clubs: 31 members or less
- Final numbers to determine largest percentage growth will be based on members *inducted* into the club and *reported* (via DACDB) to Rotary International by April 25th.
- Each category winner will receive a **\$500 cash award and trophy**, along with bragging rights. Winners will be announced and awards presented at the District Conference on Friday, April 26th.
- Create a theme for your campaign to make it fun and energizing. The Jonesboro Club has used a sports theme. The West Little Rock Club is capitalizing on a horse racing theme for their campaign.

We challenge every club, and every member, to participate. Not only will your club win, so will your community. We will keep clubs updated on DMC in the February, March and April newsletters. Good luck, everyone!

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 or 501-425-2751.

Membership Tracker

By John C. Deacon

MEMBERSHIP TRACKER - As of Jan 14th, 2019, as listed in RCC

DMC - DISTRICT MEMBERSHIP CHALLENGE - read PDG Nancy's membership article. I'll be sending a separate email to ALL clubs about this new initiative.

Membership is our **#1 Internal focus** for this Rotary Year. Wow, Wynne has added **12 new members** since July 1st -- fantastic! Many clubs purged their roles for the end of December so our overall numbers were down. However, **CONGRATULATIONS** to ALL clubs who've added new members.



District 6150 Membership Tracking					
	a/o date	D6150 start July 1	Net gain (loss)	# to date	%
District	1/14/2019	1754	40	1794	2.23%

Club rank by % growth					
Rank	Club	start July1	gain	Jan14 total	%
1	Jacksonville	32	8	40	25.00%
2	Wynne	68	12	80	17.65%
3	Batesville	37	5	42	13.51%
4	Sherwood	26	3	29	11.54%
5	Searcy	51	5	56	9.80%
6	Fairfield Bay	26	2	28	7.69%
7	J'boro Univ	52	4	56	7.69%
8	Maumelle	13	1	14	7.69%
9	West LR	59	4	63	6.78%
10	Stuttgart	75	5	80	6.67%
11	Jonesboro	126	7	133	5.56%
12	Clinton area	21	1	22	4.76%
13	Paragould	67	3	70	4.48%
14	Dewitt	29	1	30	3.45%
15	LR Midtown	29	1	30	3.45%
16	Little Rock 99	336	7	343	2.08%
17	Helena	56	1	57	1.79%
			70		

Club rank by # growth					
Rank	Club	start July1	# gain	Jan14 total	
1	Wynne	68	12	80	
2	Jacksonville	32	8	40	
3	Little Rock 99	336	7	343	
4	Jonesboro	126	7	133	
5	Batesville	37	5	42	
6	Stuttgart	75	5	80	
7	Searcy	51	5	56	
8	J'boro Univ	52	4	56	
9	West LR	59	4	63	
10	Sherwood	26	3	29	
11	Paragould	67	3	70	
12	Fairfield Bay	26	2	28	
13	Maumelle	13	1	14	
14	Clinton area	21	1	22	
15	DeWitt	29	1	30	
16	LR Midtown	29	1	30	
17	Helena	56	1	57	
			70		

ADDED MEMBERS					
Rank	Club	start July1	gain	Jan14 total	%
1	Jacksonville	32	8	40	25.00%
2	Wynne	68	12	80	17.65%
3	Batesville	37	5	42	13.51%
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			70		

Net Neutral					
Rank	Club	start July1	gain	Jan14 total	%
1	Osceola	18	0	18	0.00%
2	Newport	47	0	47	0.00%
3	Brinkley	20	0	20	0.00%
4	Cabot	35	0	35	0.00%
5	Heber Springs	51	0	51	0.00%
6	Marshall	18	0	18	0.00%
7	Hughes	13	0	13	0.00%
8	North Little Rock	39	0	39	0.00%
9	Harrisburg	26	0	26	0.00%
10	Marked Tree	8	0	8	0.00%

Lost Members					
Rank	Club	start July1	gain	Jan14 total	%
1	West Memphis	66	-12	54	-18.18%
2	Marianna	21	-3	18	-14.29%
3	NLR Riverside	17	-2	15	-11.76%
4	Cleburne Co	31	-3	28	-9.68%
5	Little Rock Metro	13	-1	12	-7.69%
6	Bald Knob	18	-1	17	-5.56%
7	Blytheville	37	-2	35	-5.41%
8	Quad Cities-Sharp	19	-1	18	-5.26%
9	Marion	19	-1	18	-5.26%
10	Lawrence Co	22	-1	21	-4.55%
11	Pocahontas	70	-2	68	-2.86%
12	Forrest City	43	-1	42	-2.33%
			-30		

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

2019 RYLA

By John C. Deacon

The 2019 Rotary Youth Leadership Award (RYLA) will be held, March 7 - 10, 2019, at Ferncliff in Little Rock. [Click here to learn more and download forms packets.](#)

