



Lend a Hand

# Rotary International District 6800

## Governor's Newsletter

December 2003

**--Assistant Governors--**

**MARSHA BALLARD**  
Aberdeen

**JOHNNY CARSON**  
Batesville

**JACK CREELY**  
Fulton

**JO ANN DENLEY**  
Bruce

**BETTY JO DULANEY**  
Robinsonville

**KEITH FULCHER**  
Cleveland

**TOM MICHAEL**  
Memphis Central

**KING ROGERS**  
Memphis East

**DICK WOOD**  
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**--District Governor--**

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**--District and RI Websites--**

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**--District Secretary--**

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December is Family Month. It was so designated to bring a special emphasis to a characteristic of Rotary that often is forgotten--a return to times when Rotary, with its "Rotary Anns and Andys" reminded members that the *family* is involved in Rotary activities--not just the one who plunks down the dues. KRB

### The Family of Rotary

"Undoubtedly, the primary issue [we as Rotarians face] is the loss of members within three years of their induction." Ensuring Rotary's Growth: Q & A with Barry Thompson." Vol. 182, No. 6, The Rotarian, December 2003. According to Thompson, results from a district-wide survey performed by Membership Development indicated that the average loss of members within three years of induction ranged from 24 to 87 percent. "The average loss was almost 50 percent," he added.

In his July 2003, President's Message, RI President Jonathan Majiyagbe urged Rotarians everywhere to seize this year's theme, Lend A Hand, to increase and retain membership in Rotary, stating, "[w]e can do this by creating in each club a Family of Rotary committee, charged with making the Rotary experience more 'family friendly'." He added, "[w]e should strive to welcome and include non-Rotarian family members--spouses, adult children, widows and widowers--as active participants in club activities and fellowship. The more hands we have, the more effective the services we render."

The 2003-04 Family of Rotary Task Force was established to facilitate the first Object of Rotary, that is, "to encourage and foster the development of acquaintance as an opportunity for service" by encouraging Rotary clubs to care for Rotarians and their families, including spouses and children, and to remember spouses of deceased Rotarian by including their families in activities of the deceased member's club, all of which serves to aid membership retention, development and diversity. By reaching out to these members and their families, we strengthen our ties to our existing members, and promote Rotary's ideals to attract tomorrow's members--the wives, sons and daughters of members and deceased members, resulting in an increased and diverse membership.

In furtherance of Rotary's motto, "Service Above Self," the Family of Rotary committee is also available to provide support to Rotarians and their families in their times of need. For example, the Family of Rotary Committee of the Rotary Club of La Jolla Golden Triangle, California, recently came to the aid of victims of the deadly fires that spread through California last month. One of the club's members lost his home as a result of this devastating fire that claimed 22 lives and 3,500 homes and businesses. In Poway, California, 50 families lost their homes. When the city set up a wildfire disaster relief fund, the Rotary Club of Poway agreed to administer and manage the funds collected, and teamed up with GEICO Insurance to present a check for \$10,000 to the fund, bringing the total donations to the relief fund to \$80,000.

To find out more information about the Family of Rotary Task Force, or ways your club's Family of Rotary Committee can reach out to members and their families, contact Lynn Hammond, Western North American Coordinator at (970) 667-1023, or Donald Collette, Zone 30 Coordinator at (931) 235-6321.

[Michelle D. Easterling (West Point) Family of Rotary Task Force Chair]

### DON'T GET LEFT OUT! TIME IS GETTING SHORT!

If you don't want to be the only Club President in District 6800 who does not receive a Presidential Citation at Annual Conference in May 2004 — you better get busy! We only have four more months before time to turn in applications for this award and you don't want to be embarrassed by being the only Club not qualifying. You still have time but you must get busy now. Don't wait until after Christmas — it's already after Thanksgiving and time flies you know. I'm counting on every one of you sending in an application by the deadline which is stated in your forms and information. Get it out now and make sure you have everything lined up that you'll need on the application form. No more putting it off. **DO IT NOW!!!!**

[Barbara Broome (Batesville) Chairman, Presidential Citations Committee]

### REMINDER--REMINDER--REMINDER

This year's Rotary Youth Leadership Conference is scheduled for March 25-- 28. It is not too early to begin selecting the students you'll be sending. It will be once again be held at the Whispering Woods Conference Center in Olive Branch. Make plans to send as many students as possible. Any questions or needs? Call.

[O. W. Smith, Chairman, Rotary Youth Leadership Conference, 901-388-8333]

DECEMBER IS  
FAMILY OF ROTARY MONTH



March 19 -- 20  
March 25 -- 28  
April 30 -- May 1

President Elect Training Session  
Rotary Youth Leadership Conference  
District 6800 Conference

