

Rotary District 6080 Newsletter

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The Importance of Public Image

I'm in my second month of Governor of District 6080. On a relative time scale, I'm just barely past the infant stage. But what an infancy I've had.

My official visits to the Springfield and Lake of the Ozarks/Jefferson City regions of the state have confirmed what I intrinsically knew – that we have an organization that gives lie to the pessimism and despair that most human beings are bombarded with each day.

As Rotarians, it's up to us to raise our voices to counter incessant negativity and PROVE – by our deeds – that good things are happening in the world and that many of those good things are being accomplished by Rotarians. That's why our public image initiatives are so important, not only for Rotary, but to let others know there are people in the world who are working to make it better.

So the next time you arrange shelter for the homeless, make clean drinking water accessible for a village, provide polio vaccine for a child, raise funds for scholarships, feed the hungry in the community, distribute textbooks for the underprivileged, serve as a role model for community action, arrange a microloan for a fledgling business, provide leadership opportunities for youth and networking opportunities for young professionals – I want you to crow about it.

The world needs to hear the news. Good things are happening.

Mark Pearce
Governor 2012-13
Rotary District 6080



Promoting Your Club: The Essentials

By Katy Lacy, Public Image Director

As Mark mentioned in his article, it is extremely important for all of our clubs to share their good works with their local communities. The task can be overwhelming. How do you effectively share your information? With whom do you share it?

There are several ways to make your community and extended audiences aware of your club's activities and achievements:

1. **Create and distribute a press release.** Rotary International offers these tips when writing a release:

"Most press releases and other written communications for the media use an inverted-pyramid style, with the most important and relevant information at the top, followed by gradually less important information. The headline and the first sentence are the two most important parts of a press release. Make sure they're compelling enough to draw in the editor or reporter.

The Five Ws

Include the five Ws in your first paragraph, ideally in the first sentence:

- Who? The main focus of your story; a person or group at the center of the story
- What? The event or project with which your club is involved
- Where? The location of the event, including a street address
- When? The time, day, and date of an event, or the time period involved for a person or project
- Why? The reason the event, person, or project is significant to the general public

In subsequent paragraphs, provide details about the event or project, or describe how the person or group achieved something extraordinary."

Once you've created your press release e-mail it to your local news outlets including, TV stations, newspapers and radio stations. Their contact information can usually be found on their website. Please contact Katy Lacy for a Rotary press release template.

2. **Media Alerts** - Time-crunched newsrooms appreciate a media alert, a more condensed version of a press release. Ideal for upcoming events or reminders, just answer the five Ws in bullet format, and send the alert to media contacts.
3. **Letters to the Editor** - The editorial page is one of the most-read sections of the newspaper, and a letter can reach many people. Use the [templates](#) from RI to get started.
4. **Op-eds** - An op-ed is an opinion piece written by an individual who isn't on the newspaper's staff. Before writing an op-ed for your paper, learn what topics are of interest to your community.
5. **Fact Sheets** - Fact sheets provide details about Rotary programs to ensure that journalists have accurate background information.
6. Submit articles highlighting your clubs projects for the District Newsletter.

E-mail all newsletter articles and any questions to Katy Lacy at klacy@jcymca.org .



Rotary Foundation: District 6080 TRF Matching Points Program 2012-2013

District 6080 has made available 200 Foundation Recognition points for each new \$800 contribution to the Annual Fund of The Rotary Foundation (TRF). The matching points program is available to the first 50 donors.

To complete the transaction print Rotary Forms 123-EN and 102-EN from rotary.org.

Form 123-EN: Complete 1. 'Donor of Contribution'; 2. 'Designation /Purpose', check Annual Fund - SHARE; 3. Complete 'Contribution Details', check or credit card; 4. Complete 'Shipping Information'; 5. Complete 'Individual Completing This Form'.

Form 102-EN: 1. Complete 'Recipient of Recognition'; 2. 'Transfer Recognition Points', leave blank, to be completed by District 6080; 3. 'Shipping Information', complete as before or leave blank; 4. Complete 'Individual Completing This Form'.



**Article By Raymond Plue,
Foundation Chair**

Mail both forms together with your check, if paying by check, to Raymond E. Plue, District Rotary Foundation Chair, 2805 Butternut Ct., Columbia, MO 65201-3538.



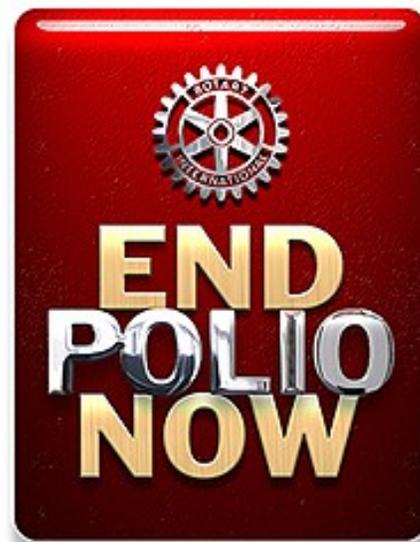
2011-2012 Annual Fund Contribution/Polio Plus



**Article By Rita Esterly,
Past District Governor**

It has been another extraordinary year for The Rotary Foundation's Annual Fund in 2011-12! With your passion and generous contributions, Rotary International surpassed the worldwide Annual Fund goal of \$104 million! As of today, the Annual Fund program raised \$110.6 million! Our team of Governors is proud that our district achieved 99.97% of our Annual Fund goal amount ending with an annual giving total of \$286,085.01 and an Annual Fund Per Capita of \$95.65! We are almost to the \$100 per capita mark. Let's make 2012-2013 even better.

Concerning the \$200 Million Challenge with the Bill & Melinda Gates Foundation, we have raised \$227 million worldwide thanks to generous Rotarians like you who support our promise to give a polio-free world to our children. Although three countries (Nigeria, Pakistan, and Afghanistan) remain polio endemic, we encourage that you continue to support our PolioPlus program as we strive to End Polio Now and become certified as polio-free worldwide. Thank you for your contributions this year and please continue to help the children of the world.



What's on Your Radar? Interact In Your Community

As the beginning of a new school year looms most parents and students are looking for the right tools to help them gain the most they can in their education. Pencils, calculators, and notebooks are all on everyone's radar. But as Rotarians we have another goal, providing the opportunity for Service Above Self. There are many ways, as we all know, to empower the world.

One way is to sponsor an Interact club in your community. This club is geared towards students from 12-18. The Rotary club acts as a sponsor and mentor to the students. Each Interact club is required to do two service projects per year, one for the community and one that promotes international understanding. The sponsoring Rotary club is there to assist with guidance on how to do this.



By Cathy Libey, District Interact Chair

It is a great opportunity to be able to work with the youth in your area. There are two types of Interact clubs that may be formed. One type is school-based where all of the Interactors would come from the same school. A community-based club would combine students from multiple schools and home-schooled students in the community. The decision on which to form would be based on the needs of your youth.

To get started each Rotary club needs to have a member or members that would take the reigns. This person or persons would be responsible for contacting the schools in the community. After discussing Interact with the guidance counselors and/or the principal, the next step is to get the word out. The Rotary club will begin to hold gatherings with interested students to help them know more about forming an Interact club. You may want to visit Rotary International at http://www.rotary.org/Rldocuments/en_pdf/654en.pdf for a resource that will help spell out the steps for a successful Interact.

This year will mark the 50th anniversary of the first Interact club chartered at Melbourne High School in Melbourne, FL, USA. Interact clubs around the world are encouraged to become involved in service projects to commemorate this event. World Interact Week is November 11th-15th, 2012. Your Interact club may want to plan 50 positive actions that fall within one of Rotary's focus areas. For instance they may want to donate 50 books to promote literacy. Or maybe raise \$50 for polio eradication. That is the great thing about working with our youth. Get them excited and then watch out!

With each new year comes so many new opportunities. Empowering our youth to experience service will definitely make a difference in your club as well as theirs. If you have any questions about what to do please contact me.

Butler Rotary Builds Membership with Homemade Ice Cream

By Kay Caskey, Butler Rotary Club

Last year the Butler Club needed an infusion of new members and Senator Harold Caskey got himself appointed Chairman of the Membership Committee by President Don Malan. With a list of prospective members and an eager committee, he invited all to lunch complete with homemade ice cream. The participation level was high and enthusiastic. Rotarians who were not serving on the committee volunteered to help. The net result was 10 new members. Do you think it was the ice cream?



Assistant Governor Kathleen Boswell: Meet My Clubs

I am excited to represent five clubs in mid-Missouri's district 6080: I have the two Warrensburg clubs, two Sedalia clubs and Marshall. Let me begin by saying how wonderful Mark Pearce's installation banquet was. It worked very well for the two Warrensburg clubs to be involved and share in the festivities. Both groups used the event to install their new officers and to award Paul Harris Fellowship status to several members and friends of Rotary. It was a lovely venue and the meal was great; the University of Central Missouri campus food service crew out-did themselves, especially with the dessert!