Tupelo  
Olive Branch  
Oxford

## DISTRICT STATISTICS NOVEMBER 2003

CLUB	# 11/1	# MEET	% ATTND	[+/-]	# 11/30
Aberdeen	58	4	68	+3	61
Amory	67	3	70		67
Baldwyn	34	3	69	+3	37
Bartlett-Cordova	39	3	63	+2	41
Batesville	93	4	65	+2	93
Booneville	50	3	67	-2	48
Bruce	29	3	78	-1	28
Calhoun City	41	3	65		41
Charleston	22	4	62		22
Clarksdale	90	4	55	-3	87
Cleveland	56	4	64	-2	54
Collierville	51	4	68	+3	54
Como	19	4	70	-1	18
Corinth	90	4	52		90
Drew	11	4	68		11
Fulton	35	4	60		35
Germantown	46	4	66	-1	45
Grenada	51	3	65		51
Hernando	27	3	67	+1	28
Holly Springs	46	3	71	-2	44
Houston	21	4	50		21
Iuka	32	3	74		32
Memphis	352	4	46		352
Memphis-Central	46	3	73		46
Memphis-East	142	4	59		142
New Albany	55	3	65		55
Olive Branch	62	4	65		62
Oxford	132	4	55	+8	142
Pontotoc	49	4	62		49
Quitman County	21	4	74	-1	20
Ripley	67	4	75	+1	68
Robinsonville	35	4	54		35
Ruleville	12	3	50		12
Sardis	17	3	69		17
Senatobia	56	3	73		56
Southaven	49	3	63	+4	53
Sumner	32	3	56		32
Tunica	41	3	43		41
Tupelo	162	4	82	-1	161
Water Valley	24	5	73		24
West Point	74	3	67		74
District 6/30/03		2434		+11	
District 11/30/03		2447			

>>DISTRICT TOP THREE GIVERS--PER CLUB--JULY-NOVEMBER <<  
 Tupelo-- \$15069 Robinsonville-- \$3350 Memphis Central --\$3000  
 93.69 per member 95.71 per member 65.21 per member

### Pay it Forward

A few years ago a book was made into a movie called, "Pay It Forward." Both tell the story of a young boy who believed in the good of human nature and set out to change the world, much like Rotary has sought to create a world of understanding and peace. The boy's human chain of kindness and goodwill was for one person to do three people a favor and when those people thanked him and asked how they might pay him *back*, he tells them that they should each pay it *forward* to three other people and tell those people to pay it forward.

As I watched this movie, I wondered why has The Rotary Foundation (TRF) and Arch Klumph's dream of "doing good in the world" not been immortalized by Hollywood? Surely, the number of people to whom Rotarians throughout the world have "paid it forward" through TRF programs is cause for celebration. **If we focus on nothing but our efforts in eradicating polio, we know that we have been successful. When we began in 1988, 350,000 cases of polio were reported each year. Today, polio only remains endemic in 7 countries of the world and the number of reported polio cases is less than 2000.** But 99.9% reduction is not enough; the war is far from won against polio and after that the war to fight poverty, disease, illiteracy and hunger must claim our attention.

## DEVELOPING A HIGH QUALITY CLUB BULLETIN

When I was asked to be editor of the Aberdeen Rotary Club bulletin in 2001, I promised to deliver a publication that would look good and was newsworthy and colorful. "Look good" was a paraphrase from my forty-plus years in radio broadcast management and ownership that said "just because we're in a small market, we don't have to sound like it."

When it comes to bulletins, I believe that "looking good" will draw readers to your publication. Even if the bulletin for a given week lacks exciting or ultra-interesting news articles, if it is presented well, there's a better chance it will be read.

In the high tech world of the new millennium, color is a "must" for just about any publication. No matter how well it's put together, or "how good" it looks, color will make it better. And it doesn't have to be expensive. I use a Hewlett-Packard model 932C printer that was purchased several years ago for \$99. It does a very good job of printing both text and graphics, black-and-white and color.

Graphics are important, too. they add immeasurably to the appearance of your bulletin and its attractiveness to the reader. Photos are extremely important. They make the bulletin pages come alive.

So much for appearance. Now, a comment or two about news content. My hard-and-fast rule is that everything in our bulletin must be at least indirectly Rotary-related. If it's not about a Rotarian accomplishing something within the club, then it's a Rotarian being named to an honor, becoming a first-time parent, etc. In other words, don't use "filler" material that has absolutely nothing to do with Rotary.

Follow a few simple rules such as these and you'll find that putting the weekly bulletin together is not a chore, but something to which you look forward.

[Check out Jim Buffington's award-winning web site/bulletin at <www.aberdeenrotary.org>]

## DECEMBER IS ELECTION MONTH FOR ALL CLUBS

SEND INFORMATION ON OFFICERS TO ROTARY INTERNATIONAL

And DISTRICT GOVERNOR ELECT DICK WIELAND

DISTRICT GOVERNOR KENNETH BENDER

AND BE CERTAIN TO INCLUDE DISTRICT SECRETARY DON BAKER

Send to RI using the envelope provided. Send to the others either by USPS (addresses in the directory) or email to

(<rwieland@midsouth.rr.com>, <cibender@olemiss.edu>, <rotary68@bellsouth.net>

Please also provide Treasurer's name and email address



**GREAT NEWS**--Mark and Gay Maloney will be the President's Representatives at 6800 District Conference (April 30-May 1) He served as Director, RI and for over a year he has been Aide to President Jonathon Majiyagbe on travels throughout the Rotary world.

As we near the end of 2003, it's time for us to reflect on how we can "pay it forward" by making our tax deductible contributions to TRF. Beginning this year we will focus on Every Rotarian, Every Year \$100. The Rotary Club of Robinsonville has already reached that level and did so in the first quarter of the Rotary year. It's easy to make a gift: cash or check, stocks, bonds, mutual funds, corporate matching gifts, credit card or bank draft. If you need a bank draft or credit card donation form, go to the download center of Rotary International's Business Portal or email me at justme@netbci.com and I'll send you one.

If any of your members should ask "Why should I give?" tell them this: When you give to TRF, you share your heart. Sharing your heart, you give hope. Giving hope, you give opportunity. Giving opportunity, you shape others' lives (and yours) in a positive way.

Please encourage your club members to share their hearts, give hope, and offer someone the opportunity to make a better life for themselves and their families.

Janice Trawick (Tupelo)  
 D6800 Foundation Chair  
 Zone 30 Annual Programs Fund Strategic Advisor