The Warrensburg Noon Club has a new meeting place (which hasn't been changed yet on the district site); they recently moved into the clubhouse at Pertle Springs Golf Course. They are almost filling it to capacity now, so it seems like the members are enjoying the facility and the food. They have just welcomed Gianinna Patricia Cáceres, an Ambassadorial Scholar from Panama. She will be attending UCM to complete her Master's Degree through the club's Sterling Scholarship, which was donated in honor of longtime member Duane Sterling. Gianinna will be able to address clubs next year as her class schedule allows it. She makes a great tie-in to the district's GSE team and international project last year.



**Ambassadorial Scholar Gianinna Patricia Cáceres
with DG Mark Pearce**

I met with the Warrensburg Early Bird Club with Gov. Pearce on Aug. 2. That club is very appropriately named as they meet at 6:45 a.m., so I had to set the alarm that morning. Even though their annual fundraiser, A Taste of Johnson County, isn't until spring, they are already working on plans to make it bigger and better. Tasting great food from more than a dozen restaurants and caterers sounds like a wonderful way to spend an evening.

The Sedalia Club has just installed Chris Young as their president, and he is off to a great start. Since both he and outgoing president Richard DeFord have young children, they made the decision to have the installation as an informal, family-friendly meal. Hamburgers, brats, and ice cream sundaes were served. After the meal, the kids were escorted downstairs to the hotel pool for an hour or so of swimming.

The club's Rotarian of the Year, Rob Liston, who has a great attendance record, was absent that night, so his award presentation was delayed a week. The Sedalia Club has pledged fi-

nancial support for the Trail's End bronze sculpture that is being created to celebrate Sedalia's cowboy/cattle drive heritage. Early in July, the entire club was saddened by the passing of longtime member Leon Moore.

The Pettis County Club has Dixie Klement as its new president, and they are continuing with their meetings at Fifth Street Brew Pub on Tuesdays at 5:30 p.m. They are planning their big fall fundraiser, which will be a scrapbooking marathon day Nov. 10, from 10 a.m. to 10 p.m. Food is served throughout the day so that the ladies working on their crafting projects can work with as few distractions as possible. The club plans to make this an annual event.

Jobie Raines is the new president for the Marshall Club, and I hope to make a trip there soon and get a head start on knowing those members. Gov. Pearce is not scheduled to meet with them until late in the year.

REVIEW OF 2011 PROJECT

Thank you to everyone who participated in the Panama Project in 2011. With the support of the Missouri National Guard and our fellow Rotarians in Panama, we were able to accomplish the following:

- We assembled and provided 300 well-baby kits to new mothers in Panama.
- We shipped 35 PET (Personal Energy Transportation) vehicles to those in need in Panama, with our fellow Rotarians in Panama beginning to distribute them.
- Through donations and RI matching grants, we raised over \$18,000 to support the kits and purchase water purification systems. Fresh drinking water is tremendous need throughout Panama, particularly in the jungle region of the Darien Province.



A NEW YEAR, A NEW PROJECT – 2012

The partnership with our fellow Rotarians in Panama is just beginning, along with our collaboration with the Missouri National Guard. Rotarians in Panama have identified other needs in their country, and we hope District 6080 will again answer the call. Here is an overview of the vision for this coming Rotary year.

Clothing Collection: We are asking clubs to collect clothing (men's, women's, and children's)

- We are asking you to collect only lightweight clothing due to the climate in Panama.
- No waist sizes larger than 36".
- Clothing should be sorted and boxed by "Men, Women, or Children."
- If used clothing, they should be lightly worn, nice enough for you or your grandchild to wear.
- NO shoes per the request of the Rotarians in Panama.

Walkers and Crutches: There is a need for both of these items, especially collapsible walkers.

Sports Equipment: There is a need for Frisbees, baseball equipment, soccer equipment, and other sports equipment. This is a great opportunity to check with your local schools for gently used equipment.

Children's Toys: This could be an opportunity to initiate a project with your local schools.

Books and School Supplies: Improving education and literacy is crucial to these areas. Important to make sure books are in Spanish.

WHERE TO SEND ITEMS

If possible, we would prefer items to be transported to the following location in Columbia. Thank you to Rotarian Terry Furstenau for arranging for storage. Please contact Terry at (660) 248-1770 to arrange delivery. The storage facility is located at 1908 Heriford Road, Columbia, Missouri, 65202. Items can also be brought to the Rotary District Convention in Branson from October 18-20. However, the preference is to have items delivered to Columbia.

HOW ITEMS GET TO PANAMA

The Missouri National Guard will again assist with transporting items to Panama, and working with our fellow Rotarians there to make sure all items arrive properly.

CONTACT INFORMATION

Questions? Please contact Jim Wieberg, (573) 636-8255, jwieberg@crmc.org or Ken Hussey, (573) 761, khussey@jcymca.org



How can you help Panama in 2012?

Article By Jim Wieberg, District Panama Chair

The Panama International Service project our district embraced this past year was truly a collaboration of our Rotary clubs, organizations, and people. The Panamanians are requesting our help with installing the water systems with them in Panama.

Vicente, our Rotarian contact in Panama, writes: "One thing became evident in our meeting with the National Guard; this project scope is larger and much complex than I had anticipated. It will require lots of planning on the logistics and coordination of these filters and other items we will donate to these communities. This would be a great opportunity for members of your district to visit us and participate. Most towns in Darien are only reachable by small river boats and few towns by road. Lt. Chisholm told us that with the assistance of a member of the Peace Corps they had installed 13 systems in a small community and they were working fine. The complete systems weight 140 pounds, so that is another consideration and I expect difficulties in bringing these to hard to reach areas. We have other communities in Panama, mainly native rural communities that are only reachable by jeep. It would be a nice thing to install a few of these at the schools."



So we are looking for these things:

- 1) anyone who wants to take a week to help
- 2) your help by paying to transfer your accumulated airline miles to those who want to go help, but cannot afford the flight
- 3) those who want to go and can pay for their own flight. Vicente's district Rotarians gave their airline miles to him to fly here for our District Conference last October. Can we do the same to send some of our Rotarians to help install the filters?

If you can help either by going or by donating your airline miles, please respond by e-mail to Jim Wieberg at jwieberg@crmc.org.

DG Mark Pearce's 2012-2013 Club Visit Schedule

Club	Date	Day	Time
Fulton	8-Aug-12	Wednesday	Noon
Columbia-Sunrise Southwest	9-Aug-12	Thursday	7:00 AM
Columbia	9-Aug-12	Thursday	Noon
Columbia South	10-Aug-12	Friday	6:45 AM
Buffalo	14-Aug-12	Tuesday	Noon
Belton-Raymore	15-Aug-12	Wednesday	Noon
Clinton	16-Aug-12	Thursday	Noon
Hollister	20-Aug-12	Monday	Noon
Willow Springs	21-Aug-12	Tuesday	7:00 AM
West Plains	21-Aug-12	Tuesday	Noon
Branson Daybreakers	23-Aug-12	Thursday	7:00 AM
Table Rock Lake, Branson West	24-Aug-12	Friday	11:45 AM
Boonville	10-Sep-12	Monday	Noon
Columbia Northwest	11-Sep	Tuesday	Noon
Pettis County	18-Sep-12	Tuesday	5:30 PM
Fayette	12-Sep-12	Wednesday	Noon
Mountain View	13-Sep-12	Thursday	7:00 AM
Lebanon	13-Sep-12	Thursday	Noon
Rolla	14-Sep-12	Friday	Noon
Marshfield	25-Sep-12	Tuesday	Noon
Centralia	26-Sep-12	Wednesday	Noon
West Plains Sunrise	27-Sep-12	Thursday	7:00 AM
Thayer MO--Mammoth Spring AR	28-Sep-12	Friday	Noon
Butler	7-Nov-12	Wednesday	Noon
Columbia-Metro	14-Nov-12	Wednesday	Noon
Marshall	15-Nov-12	Thursday	Noon
Harrisonville	5-Dec-12	Wednesday	Noon
Bolivar	9-Jan-13	Wednesday	Noon
Springfield Southeast	10-Jan-13	Thursday	Noon

Attend the 3rd Annual Foundation Banquet



Where: Country Club Hotel and Spa, Lake of the Ozarks

When: Saturday November 17th, 2012. Social Hour and Silent Auction 6:00 PM. Dinner 7:00 PM

How much: Banquet Tickets \$50 per person. Clubs or individuals can buy tables of 10 for \$450. Why not make this your club's Foundation Month EVENT?

Why: Governor Mark Pearce invites all Rotarians of the District to hear Past RI President and Foundation Trustee Ray Klingensmith inform and update us on the Foundation's work across the World. If you haven't heard our International President from Missouri, you're in for a unique treat! Bring your Rotary Club friends to join in celebrating the World of The Rotary Foundation with fellow Rotarians from throughout our District.

Accommodations:

Country Club Hotel and Spa

\$69/night Saturday the 17th only

\$59/night for Friday and Saturday, special two night rate for our group.

Lake shopping and attractions available pre-banquet.

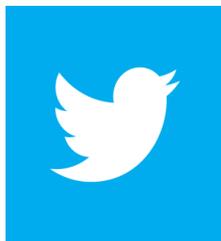
Make reservations: 800-964-6698 Be sure to identify yourself as a Rotarian for the discounted 2 night rate.

For directions and information on the hotel facilities check out these



Past RI President Rey Klingensmith

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